

Corodata Records Management Sales Manual

Senior Experience (Bus 495)

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Executive Summary

The purpose of this paper is to create a sales manual which will be provided to newly hired salespeople at Corodata Records Management in order for them to become acquainted with the company and their tasks. The tasks newly hired salespeople will learn throughout this manual will allow them to assimilate into Corodata's company culture within six months rather than the usual one year that it currently takes. The goal is to retain employees and train them to excel in booking appointments more promptly. The manual provides information on the company's history so that the employees understand Corodata's background. We have provided employees with a chart to organize and study the features and benefits of the services that Corodata offers so that they are better prepared when starting to prospect for new clients. The manual also provides the employee with pre-written sales scripts to give them examples to build upon for their personal success. Along with this we have provided industry information, sales materials, and secrets to becoming the best salespeople.

Throughout our research we found that it is necessary for employees to find motivation in order to become successful in their new position. We found that Corodata employees were missing internal motivation. We researched and developed different methodologies that have proven to boost employee motivation and productivity in other companies. We outlined key points in well-respected sales books, recommended using an employee motivation board, and included a personal brand tagline exercise. With the combination of these materials our hope is that Corodata employees will find different ways to become more engaged and successful in

their work. This tool will become a necessary asset when cold calling, prospecting, and booking appointments for Corodata Records Management.

Methodology

In order to prepare this manual our team researched multiple avenues to provide Corodata's new hires with the most relevant materials for success. Through the halfway point of our project, our team was able to meet with Ken Stender, the Vice President of Corodata. Meeting with him allowed us to understand the needs of his employees. He recommended multiple scholarly textbooks and well-respected sales books to help us find valuable information on the sales process. We were able to use an internal data source provided by Corodata's marketing department to understand the services provided by Corodata. Through external research, our team was able to identify useful and well-known sales techniques such as C.L.A.S.P and C.P.R. Our team conducted in-depth interviews with successful long-term sales leads which allowed us to understand what the daily activities of a salesperson consist of. We were guided through the process of how to prepare, prospect, reach the decision maker, and book appointments. Through this, we were able to prepare phone scripts for new employees.

Working with a team member who is currently employed by Corodata, we were able to receive insight on how employees currently feel about their training experiences. This was beneficial in creating an outline for what the manual would contain. When finalizing the manual and narrowing down our content we were guided by our advisor Gayle Belch, to determine the information that will most benefit the future of Corodata. Gayle's background and knowledge in sales was an important asset in the formulation of our manual.



CORODATA SALES TRAINING MANUAL

CORODATA RECORDS MANAGEMENT, CALIFORNIA

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Let's Get Started

Manual Design & Purpose

This manual is designed to help train you on the primary job responsibilities of selling information management services for Corodata. The information in this program represents the essential areas that you must understand to be successful in your position within the first six months. Your Sales Manager and Vice President are prepared to guide your efforts, give feedback and answer any questions you may have.

This manual consists of six sections that are condensed to teach you the necessary content that will help you quickly understand the key aspects of becoming a sales professional. Each part of the manual will take some time and effort to master. The most essential factor in being a successful salesperson for Corodata is not talent, intelligence, or personality; but persistent effort. From our many years of experience, persistent effort is the only commonality between all successful salespeople. This fact has been the backbone of our organization, and it is what we look for in all our sales associates, so really go for it - you won't regret it!

Desired Outcomes

This onboarding sales manual has been created to acquaint you as a new Corodata sales associate with the industry, company, products, services, and sales process information that will make you a successful salesperson. Listed below are the ten desired outcomes you should accomplish after completing this onboarding sales manual for Corodata:

1. Learn about Corodata's history and locations
1.2. Understand the current industry and competitive environment
1.3. Understand Corodata's key features and benefits
1.4. Familiarize yourself with the steps of the sales process
1.5. Become a master at appointment scheduling
1.6. Learn how to use Corodata's sales battle cards
1.7. Perfect your cold calling techniques
1.8. Learn how to track your sales metrics
1.9. Learn about inspirational and informative readings
1.10. Be able to motivate yourself to become the best salesperson

Hey! I'm CoroMan! I will be telling you interesting facts about Corodata and Records Management as I guide you through your training.

Let's Go!



Know Your Company

Corodata is the largest privately-owned records management company in California; we service over 10,000 clients throughout the state and nation through our affiliated networks. We have been in business for over 70 years, with many of our employees and clients celebrating 10, 20, and 30-year anniversaries with us. We have five locations throughout the state that service Silicon Valley, San Francisco, Los Angeles, Inland Empire, and San Diego. We provide records storage, shredding, imaging, data protection, and cloud backup services. We established ourselves as a leading information governance company in industries such as legal, healthcare, financial, and state government agencies. Some of Corodata's key features include:

Security: Our buildings are seismically engineered and internally designed to restrict access. Everything from the rack layout, pathways, and lighting have been calculated to minimize risk.

Compliance: We comply with the highest level of certification standards to protect our clients.

Convenience: Our services help clients organize and manage their inventory from their computer.

Cost: As a privately held company we are able to keep costs at a minimum for clients while enhancing value.

Services: We offer the full lifecycle management of client information-records management, imaging, shredding, data protection, media storage, and Corocloud.



The History of corodata







1948 — Founding

Coronado Warehouse and Supply founded in Coronado, California.

1955 — Renaming

Renamed to Corovan Moving and Storage, Inc. The company initially provided trucking and warehousing services to Southern California households.



1974 — Diversification

Richard T. Schmitz purchased Corovan Moving and Storage. Under his leadership, Corovan shifted focus to servicing small businesses and corporate customers with two divisions: Corovan Moving and Storage and Corovan Records Management.

1996 — Division

Corovan Records Management and Corovan Moving and Storage become independent companies.



2010 — Refocusing

The company was renamed Corodata Records Management, Inc. to better align with our clients' focus on information security. Core services expanded to include records storage, file indexing, pickup and delivery, digital media storage and protection, imaging, and secure document destruction.

Did You know that there are over 4 trillion paper documents in the U.S. alone and they are growing at a rate of 22% per year? I did!



Present Day

Today, both Corodata and Corovan remain family-owned by the three sons of Richard T. Schmitz; Bob, Bud, and Tom Schmitz.

Our Locations

Corodata has four service hubs across California. They are located in Point Richmond, San Jose, Corona, and Poway/Escondido.

Poway Facility, Est. 1990

Corodata's headquarters are located in Poway. This was the first facility we opened dedicated specifically to records management. It solidified our goal of expanding our efforts in Southern California. The Poway facilities reside within a court of multiple buildings. It includes a facility where we house our data protection office which contains one of three state of the art vaults within our company. Our sister company, Corovan is also headquartered here.

Poway Contact Info
(858) 748-7202
12370 Kerran Street, Poway, CA 92064

Point Richmond, Est. 2006

Our Point Richmond facility provides services to the San Francisco, East Bay, Sacramento, and Napa area. The facility houses our second state of the art vault. The facility is close to the historic downtown area of Point Richmond, known for its mom-and-pop shops and restaurants.

Point Richmond Contact Info
(510) 307-4415
740 National Court, Richmond CA 94804

San Jose Facility, Est. 2006

The San Jose facility was established in 2006 to service Silicon Valley businesses with their records management needs. Some of our notable neighbors include E-Bay, PayPal, and Santa Clara County offices.

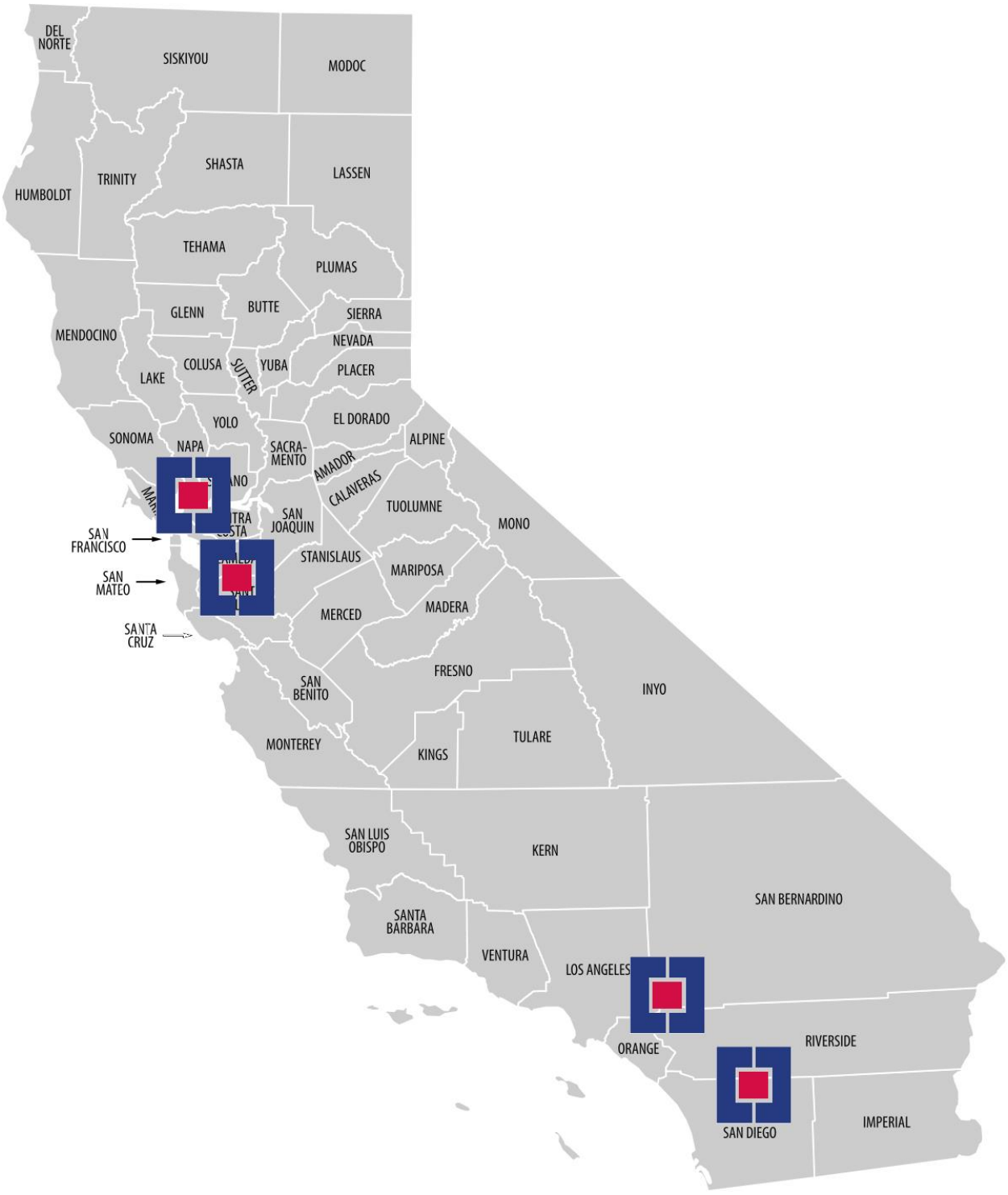
San Jose Contact Info
(408) 428-1100
450 Charcot Avenue, San Jose, CA 95131

Corona, Est. 2013

Corona is Corodata's newest location. The facility is ideally situated to service Los Angeles, Orange County, Inland Empire, and Riverside. Corona is also home to our third vault.

