

MyKlpz is the first approach of its kind; the opportunity to do a difficult, but critical task, in a different way to create long term value.

As a practical matter, the approach to learning Klpz (software designed to automate a process) is different than learning your typical CRM or contact manager. The big difference is that you need to spend a little time with setting up a starting process (including your messaging) to enjoy the benefits of speed and of easy operation. Once done, the stage is set for a level of productive activity you have not been able to achieve before.

Also, you have to be honest with yourself about your goals – how much activity will you commit to each week. And, be serious about who is on your list.

However, the payoff is a process that **you understand perfectly**, a process that **is repeatable** and a process that **anyone can operate**. (Your income will always benefit from new appointments, so, at some point, you may hire someone set appointments for you.)

So, what should you expect when you register for MyKlpz?

First – What is your starting Best Practice?

Task one is build your first Best Practice. Not difficult, just requires thought and effort. It does not have to be perfect; it just has to be done. Prospecting is a process you will improve over time. **Do not obsess** over the first one – it is more important to get started than get perfect.

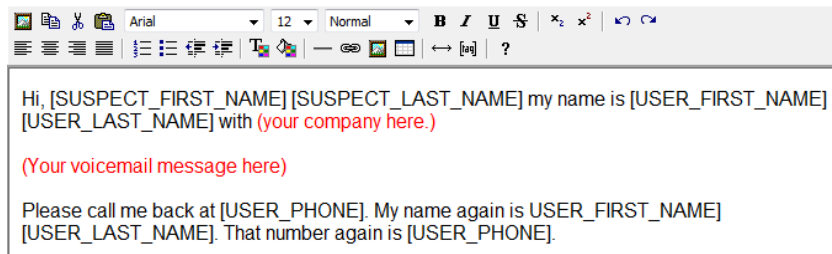
You need to personalize one, or more, of the pre-loaded Best Practice templates. Klpz has a number of Best Practice templates, which are called Cycles – cold call, warm calls, follow-up calls, etc. You decide which one(s) you wish to use and then **personalize the messaging**.

To **personalize the messaging** means to edit the conversation script for the Cycle and the voicemail and email templates for each call in the Cycle.

Here is how a template for a voicemail looks.

Notice that we already have the [TAGS] in place to pull the target's

name into the message. This is also done for emails, so they are personalized automatically.



Klpz does not require personalization in order to use the software. Some users keep voicemails on paper until they are happy with them and then they enter them into Klpz. However, the

edits are easy and quick to do, so the better plan is to do your first set immediately. You increase performance with consistent messaging.

If you don't have professional guidance, think about investing in help to develop good messaging. It is an important part of the overall process.

Second - Your goals and your list

The key to success is consistency. Your new goal should be consistency in calling a specific number of companies a week – and not the time you would like to spend calling. Eg. If you try to call 100 companies a week, but get no one, you can do this in Klpz in about 3 hours. If you had a conversation with all of them, you could spend 8 hours. Now, you will not operate at these extremes, but the point is this – **time is a terrible way to measure a goal** and it will not provide consistent results.

The second point about your goal is that for every hour each day you expect to be on the phone, you can expect to pursue 800 targets a year. [Click here for a calculator](#) (also on our website) to help you play what-if. The point is this – there is a physical limit to the number of people you can pursue. Build a list that big – no bigger!

| How many targets can you pursue a year? | | |
|---|---|------------|
| 1- | Calling minutes per day on the phone | 60 |
| 2- | Average number of steps taken in your Best Practice before a "pursuit" ends | 3.2 |
| 3- | Average time per Step (CRMs are typically 6 minutes, Klpz is less than 3) | 3.0 |
| Number of calls you make a day | | 20 |
| <i>Number of the above calls that are first calls</i> | | <i>6</i> |
| 4- | Number of days per year you will telephone prospect | 220 |
| 5- | Number of times a target will be "pursued" per year until you reach them | 2.0 |
| 6- | Replacement targets, as percent of total, that are needed to keep your calling list at the right size | 15% |
| <i>You need a list with this many names</i> | | 791 |

Don't clutter your Prospecting data in Klpz with folks you are never going to have time to call. The better philosophy is to challenge yourself to have the best '800 name territory' you can create. When you get to 800 and find another target you like – you first have to take someone out. This is a great philosophy because it will result in your creating a very valuable database of targets.

The companion philosophy is to build a Marketing list of everyone you will market to. Add your Prospecting database to the Marketing list before each marketing campaign – but, otherwise, keep them separate.

Finally - A process you understand and you own

This process is a very powerful and valuable tool. You have a successful telephone prospecting process that can be measured and monitored. At some point in your career, you can hire someone to make calls for you.

If you need administrative help getting started, ask us about our Admin Services. We are fast, good and affordable. Find more information on our Contacts and Resources page.

What to expect?

A different way to play the sales numbers game in the first half of the sales cycle. A metrics and process approach to working a difficult task and a much more successful outcome.