Corona Contact Info
(951) 817-6800
2621 Research Drive, Corona, CA 92882

Service Area Hubs



Know Your Industry

What is Records Management?

Record storage is a component of all businesses. This can include records stored on-site in the office, offsite in self-storage, in a warehouse, with another provider, online, or any combination of the above. However, retaining and managing documentation requires the utilization of valuable office space. Additionally, records management takes time and requires relevant expertise and administrative oversight.

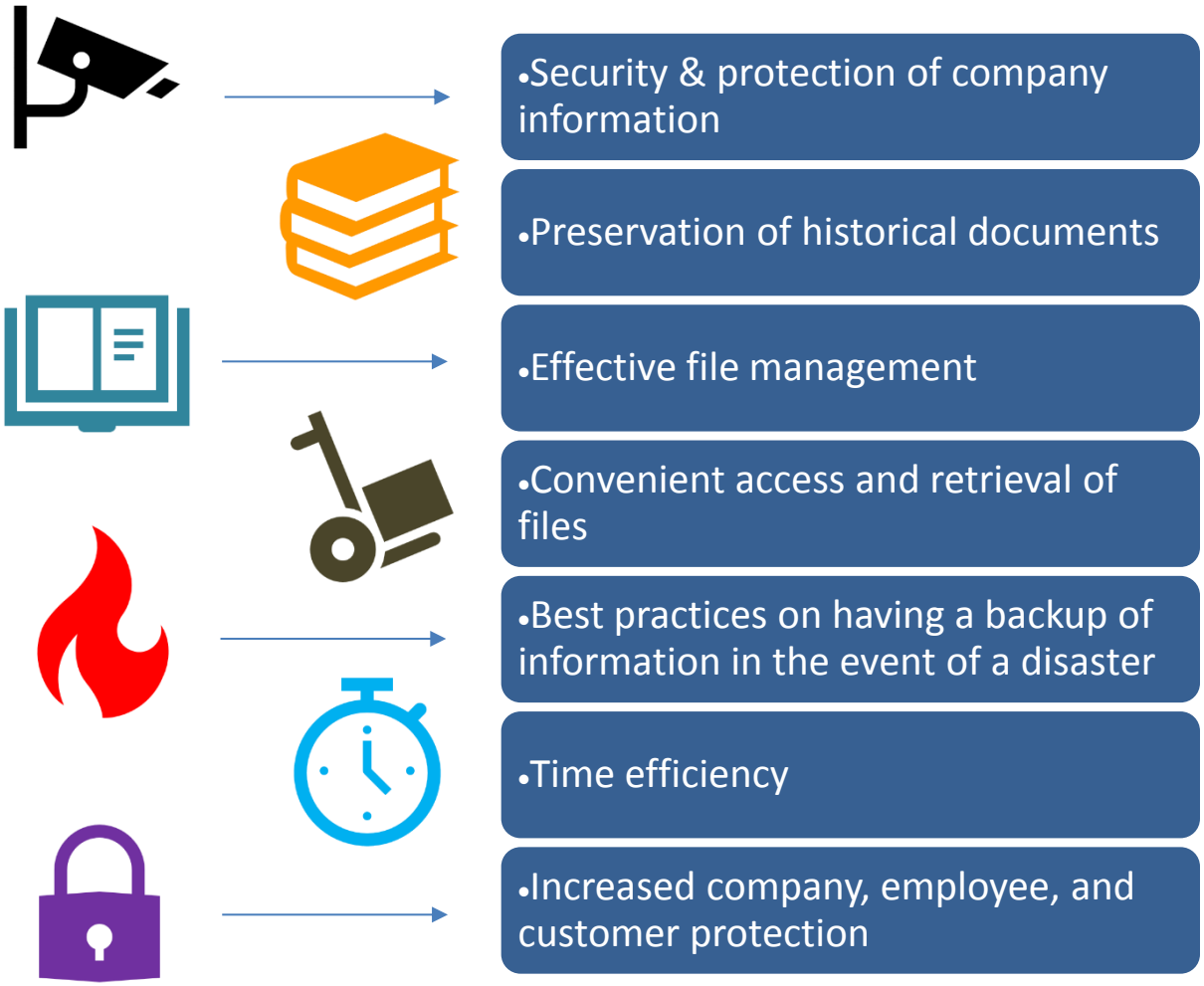
What type of businesses need records storage and management?

All companies, large and small, should consider professional records storage for the secure management and tracking of business documents. Records management is an efficient way to implement disaster recovery plans, remain in compliance with industry policies, and retain valuable space in the office.

Reasons for Offsite Records Storage

Offsite records storage is a more convenient and secure way for businesses to manage their paper files while protecting them offsite. A good RIM (Records Information Management) system provides several benefits.





Industry Regulation

Many of our high-volume clients operate in highly regulated business environments. Sectors such as government, health care, and finance demand extensive document retention. They also require recollection protocols and must also adhere to current, upcoming, and predicted RIM requirements. These requirements often outline the responsibilities that businesses have within the industry, which include ensuring information is collected, managed, and destroyed correctly and legally.

An increase in privacy violation incidents has led to new information privacy laws. Businesses are required to regularly increase their information security programs to protect their clients from the legal, financial, and reputational risks that result from information violations. These industry regulations will result in an increase in business resources being devoted to meeting complex legal requirements and storage information laws. Therefore, meeting regulatory requirements is costly for businesses and as regulations increase for this industry, so will operational costs for companies in the future.

Competitor Activity

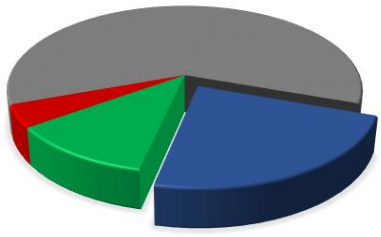
Large, industry-dominating companies have been able to successfully achieve larger economies of scale and meet market demand because of high competitor acquisition activities. As a direct result of acquisition activity within the industry, the dominating companies have snowballed within the last five years as smaller businesses have declined at an annualized rate of 0.7% (Oliver, 2017). For example, "Iron Mountain acquired File House Record Storage, Document Systems Inc., and First National Safe Deposit to broaden its' domestic business and customer base. More recently, Iron Mountain acquired major player Recall Inc. in 2016" (Oliver, 2017). Industry-dominating companies have much larger customer markets and economies of scale. Smaller companies' profitability within the industry is dependent upon the efficiency of operations, compliance consistencies, and customer acquisition. Smaller industry competitors succeed in this industry by presenting these services to local or regional customer markets.

Keep Your Competition Close

Many companies operate in the records management industry across the country. The largest and most common competitors you will come across are Iron Mountain and Stericycle/Shredit, and RediShred. Combined, the three make up 39% of the Information Management industry. In addition to vendor competition, the most common situations we come across include prospects which are storing on-site or in a storage unit. Below is our competitor's company information and common cases we come across.

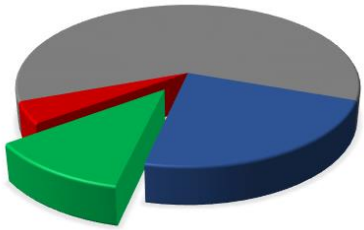
Iron Mountain: Data & Records Management
23.1% industry market share
Founded in New York in 1951
More than 230,000 customers across 45 countries
24,000 employees
Their three primary services account for 89.7% of revenue: records management, data protection services, and information destruction services
Since 2001, Iron Mountain has focused on organic revenue growth through acquisitions
Recent acquisitions: File House Offsite Record Storage, Document Systems Inc., First National Safe Deposit, Cornerstone Records Management, and Recall (a significant player in the industry)
Annual revenue has grown consistently for decades

IRON MOUNTAIN®



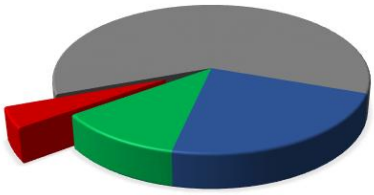
Stericycle Inc,
11.5% industry market share
Two major services: medical-waste management and document destruction services
More than 1,000,000 customers worldwide
Primary markets are healthcare and insurance
5,000 employees
In 2015, Stericycle acquired Shred-it for 2.3 billion
In 2014, Shred-it had acquired Cintas Corporation, another substantial player in the industry
Industry revenue is expected to grow at an annualized 34.2%

Stericycle®
Communication Solutions



RediShred Corp.
4.4% industry market share
Canadian paper shredding and recycling service
Acquired two sizeable companies; Professional Shredding company in 2008 and ProShred in 2017
Forecasted revenue of $250.4 Million

REDISHRED™
CAPITAL CORP.



On-site Storage
Majority of small businesses store documents in-house
Has not evolved past file cabinets and desktop folders
Limited security
Lack of organization



Sales Coaching

Product Knowledge

Record Storage



Our focus is to provide secure records and information management services to companies at an affordable rate with local client support.

Corodata's secure storage facilities protect client documents and offer quick access when they need it. Currently, 10,000 clients trust Corodata to store over eight million boxes of confidential records and files. Annual HIPAA and SSAE Type 2 audits ensure client's physical documents are well protected. Client records are kept in our local office closest to the client's location. When a client requests a file or box, we can deliver their information in two to four hours or the next day.

Transportation Services

Our pick-up services allow us to go to the client's office, another provider, or self-storage to pick up the boxes for delivery to our professional records center.

Workers spend about $120 worth of professional time a day searching for misfiled documents.

It takes a person an average of 18 minutes to find a misfiled document!



Records Management Services

With our file indexing services, we categorize and label the contents of each box and upload this information into the client's online portal.

Corodata's Records Management Service Advantages Over Competitors		
Benefit	**Other Providers**	**Corodata**
Customer Service	Other providers will route clients to call centers or lack the urgency to respond to a client's request. Clients may experience delayed responses, missed pickups, or difficulty reaching a live person through other providers.	We have a standard 9.7/10 customer satisfaction rating derived from our locally staffed and supported offices with no call centers. We guarantee an immediate response to client requests and strive to resolve any client concerns in less than 24 hours. Our clients can reach us via email, phone, or online.
Security	Some providers do not have the same standard of security, which leaves client information vulnerable.	Our warehouses are secured 24/7, trucks monitored with GPS and auto locking technology, and all employees are background and drug tested.
Contracts	Some providers lock clients into multi-year contracts without protecting the rates from increasing.	We offer month-to-month agreements and repeatedly earn our clients' businesses.
Price Clarity	Providers may have administrative fees or other hidden fees that drive up the cost of services for clients.	Our clear plan charges clients per box and does not have hidden fees or administrative charges.
Tools	Not all providers supply clients with the tools to organize and manage their files. If they do, it might come at an added cost.	We provide a free online portal for clients to manage their accounts, run reports, and request services.

Shredding Services

Every business is entrusted with sensitive data and required to guard that information in confidence, dispose of it securely, and always handle it with discretion and care. Our shredding service has the capabilities of providing statewide and national coverage to clients, but with a local, supportive customer service team. We set ourselves apart from other providers by not just heavy involvement in industry associations such as NAID, but also by undergoing our own audits to ensure our processes are compliant with legal requirements. Businesses are subject to severe penalties for instances of noncompliance regarding the sensitive handling of information.

•Purge
•One-time service

•Rotation
•Scheduled service

•Onsite
•Files destroyed at client's location

•Offsite
•Files taken off property for destruction



9 Gallon Under Desk Console
This portable console is the ideal size for every desk in the office, reducing the chances of employees throwing sensitive documents in the trash.
Capacity: 25 lbs. 13 1/4" H x 12" W x 16 3/4" D



The Shredinator Under Desk Console
This slim space saving design console makes it ideal for under desk spaces in offices, hospitals, or instructional environments.
Capacity: 50 lbs. 24" H x 20" D x 11" W
*Additional sizes available upon special request.



21 Gallon Under Desk Console
This console is a higher capacity console than the 9 gallon under desk console.
Capacity: 50 lbs. 24" H x 21" W x 15 1/2" D



32 Gallon Executive Console
The 32 gallon console is perfect for any office size and affordable enough for widespread office deployment. The locking console is designed to blend into any office environment.
Capacity: 75 lbs. 36" H x 21 1/2" W x 16" D



32 Gallon Executive Wood Finished Consoles
These consoles are perfect for complimenting any office decor. Consoles are offered in maple, espresso, and cherry wood finishes.
Capacity: 75 lbs. 36" H x 21 1/2" W x 16" D



32 Gallon Rolling Bin
The bin is a great solution for those who need a mobile container that can move between departments.
Capacity: 100 lbs. 21 1/2" D x 19 1/2" W x 38" H



64 Gallon Rolling Bin
This rolling bin is the workhorse of our destruction equipment inventory. It is perfect for the mail room, large projects, or an office wide one time destruction.
Capacity: 200 lbs. 42" H x 23" W x 29" D



96 Gallon Rolling Bin
This bin is perfect for company wide shredding and any other large company destruction projects.
Capacity: 300 lbs. 44" H x 30" W x 36" D

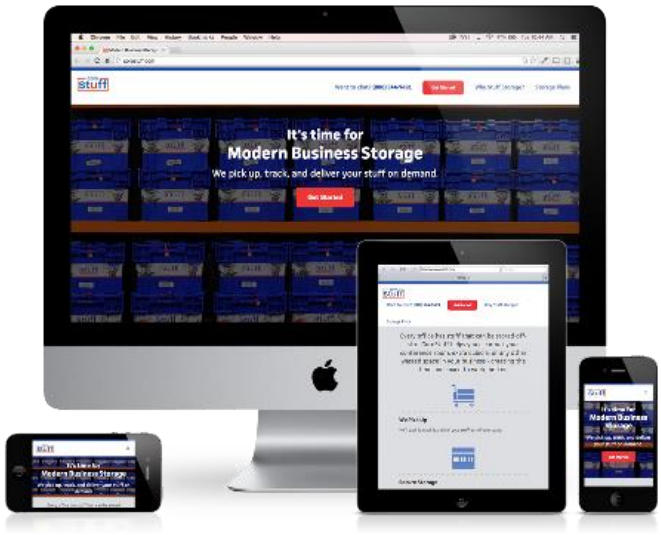


175 Gallon Rolling Bin
Only available in some markets. Not available onsite.
The 175 gallon rolling bin is ideal for a company wide shred day.No task is too small for this bin, designed to withstand the largest of shredding projects.
Capacity: 600 lbs. 48" L x 31" W x 49" H

Corodata's Shredding Services Service Advantages Over Competitors			
Benefit	**Personal Shredders**	**Other Providers**	**Corodata**
Certification	In the event of an audit clients may be asked to provide proof of destruction which they may not have.	In the event of an audit clients may be asked to provide proof of destruction which other providers may not offer.	Corodata offers a Certificate of Destruction that provides documentation for audits.
Online Tools	Clients may not have an online filing system in place to collect and organize all the necessary proof of destruction certificates.	Not all providers supply clients with the tools to organize and manage their service. If they do, it might come at an added cost.	Our online portal allows clients to print Certificates of Destruction, change their service frequency, and create reports.
Price	Personal shredders can quickly rack up costs with maintenance and employee productivity.	Large providers on average have high shredding fees for clients.	Our shredding service starts at $29 per month.
Security	Personal shredders encourage employees to stockpile files to shred later and recycle. This reduces the safety of personal and business records.	Some providers do not adhere to a strict background check for employees or a chain of custody on their clients' files.	We secure each bag with files to shred with a uniquely numbered seal for added security. All Corodata employees go through strict background and drug tests to ensure the safety of client records.
Flexibility	When using personal shredders, clients are often limited to only on-site document destruction.	With increasing costs, providers limit their options to clients for on-site destruction.	Corodata provides full-service shredding services from one-time to ongoing and on-site to offsite.

Scanning & Imaging Services

With our scan on-demand services, we provide a hybrid imaging solution where clients store hard copy files with us, and we image and securely send only the files they need.



Data Protection Services

In the event of a disaster, businesses may not be able to access their information with ease due to downed servers or outages. Some data is considered mission critical and vital to the continuation of day to day operations. To make sure businesses are prepared for the worst, they develop a disaster recovery plan that centers on protecting their data and retrieving it in a moment's notice. Our data protection service has the capabilities of providing statewide and national coverage to clients. Corodata can provide clients weekly, daily, or monthly backups of their tapes. We also offer cloud backup. We store tapes in a state-of-the-art Firelock vault.



Corodata's Data Protection Service Advantages Over Competitors		
Service Benefit:	**Other Providers:**	**Corodata:**
Scalability	Some providers cannot adequately serve multiple locations in California.	We have the capacity to service clients statewide with our many convenient warehouse locations.
Full RIM Services	Providers may offer other services but not to the same industry-leading standards.	Corodata provides full information management services and protects information at all stages of the life cycle.
Inventory Tools	Some providers may not offer convenient online service tools, or if they do, it can be at an additional cost to businesses. Clients who backup themselves might find it difficult to remember to backup on time or keep track of backup history.	Corodata's free portal allows clients to run reports, manage their account, and request services.
Flexible Agreements	Some providers lock clients into multi-year contracts without protecting the rates from increasing.	We provide our clients with month-to-month contracts which means they can cancel at any time.
Customer Service	Clients with other vendors might encounter delays in response or difficulty reaching a live person due to call center usage.	All Corodata clients have a dedicated customer service team, data librarian, account executive, and driver.

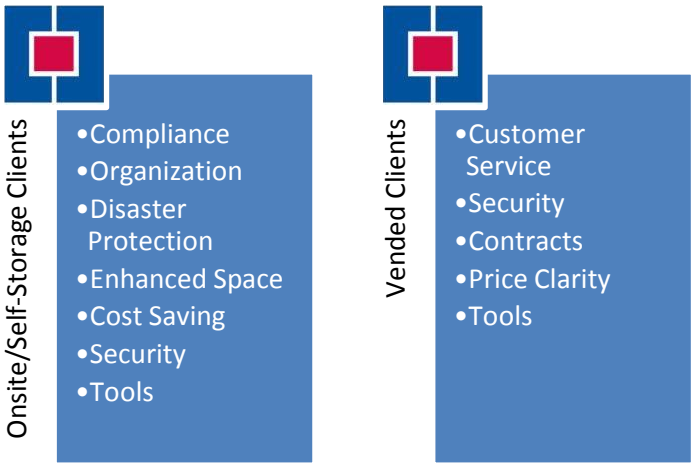
Corodata's Key Features & Benefits

Features and benefits are essential concepts to understand when selling and presenting products and services to potential customers. Features are characteristics that a service may have - like an oven having a self-cleaning feature. Benefits, on the other hand, are the reasons why a customer will want to buy a product or service. For example, the prospect would want an oven with cleaning features because of the convenience it offers.

Corodata's Key Benefits vs. On-site Storage

Over 10,000 companies utilize Corodata's offsite record storage service. A key benefit for our clients is our cost-effective, month-to-month agreement service performed by local support staff. Clients enjoy the convenience of interacting directly with our local customer service team, drivers, and account executives. Our cost savings come from owning our facilities and being a privately-owned company, which operates solely in the state of California. Typically, clients who come to Corodata from another provider save around 40% on their monthly storage costs.

Many of our clients previously stored their files in their office (on-site), in a self-storage unit, or with another provider (vended). The services Corodata provides can benefit all three types of clients. However, we do have solutions for each specific client. The table below displays Corodata's key features and benefits for on-site, self-storage, and vended clients:



Feature	Description	Corodata Benefit
Compliance	Protecting sensitive, confidential, or proprietary information is not voluntary. Every business is entrusted with sensitive data and required to guard that information in confidence, dispose of it securely, and handle it at all times with discretion and care. Businesses are subject to severe penalties for instances of noncompliance regarding the sensitive handling of information. Federal regulations such as HIPAA, FACTA, SOX, and GLB have guidelines regarding the secure disposal of confidential information. HIPAA (Health Insurance Portability & Accountability Act) FACTA (Fair and Accurate Credit Transactions Act) SOX (Sarbanes–Oxley Act) GLB (The Gramm–Leach–Bliley) California civil code Sec. 1798.81	Our industry leading certifications ensure client files are protected to the highest standard and provide unmatched breach prevention services.
		We ensure that each company possesses the mandatory disaster plan recovery, physical safeguards, transportation, security officers, restricted access, and training to remain compliant.
		We help avoid penalties arising from federal compliance breaches such as lawsuits, fines, negative publicity, and even jail time.
		We save companies at least $250,000 in potential HIPAA regulation breach cases. Most recent HIPAA violation cases have resulted in settlements of up to $5,000,000.

Corodata's Key Benefits vs. On-site Storage Continued

Feature	On-Site Disadvantage	Corodata Benefit
Organization	Without a diligent tracking system, client boxes that contain sensitive information and records are subject to zero organizational parameters.	Our barcode system tracks and records custody of each box from the moment it is picked up at each business.
	Without organizational structure, business information is rendered useless and inaccessible.	Tracking, monitoring, and securing of client information is made easy through our free online portal where clients can manage their accounts, run reports, and request services.
		These services allow clients to always know where their records are and set proper retention policies.

Feature	On-Site Disadvantage	Corodata Benefit
Disaster Protection	In the event of a fire, earthquake, flood, or other disaster; client files onsite or in self-storage are left vulnerable.	Our seismically engineered racking and shelving system is designed to hold against all types of earthquakes.
		All of our warehouses have in rack fire sprinklers operated independently of each other to protect from fire damage.

Feature	On-site Disadvantage	Corodata Benefit
Enhanced Space	In high-cost areas or small office spaces, boxes of files take up valuable space that can be used to house another employee or clear up clutter.	Storing boxes in our warehouse allows clients to take back their valuable space while adding a layer of protection to their information.

Feature	On-Site Disadvantage	Corodata Benefit
Cost Savings	Self-storage units are costly due to their pay per unit pricing. Clients who store onsite have the hidden cost of using valuable leased space for other purposes. Both situations also have costs of employee safety and security in the event of an accident.	Our provided services are more cost effective than storage units.
	Boxes stacked on each other pose an added time consuming safety risk if they need to be moved to access a box behind them.	We provide full service shredding services from one time to ongoing and onsite to offsite.

Feature	On-Site Disadvantage	Corodata Benefit
Security	Files in self-storage or onsite are vulnerable to authorized access, break-ins, or employee snooping leading to potential data breaches or fines.	Our warehouses are secured 24/7, trucks monitored with GPS and auto locking technology, and all employees are background and drug tested.

Feature	On-Site Disadvantage	Corodata Benefit
Inventory Tools	Clients often lack the necessary tools or software to manage their file inventory, tracking, and retention.	We provide a free online portal for clients to manage their accounts with zero additional fees.
		We provide businesses with an easily accessible online web portal which provides data recovery, file backups, reporting, service requesting, and data protection services for their confidential business information.
		Our client portal also allows clients to run reports and manage inventory online.

Corodata's Key Benefits vs. Vended Clients

Feature	Vended Disadvantage	Corodata Benefit
Inventory Tools	Not all providers supply clients with the tools to organize and manage their files. If they do, it usually comes at an added cost.	We provide a free online portal for clients to manage their accounts with zero additional fees.
	The client portal allows clients to run reports and manage inventory online.	We provide businesses with an easily accessible online web portal which provides data recovery, file backups, reporting, service requesting, and data protection services for their confidential business information.

Feature	Vended Disadvantage	Corodata Benefit
Customer Service	Other providers will route clients to a call center or lack the urgency to respond to client requests.	We have a standard 9.7/10 customer satisfaction rating derived from our locally staffed and supported offices with no call centers.
	Clients may experience delayed responses, missed pickups, or difficulty reaching a live person through other providers.	We do not use off site customer service staff to ensure that clients will always be connected with a helpful Corodata employee.
		We guarantee an immediate response to client requests and strive to resolve any client concerns in less than 24 hours. Clients are able to reach out to us via email, phone, or online.
		We have a dedicated customer service team in each office staffed locally. All clients are designated a dedicated driver, customer service team, and account executive.

Feature	Vended Disadvantage	Corodata Benefit
Security	Some providers do not have the same standard of security, which leaves client information vulnerable.	Our warehouses are secured 24/7, trucks monitored with GPS and auto locking technology, and all employees are background and drug tested.
	Some providers do not adhere to a strict background check for employees or a chain of custody on their files.	Regardless if clients are doing a massive one time destruction project or a regularly scheduled service, each shredding service is earmarked with a certificate of destruction containing the date and time of the service.
		The Certificate of Destruction avoids records and confidential information becoming available to people looking to use that information for fraud or crime.

Feature	Vended Disadvantage	Corodata Benefit
Contracts	Some providers lock clients into multi-year contracts without protecting their rates from increases.	We provide our clients with month to month contracts which means that they can cancel at anytime and we will strive to continue earning service from business each month.
		We continue to retain our clients and keep them happy with our services.

Feature	Vended Disadvantage	Corodata Benefit
Price Clarity	Other providers may have admin fees or other hidden fees that drive up the cost of service for clients.	Our simplified plan charges clients per box and does not have hidden fees or admin charges.
		We require no minimums for box retrieval services and add zero additional fees. We simply charge clients per box.
		We provide simplified rates with zero hidden fees.

Sales Process

The sales process is a series of steps and actions taken with prospects to lead them into a signed agreement. The steps are determined based on measurable and predictable outcomes our sales representative go through when prospecting. The benefit to you as a salesperson is you can use these steps as signs to bring your prospect closer to an appointment.

Note: These steps aren't linear, but rather serve as guides to how the sales process works. You might skip some steps and go right to the close or go back and repeat a few steps.

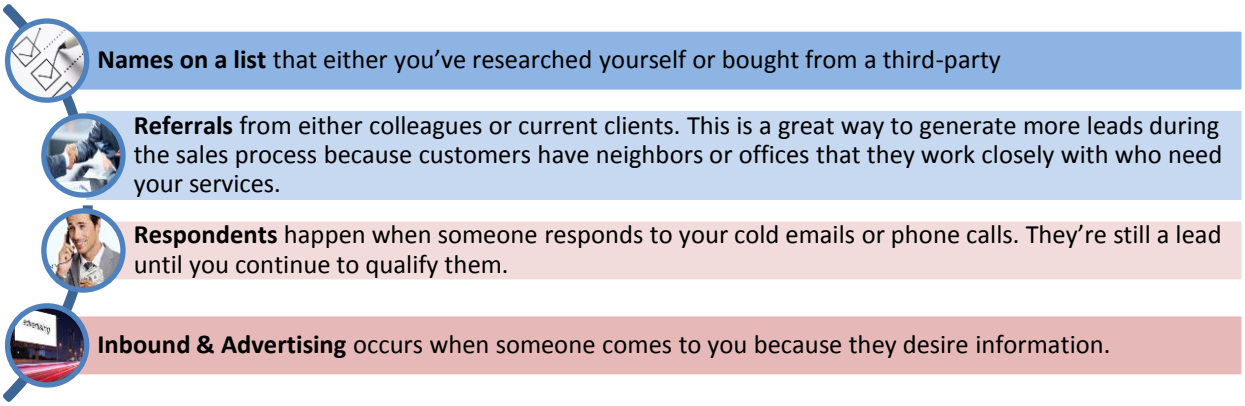
Our sales process at Corodata is outlined in the following stages:



Lead

A lead is any company or person who may have the potential to be turned into an account. A lead is the broadest and most general term in the sales process because a lead can come from many sources.
The biggest differentiator between a lead and a prospect is that you do not know if a lead has a need for your service yet. A lead could be:





- **Names on a list** that either you've researched yourself or bought from a third-party
- **Referrals** from either colleagues or current clients. This is a great way to generate more leads during the sales process because customers have neighbors or offices that they work closely with who need your services.
- **Respondents** happen when someone responds to your cold emails or phone calls. They're still a lead until you continue to qualify them.
- **Inbound & Advertising** occurs when someone comes to you because they desire information.

Prospect



Prospecting is the first stage in the sales process and means that you are contacting potential clients who you have qualified as needing one or more of our services. The prospecting stage is still in the early stages of the sales process, and prospects typically enter this through inbound leads or your self-generated efforts.

Meeting



At this stage, your prospect has moved on to the next step in the sales process. You have either had an in-person meeting with them or a virtual meeting. If you're at this stage, you should have gathered enough information to prepare a presentation catered to their current situation or challenges.

Social Events



Prospects at this stage are those you're taking to lunch, maybe a local sports event, or a round of golf. You're further developing your relationship with the prospect while guiding them through the sales process. This step is recommended for large RS1 accounts, but coffee, lunch, donuts, or bagels are a great way to get back in front of any of your prospects.

Proposal



At this stage, you're preparing a formal proposal for your prospect. If you know what your prospect is currently spending, you can develop a cost comparison that shows the cost savings they'd receive if they partnered with Corodata. Remember to add the cost savings with other benefits such as increased security or other features they value.

Tour



Next, invite your prospects to take a tour of our facilities. This stage is a great way to give a firsthand look at Corodata's commitment to processes that promote security and compliance of confidential information.

Closed Won



At this stage, you have received a signed agreement, and you are waiting to pick up the boxes or drop off necessary equipment.

Boxes In



This stage is for our records clients only. After the closed and won stage, the next step in the process is for the client to begin sending in boxes for storage so we can start their service. This step is followed by asking for referrals.

Referrals



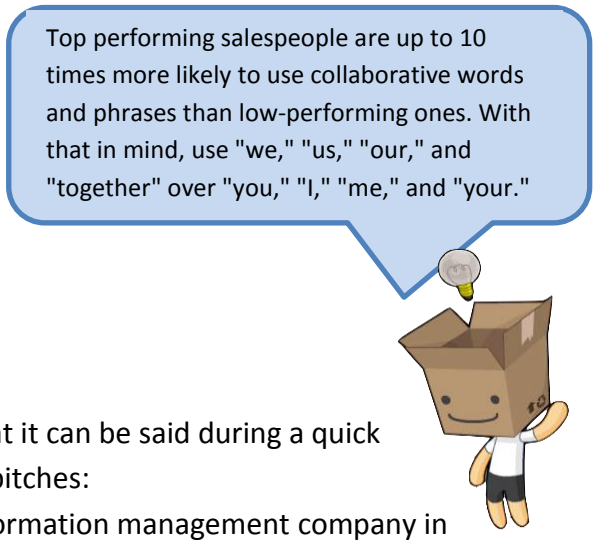
The last and often forgotten step of the sales process is asking for referrals. This is a great way to generate more leads because customers have neighbors or offices that they work closely with and they can help you get in the door with some of those prospects who need our services.

Sales Tools

After becoming comfortable with the sales process, it is valuable to be able to sell at any moment. You never know who could become a potential client and having a pitch on hand will give you a competitive advantage.
As you begin selling, there are essential components that you will need to understand and create for yourself; here are some handy tools to help you.

Elevator Pitch

An elevator pitch is short and to the point. It is useful during prospecting and always allows a salesperson to be ready to answer the questions:



- “Where do you work?”
- “What does Corodata do?”

The elevator pitch should be concise enough that it can be said during a quick conversation. Here are some Example elevator pitches:

- “Corodata is the largest privately-owned information management company in California. We help protect businesses’ information by providing secure destruction and storage of paper records, and hard drive media.”
- “Corodata is California’s largest privately held records management company. The company helps California businesses secure and manage their confidential company data.”
- “Corodata is the premier records and information management provider in California for record storage, shredding, imaging, and data protection.”

Often when you are trying to call a potential client, you will face objection. You may get hung up on or ignored, but it is important to know what to do after these things occur. An objection is often a space for opportunity, and we would like to teach you how to take advantage of these opportunities.

Objection Handling

When you encounter an objection, it’s crucial that you;

- **Listen**: Give your prospect time to say what’s on their mind
- **Acknowledge**: Validate their concerns and let them know you’re actively listening
- **Explore**: Use discovery questions to find out more about their pain point
- **Respond**: Respond to their objection in a thoughtful manner

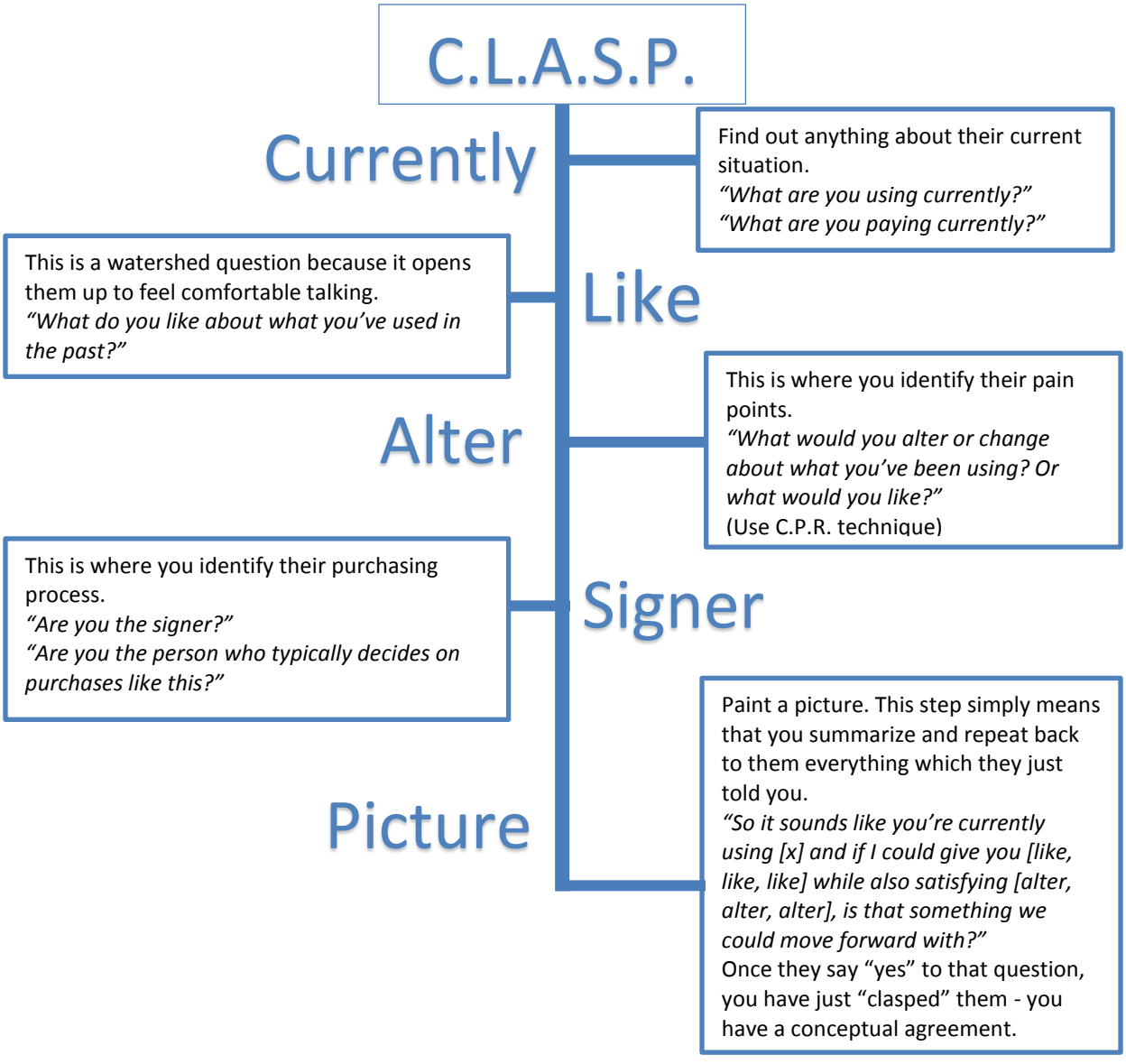
Objection	How to Respond	Goal
Email me your information	"Sure, can I please have your email address? I want to be absolutely sure the information is what you're looking for, is there anything specific you want me to include?"	Get their full name and email address so the next time you call, you have a name. Reference email templates to craft the email, and make sure to record your activity.
We're happy with our current vendor	"That tells me that you value relationships and we look for that same trait in our clients. Who are you currently working with? What is it that you like about working with [name]?"	This is where you'll find their hot buttons or the reasons that may get them to switch. You will also find out if they have a need.
We have enough space	Ask more qualifying questions: • How many boxes they have? • How often do they access them? • Who has access to them? • Is there anything they can use the space for?	Get your prospect to think about other ways they can use that space. Explain how their files might not be as secure, organized, or compliant.
We're in a long-term contract with [provider]	Ask more qualifying questions: • Ask how long the contract is • How their service has been • Offer to do a cost comparison or analysis • Mention that we make it easy for clients to start new with us!	Even though prospects with contracts result in a longer sales process, these questions will give you insight, making the transition into Corodata much smoother.
We have a self-storage unit	Use discovery questions to understand what exactly they like about the storage unit and how we can offer them better services.	Paint a picture of the dangers of self-storage units while using our blog posts to help. Remember the costs, while highlighting our competitive advantage.

Before you begin selling, you will probably be looking for some helpful tips and tricks. We have compiled two of the best and well-known sales techniques that can be used together or separately. These techniques are used to help the conversations between you and a prospect flow smoothly.

C.L.A.S.P.

CLASP is an acronym for a series of questions that will get your prospect talking and help you uncover pain points and hidden objections.

"C.L.A.S.P." is an acronym as well as a metaphor. Think of a clasp as a bracelet. A bracelet clasp isn't so tight that it can be ripped off, but it is loosely secured. When you clasp a person, you're getting a loose agreement or commitment from someone to do business. You can clasp someone within the first three to five minutes of meeting them.

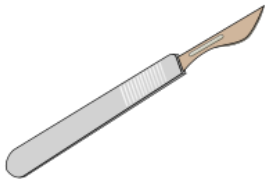


C.P.R.

C.P.R. is used to identify pain points for the prospect and to get the prospect emotionally connected with the pain of their current situation. C.P.R. is used during the Alter stage of C.L.A.S.P.

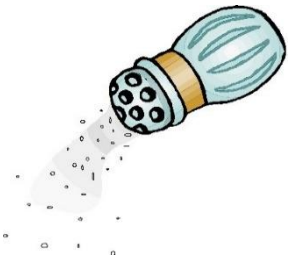
C.P.R

Cut Open The Wound



This set of questions is centered on finding a sensitive source of pain for that person or something they need. It's an open cut or an area of weakness. The easiest way to cut or find the wound is to simply ask, "What is your biggest challenge relative to 'XYZ.'" Typically, you don't want to make this your first question in the introduction stage. You first need to build rapport. But when it comes to the part about finding the need, you ask what their biggest challenge is. That might be true logically. But people don't buy on logic they buy on emotion.

Pour in the Salt



It is not enough to identify a prospect's need. You have to take it to the next level and get them emotional about that need. This is where you ask more in-depth questions. Once you identify their needs, you haven't actually completed the introduction yet – you have to keep digging. Ask what the impact of that challenge has on their team, their sales, and their overall company. By asking deeper questions, you open the door for them to let emotions in.

Remedy The Pain



Once you identify and dig deeper into the cut (or need), you can then know how to remedy the wound. This is how you tailor your presentation in a way that resonates with them and solves their problem. You don't have to show them everything your product does, either. You can show them the part that remedies the pain of their problem.

Your Sales Necessities

Battle Cards

Battle cards are a helpful tool when on calls with clients. These cards are short, concise, yet full of information on competitors in Corodata's industry. Battle cards are helpful to review before speaking with or meeting with prospects who already have a solution for their storage, shredding, and data protection services. The cards are divided into three basic sections that give you an overview, potential pain points for the customer, and questions that could help you and the prospect identify reasons to make a change to their current situation and solution.

Public Storage Units Battle Card		
Overview	**Pain Points**	**Potential Questions**
Prospects who use storage units usually were storing onsite and then moved to their records to a storage unit when they ran out of space.	Public storage units are usually dirty and don't have proper shelving or infrastructure to store boxes.	Is it difficult to retrieve boxes from the storage unit when you need them?
Often they don't know what a record storage service is.	The boxes are scattered all over the place and prospects usually have great difficulty finding boxes and files and tracking where they are.	How do you keep track of inventory or where a box or file is?
Clients in storage units typically have hundreds of boxes and have to do all the work to manage their records and keep track of their inventory.	Managing public storage units is very time consuming and takes employees away from the office. Often this can be hours of time a week spent moving boxes and files, finding them or inventorying them.	Do you have any concerns with regards to compliance and how you store your boxes and records?
	Storage units are more costly than Records storage services and cost at least twice as much. This does not include the time and resources prospects spend managing the unit.	If you could cut your storage unit cost in half would that be help with any of your company initiatives?
	Storing records in storage units is often not compliant with government regulations for confidential information.	



Onsite Battle Card		
Overview	**Pain Points**	**Potential Questions**
Most of our clients used to store their records onsite.	Often boxes are an eyesore to employees and customers.	Who has access to the area where you store your boxes?
Clients must maintain and manage all their files themselves including inventory, retention policies and tracking.	Managing, storing and shredding your confidential records is tedious and time consuming and in large quantities are likely to be neglected when self-serviced.	If you could free up that space what would your company use that space for potentially?
Customers often are using personal shredders to destroy their confidential records.	Storing onsite can be very disorganized and often leads to companies having records that are far past their retention period.	How do you track your inventory and where boxes and files are?
	Most onsite storage locations have minimal security and vulnerable to unauthorized access from all types of people.	Is the area you use to your the boxes used for anything else?
	Both onsite storage and shredding do not have a verifiable chain of custody which can cause penalties and fines in the case of audits and breaches of information.	
	Onsite storage takes up valuable office space that could be use for something more valuable to the company.	



Iron Mountain Battle Card		
Overview	**Pain Points**	**Potential Questions**
Largest records management company in the industry	They use cubic feet to measure storage instead of per box which can be confusing for customers.	When was the last time you did a cost comparison to make sure you are not overpaying?
Publicly owned and are traded on the stock market	Known for poor customer service because they have call centers all around the world.	How does it go when you have to call them about your service or have questions about your invoice?
Offer similar range of services as Corodata Have most of the same certifications	Poor communication and slow to respond to customer requests and complaints.	Do you have an account representative you can call when you have questions?
	Invoices are difficult to understand and are known for usually having additional fees that are hard to verify.	Do you prefer your contracts to be multi-year or month to month?
	Clients often have inventory issues and trouble understanding what they have in storage.	Is your inventory up to date on your retention schedule?
	Most of their contracts are long term (over a year) contracts and costly to cancel.	How do you like Iron Mountain invoices? Is it hard to understand the service charges?
	They are known for being extremely expensive and raising rates.	

Follow Our Lead (Sales Scripts)

Phone Prospecting

One of the most critical steps in the sales process is prospecting. There are many forms of prospecting from emailing, to lead sharing groups to network associations, but what we have found to be the most effective way to find a lead is calling. With the continued growth of Facebook, Twitter, LinkedIn, etc., it would seem that social selling is the most essential step for all salespeople and that picking up the phone and cold calling is a thing of the past. However, based on our research and the most successful of our salespeople, there is no debate; the top representatives are cold calling consistently.
What separates the best sellers from the average is not complex stacks of sales technology or focusing on elaborate social selling schemes. At the highest level of sales, the leaders are creating personal value propositions and leaving voicemails to catch their best prospects on the phone all day, every day.

The opportunity is vast for the bravest salespeople who don't let rejection take them down. What we can tell you is that the best and fastest way to become successful at sales is to call. You should be willing to call prospects that scare you; the top people in a company, and C-level executives that sign the agreements and make decisions. Don't over think it and research all day. Make sure you have a good narrative that is important to the prospects.
When you go out there and get in front of your prospects, you will be surprised at how much the numbers will work in your favor. There is a light at the end of the tunnel, and it's called "back to basics". You can't do it without challenge and hard work. There will never be an easy button on sales success.

Unfortunately, Only 13% of sales customers believe a sales person can understand their needs. You can change that!



Who Should I Prospect?

All types of companies need help with records management services because almost all companies handle confidential information about their customers and employees. However, the most substantial portion of our clients come from medical, financial, government, legal or companies with many employees and large facilities. Some of the main titles you will find when asking for the decision makers are:

Common "Decision Maker" Titles			
Administrative Assistant	CIO	Managing Partner	Paralegal
Administrator	Controller	Medical Records Director	Purchasing
CFO	Facilities Manager	Office Manager	Records Manager

Each industry has different priorities, reasons, and values for why they need a records management service and why they want to have a cost-effective and compliant solution.

Below are some of the general priorities and responsibilities that are important for each industry.

Legal

Within the legal industry, managing partners are usually the main decision makers for their firm. The partners are likely to be acutely aware of the standards and codes pertaining to their record management.

Additional values that those in the legal services have are;

Cost Effectiveness: As they often have an equity stake in their firm, partners are always looking for cost-saving/profitability arguments in favor of records and information management services.

Site Security: Having a site that protects files and is secure against theft is a top priority for their document managers.

Employee Screening: Because of the sensitive nature of legal files, making sure that employees are discrete, and professional is another concern. Emphasize Corodata's rigorous employee vetting and screening process.

Customer Service: Due to the frequent needs of a law office to access records, customer service and responsiveness are valuable in their records management service. Corodata's dedicated customer service staff and ability to quickly deliver files as-needed is the best solution for most law firms.

Medical

Employees, managers, and administrators who work in the medical field are always looking for ways to better adhere to the Healthcare Insurance Portability and Accountability Act (HIPAA). HIPAA imposes several restrictions and qualifications on record storage, which we meet or exceed.

Additional values that those in the medical industry have are;

Cost Effectiveness: As a decision maker for their budget, they have direct incentives to find more cost-effective records management solutions. Medical directors have discretionary budget control over their department.

Compliance: Corodata complies with HIPAA, which requires that medical services:

- Have a disaster recovery plan
- Protect their records from environmental factors/natural disasters
- Have restricted access to records
- Have special record transportation procedures
- Stay up to date and maintaining HIPAA and state/local medical records standards

Customer Service: Because they deal directly with the records, having a responsive customer service team, maintaining transparency throughout a document's movements, and having quick access to records are all critical points of our service.

Financial

The decision makers in the financial industry often are on top of their organization's financial health. They usually are monitoring budgetary trends and staying informed of new financial regulations.

Additional values that those in the financial industry have are;

Compliance: They must adhere to financial regulation regarding records. This includes having a records management provider who is up to date on records storage privacy and security standards.

Convenience: They want quick access to files in storage. Corodata offers a significant advantage over self-storage in record retrieval time, and at much higher level of security. This will also help them reduce their administrative workload.

Large Facilities and the Facility Manager

Facilities managers are looking for a records management service that is reliable and consistent with a focus on customer service. Because facility managers are often juggling multiple items at once, they want a provider who can commit to their service schedule. The time they spend interacting with customer service needs to be quick and efficient.

Cost: In charge of a budget and must negotiate with outside vendors for supplies, repairs, and other measures.

Customer Service: The facility manager is looking for consistency with scheduled services and easy to reach customer service.

Convenience: The facilities manager is responsible for the entire facility space, managing multiple functions, including operations and maintaining the grounds of the building. It is crucial that the service takes responsibilities and work from their plate.

Phone Scripts

When the time comes to make your first sales call you might not know how to start the conversation or what to say next. In order to guide you through your first calls we have created a sales script with vital information for landing an appointment. You should keep this script handy for future calls as well. Even experienced salespeople lose their train of thought and find scripts as an easy way to stay on track.

Before You Call Your Prospect

- Make sure you have a goal for the call. Are you trying to find the best contact? Are you trying to set an appointment? Is this a follow-up?
- Have specific dates and times that you want to fill with appointments and keep these times in front of you.
- Visualize a successful call but prepare for overcoming objections.
- Do not be afraid. Be confident and pleasantly persistent.
- Try to ask for the appointment three times.
- Smile and be happy. The prospect can hear this through the phone.

In business, 92% of all interactions with the customer happen over the phone.



First Call (Cold Call)

Things to Keep in Mind

- On your first call you are trying to find out who is in-charge (Decision Maker) of how this company stores, shreds, and images their confidential records.
- Most likely you will reach a receptionist who will direct you to that person or department.
- Once you have a name, you will often have to call back a few times to reach that contact.

Receptionist

Hello, this is _____ from ABC company. How can I direct your call?

Salesperson

Hi thank you I was hoping you could help me. I'm with Corodata, and we help companies with record storage, shredding and imaging services for confidential documents. Do you know who would handle those types of services at your organization?

Reaching the Decision Maker

Things to Keep in Mind

- Once you reach this contact, you want to first qualify that they are in charge and make decisions regarding record storage, shredding or imaging services.
- Your goal is to set an appointment.

Decision Maker

Hello, this is _____ from ABC company.

Salesperson

Hi _____ , my name is ____ with Corodata Records. We help companies with record storage, shredding, and imaging services for confidential paper documents. Are you in charge of how ABC company handles those documents?

Decision Maker

Yes, I do handle that.

Salesperson

That's great. The reason for my call is that we help a lot of clients in your industry protect their information and I would like to get some time on your calendar to introduce myself to you, in case you need our services now or in the future. Would you have 15 minutes for me to stop by in the next week or two?

Phone Call Objections

- At this point, the Decision Maker will likely give you an objection and how they are currently handling their records.
- The most common objections are: They have a vendor for that service already, they do it themselves and store on-site, they do it themselves and store in a storage unit.
- Below are some excellent ways to overcome those objections.

Prospect has a Vendor
Things to Keep in Mind
• The most common competitor that prospects will have is Iron Mountain. • We are up to 40% less expensive than most competitors. • Customers who switch love our customer service.
Decision Maker We are using (Vendor) already, thank you. **Salesperson** I can understand that. A lot of our best clients were using [Vendor] too until they saw how cost effective and easy to work with Corodata was. It would be just a quick 15 minutes to compare services and see if we can cut your costs or improve your service. Is _____ at _____ o'clock a good time for you?

Prospect Uses a Public Storage Unit

Things to Keep in Mind

- Public storage units are at least two times as expensive as storing with Corodata.
- Public storage units are not designed to securely store confidential records.
- Public storage units are inconvenient.

Decision Maker

We do our own shredding and store our records in a storage unit.

Salesperson

I can understand that. A lot of our best clients were using storage units too until they saw how cost effective and easy to work with Corodata was. It would be just a quick 15 minutes to compare services and see if we can cut your costs or improve your service. Is _____ at _____ o'clock a good time for you?

Prospect Stores On-Site

Things to Keep in Mind

- Almost 70% of our clients used to store their boxes of records on-site.
- Prospects who store records on-site often have issues with staying organized.
- On-site storage is typically cramped, and the records can take up valuable office space.

Decision Maker

We do our own shredding and store our records on-site.

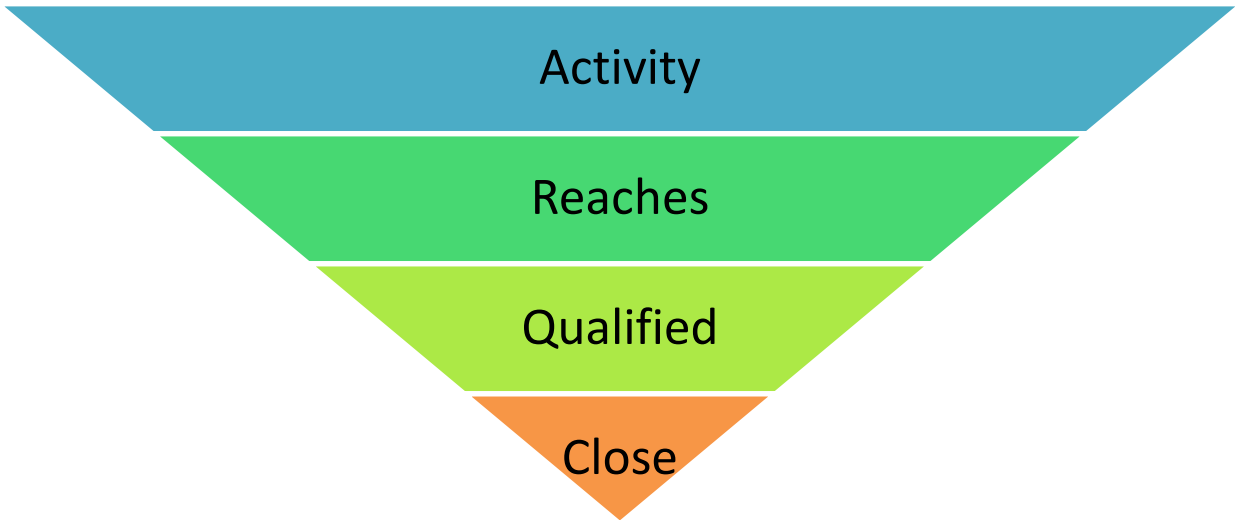
Salesperson

I can understand that. A lot of our best clients were storing on-site too until they ran out of space and wanted a more convenient solution. It would be just a quick 15 minutes to provide you information in case you need our services now or in the future. Is _____ at _____ o'clock a good time for you?

Tracking Your Sales Metrics

You've learned how the sales process works, learned techniques and tools to help you sell, and read through examples scripts to give you an example of a real sales call. After you begin your new role as a salesperson at Corodata, you will want to be able to track your progress. Determining which steps in the sales process you could improve will also help you find ways to increase your sales performance.

One of the best ways to improve your sales performance is to track your outbound sales activity. It is important to monitor these metrics because the more data you have collected, the easier it will be to determine which steps in your sales process could be improved. Salespeople often struggle with the pitch, handling objections, the close, or the lead list. If you do not have sales data, you will have no way to find issues or to fix them. If you are serious about improving your sales, make sure to keep track of some simple metrics which are activities, reaches, qualified and closes. Track these to identify and resolve your weaknesses.



Activity:

The activity metric measures how much outbound activity you are doing:

- How many cold calls did you make?
- How many emails did you send?
- How many offices did you stop by in person?

Activity tracks how and where your time is being invested. Activity is the foundation for the rest of the metrics. Low activity rates usually mean you are not doing enough outbound prospecting.

Reach Rate:

These numbers refer to how many decision makers you reach, not including receptionists or gatekeepers. Decision makers are the individuals who are involved in making decisions on buying and using services.

Qualified:

To clarify, a qualified lead is a decision maker who you had the chance to speak with and ask questions to confirm that this person should buy your product. If you reach a decision maker and they hang up immediately, that doesn't make them unqualified, but it does decrease your reach rate.

Close/Conversion:

How many of those qualified decision makers did you convert into an appointment? The conversion metric is great for pinpointing the strengths and weaknesses of your calling pitch, objection handling, and appointment close.

Example:

Weekly Metrics	Phone Calls	Percentages	Emails	Percentages	In-person	Percentages
Activity	400		20		10	
Reaches	60	15.00%	10	50.00%	3	30.00%
Qualified	20	33.33%	3	30.00%	2	66.67%
Conversion/ Close	4	20.00%	1	33.33%	1	50.00%

Did you know, 80% of sales require 5 follow-up calls after the initial meeting? However, 44% of sales reps give up after the first follow-up. Don't give up!

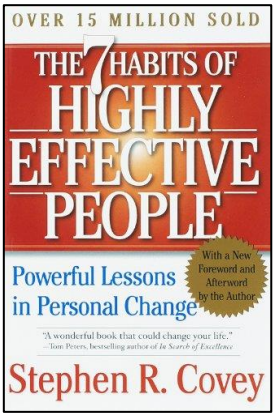


Secrets to Becoming a Great Salesperson

Some of the best secrets to becoming a great and successful salesperson can be found in books written to inspire and motivate salespeople just like you. The following book reviews are just a few examples of the many great books that will provide you with valuable sales insights. You are highly encouraged to read these insightful books and others to maximize your sales skills.

Book Review: The Seven Habits of Highly Effective People

Quick Summary



The 7 Habits of Highly Effective People by Stephen R. Covey is a self-improvement book. It is written on Covey's belief that the way we see the world is entirely based on our perceptions. To change a given situation, we must change ourselves, and to improve ourselves, we must be able to change our perceptions.

The Seven Habits

1. *Be Proactive*

Learn how to take control of the situations and factors of your own life, quit setting the blame on your environment and position, and focus your energies on improving only the elements of your life where you can influence positive change.

2. *Begin with the End in Mind*

Those who fail to plan, then plan to fail. With any role or task in life, you must create a definite value and direction for yourself to follow based on the valued principal centers of your life. Develop your personal mission statement based on your principal centers, “who am I?” and “what do I want?”.

3. *Put First Things First*

Doing tasks that are important before they become urgent is one of the primary indicators of effective time managers. Learn how to become a successful self-manager of your time and tasks based on Covey's time management matrix.

	Urgent	Not Urgent
Important	Quadrant I • Crisis • Pressing Issues • Deadlines	Quadrant II • Relationship Building • Recognizing New Business Opportunities • Sales Planning
Not Important	Quadrant III • Interruptions • Calls & Meetings • Popular Activities	Quadrant IV • Busywork • Time Wasting • Leisure Activities

4. *Think Win-Win*

Establishing effective interdependent relationships with others is the key to achieving mutually beneficial win-win scenarios with clients. Learn the intentions and outcomes of the six different human interaction paradigms of win-win, win-lose, lose-win, lose-lose, win, and win-win.

	High Courage	Low Courage
High Consideration	Win-Win	Lose-Win
Low Consideration	Win-Lose	Lose-Lose

5. *Seek First to Understand, Then to be Understood*

Learn how to best understand others and their perspectives by understanding effective communication techniques (our words represent 10% of communication, our sounds represent 30%, and 60% is represented by our body language) and structure (evaluate, probe, advise, interpret).

6. *Synergize*

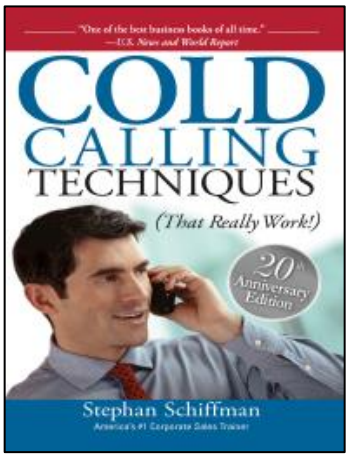
By understanding and valuing the differences in another person's perspective, we have the opportunity to create synergy, which allows us to uncover new possibilities through openness and creativity.

7. *Sharpen the Saw*

To be effective in your life and career, you must devote time to renewing your physical, spiritual, mental, and social dimensions. Look to inspire and serve others; this practice will benefit yourself and others as you practice the tools used to renew yourself each day.

Book Review: Cold Calling Techniques That Really Work!

Quick Summary



The book's author, Stephan Schiffman, is a world-renowned sales trainer who has trained 350,000 salespeople nationwide. His sales advice is simple, very useful, and his book is filled with tips to improve your cold calling techniques.

Key Takeaways

The "A → P → S" Formula

Appointments give you prospects, and prospects give you sales. In other words, securing appointments is the foundational building block of your sales conversion funnel. If you can't secure any appointments, you can't secure any sales. Therefore, there is nothing more important than securing an appointment.

Law of Ratios

The Law of Ratios means that sales are a game of numbers and averages bind all variables of the sales process.

Example: If you call 500 prospects a week, and you have a 5% appointment setting rate, that means you'll set up an average of 25 sales meetings from 500 phone calls.

- If you close 20% of your sales meetings (a 20% closing-rate), that means you'll close five deals a week.
- If the average deal that you close (aka, contract value) equates to $500 in personal commissions; that means calling 500 prospects will generate you approximately $2500 in weekly personal commissions.
- This also means doubling your calling efforts to 1,000 prospects a week will equate to approximately $5,000 a week in personal commissions.

To increase your income, you don't simply need to increase your number of sales but also your number of phone calls.

Determine how many "No" = how many "Yes".

Schiffman's 5 Ways to Double my Income

1. Double # of calls
2. Increase your contacts reached ratio
3. Increase your appointment setting ratio
4. Increase your closing ratio
5. Generate more dollars/sale

10 Traits of Successful Salespeople

1. They are not normal
2. They are committed
3. They are motivated
4. They are self-declared
5. They sacrifice
6. They delegate
7. They are optimistic
8. They are enthusiastic
9. They live off-peak
10. They are consistent and persistent

Reasons to Make the Call

Cold calling can be a daily grind, and it can be tough to stay on the phone if you are having a rough day with prospects. Even though staying disciplined making call after call can be difficult, the truth is, cold calling is a necessity for sales success. In this section of the manual, we cover some reasons why you should take action and make the call especially when you don't want to.

1. Push yourself to dial. If there is no possibility of failure, there is no possibility of success.
2. To think that you can get away without making calls is opening the door to struggle and stress far greater than that of making calls.
3. Another indicator that you are overthinking is that you're listening to your ego make up its Disney fantasy about who it thinks people are and whether they need your product. Most often, the truth is that you have no idea about anyone's real situation until you talk to them. Thank your ego for sharing and dial!
4. Don't think about what you are doing; just do it. Before you know it, you're done for the day. You have done the hard part. You have been a good provider. You went hunting and shot dinner for the family.
5. The people who are the most successful fail the most.
6. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.
7. This is a test of your courage. You need to rise to the occasion. You have to get psyched up to override the ego's natural resistance to taking any kind of risk. Tell Scared You and Guy analyst you to take a break and give the reins to Outgoing you and Resourceful you who can make something good happen.
8. Your ego is as smart as you are and it's usually trying a lot harder to keep you off the phone than you are trying to get on it. You have to draw on all your strength and intelligence to overcome your ego's bag of tricks.
9. The right question is, "Does it feel intuitively right to make these calls?" Not "Do I want to make these calls?" Your ego knows it should prospect, but if it senses any risk or danger, it has to resist.
10. Acting is the most important step. Nothing can happen in your favor until you dial the phone. You start the process of creating a new relationship with someone when you push those buttons.

Motivation Board

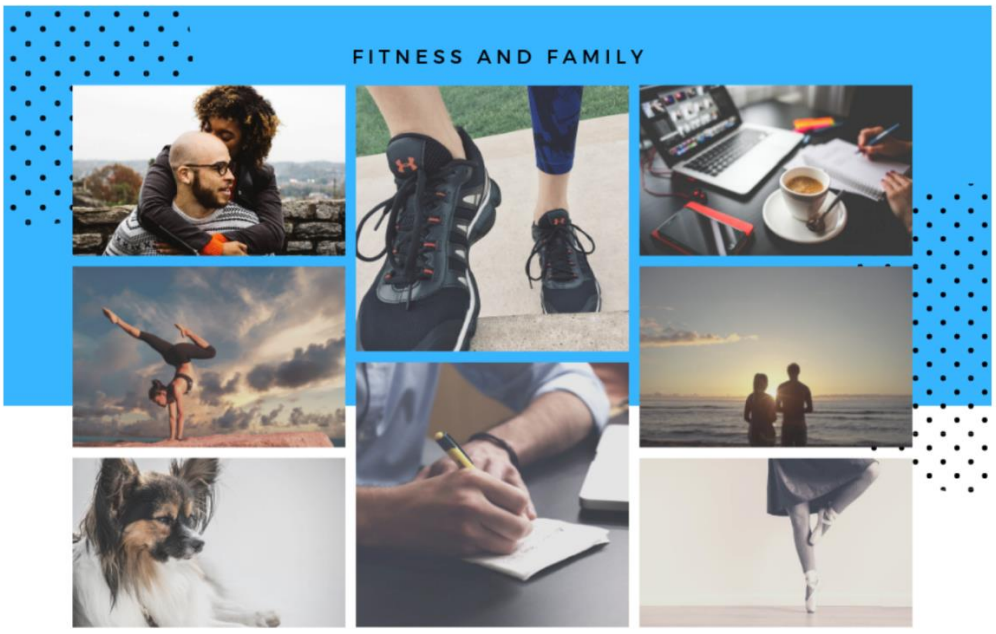
One of the most critical areas that salespeople need to be actively conscious about is their personal level of motivation. Finding what drives you will guide you to success in sales and life. Some find motivation through financial rewards, and others find it through recognition. Whatever helps you feel valued, it is essential to recognize it and pay attention to it.

To help you continuously meet your goals and familiarize yourself with your coworkers, we ask that you put together a motivation sheet like the examples below. Your motivation sheet should include images of your inspirations, motivations, and passions. We will then add your personal sheet to the motivation board. We hope that by displaying your motivation sheet, you will consistently find a motive to excel in your work. Templates for your motivation sheet are available through the link below. You will need to create an account to get started.









WHAT MOTIVATES ME


2018 MOTIVATION
NAME HERE
SALES INSPIRATION


NAME HERE
MOTIVATION FOR SALES GOALS
FIELD NOTES

Create Your Brand Tagline

We have all heard Nike's famous tagline, "Just Do it!". This brand uses a phrase to describe themselves and what they stand for. We would like you to do the same for your brand. Pick a few important descriptive and unique words to create your personal tagline. This will help you and those around you better understand what you stand for. As a result of knowing your brand, you will be able to reflect the company better and become a top salesperson.

You can start this process by listing phrases, song lyrics, or characteristics that best describe you. Then, combine those phrases to become more coherent. Next, narrow down your choices. Finally, transform that sentence into a tagline!

Here are five examples from the team who created this sales manual:

1. Live loud, speak gracefully, and always think positively!
2. Good things come to those who hustle.
3. It's all about how hard you can get hit and keep moving forward.
4. I do not fear the future; I work hard for the present.
5. Limitations are in your mind, and it is up to you to outperform them.

Creating your personal brand tagline is a great way to stay motivated and always keep your eye on the prize throughout your sales career. Always remember, staying motivated is key to becoming a consistent salesperson!



Conclusion

Once you've made it to this section of the document, you should have a much clearer picture of the role you will play here at Corodata. This manual will be your go-to document through your time here, and we hope you have found this information to be helpful. Once you have been through the sales process a few times, it is always important to evaluate your progress. There is always room for improvement so looking back through this manual when you are in need of inspiration is a quick way to continue on your journey to becoming the best salesperson at Corodata Records Management.

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Our senior experience team would like to extend our gratitude to the Corodata employees that helped extend our knowledge on the sales processes' at Corodata. Through phone and in person interviews, we were able to understand what sales employees' needed in order to be successful in their work. We would like to thank Trey Williams, Gary Lee, and Ken Stender for the knowledge they shared with our team. We would also like to thank the marketing team at Corodata for allowing us access to the Corodata images used in our project. Finally, we would like to thank Gayle Belch for her constant guidance throughout our senior experience project.

Project Conclusion

After researching and formulating an onboarding sales manual for Corodata employees, we were able to properly portray the key factors that will lead to an effective salesperson. We expect Corodata to use this manual to their benefit when onboarding and hiring new salespeople. This manual is a solution to the previous issues encountered within the sales portion of the company. The solutions provided include a thorough background of the company history and information on the product feature and benefits so that employees fully understand and are comfortable with selling Corodata's services. The sales manual also includes important sales material such as sales scripts relevant to each issue that may come up while on the phone. This will help guide each salesperson through the phone selling process in hopes of setting appointments quicker. The manual also provides outlines of well-respected sales books and internal motivation recommendations to help keep employees engaged and successful in their work. We predict that this manual will lessen the time taken to train and build successful salespeople. We also predict that the implementation of this manual will boost employee retention with a stronger internal motivation in employees.