



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & DAVE TESTER

- Shaun Buck: Hey, this is Shaun Buck with the next episode of the Million Dollar Strategies podcast, and I am joined by a very special guest. A gentleman I've know for, I don't know, probably coming up on seven or eight years now. Mr. Dave Tester, and Dave's done a number of different things, but he actually does a lot of work for us in my company right now.
- Shaun Buck: He's helping us, helping my team, but he's been an on-air broadcaster. He's been a sports anchor for Fox TV sports, ESPN, CNN, ABC, CBS, I've seen him throughout the Treasure Valley. You can see him talking at some of the various games.
- Shaun Buck: We'll see him being a broadcaster there. A couple of years ago, we actually started-I knew you, we had done some work. You were a client of my dry-cleaning company even. But it wasn't until just a few years ago that we started working together in the newsletter pro.
- Shaun Buck: So Dave, I wanna welcome you to the program and then give everyone a little bit more of your background. Tell them your story, cause you've got a really cool and unique story.
- Dave Tester: Yeah, absolutely. And Shaun, thanks for having me on as a guest. If you're not following Shaun's philosophies, I can tell you first hand that his office is much bigger than when we first met at dry-cleaning pro, so well done.
- Dave Tester: Shaun, I tell this story about I've been a broadcaster since I was in sixth grade. I announced my first rodeo with my grandad in sixth grade, if you can imagine that. I always had visions of being Brent Musburger, Al Michaels, those type of guys. That's what I was gonna do, and I did it my entire career until there was a show, do you remember it was called The Apprentice?
- Shaun Buck: Yes.
- Dave Tester: Do you remember who the host was, the main...
- Shaun Buck: I think he's the President of the United States right now.
- Dave Tester: Yeah, the President. He used to have a famous saying. Do you remember what the saying was?
- Shaun Buck: You're fired.

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- Dave Tester: You're fired, and that's what happened to me in the broadcasting business. After 20 years, a guy came in and said you're fired. I thought, well just for the day, what's going on?
- Dave Tester: I had just won an Emmy that year in sportscaster hall of fame. So I had a pretty good year, and I was thinking what did I do wrong? Somebody said to me, Dave, you've got the gift of gab. Why don't you be a sales guy?
- Dave Tester: I'm like oh, they drive really nice cars. That sounds like a good thing. Like most salespeople Shaun, I was promised a big list, I was promised coaching and training. I got some version, you remember those really thick things? They were yellow, and they had phone numbers in them.
- Shaun Buck: I do. I do remember, I have advertised in them previously. Yes.
- Dave Tester: The phone book.
- Shaun Buck: Yes.
- Dave Tester: They threw a phone book at me, and they said, go get 'em kid. I discovered that typically salespeople aren't trained. Typically sales managers have no idea what to do and owners are frustrated, cause they're really good at sales. Because they know if they don't sale something, they don't eat.
- Dave Tester: So I basically went from a journalism degree to a sports broadcaster to just studying every element of sales. Strictly by accident, with my television and radio background, I discovered some secrets to phone calling.
- Dave Tester: How that happened is, I host a talk show, and I'd have live callers and I'd do that type of stuff. And now Shaun, it's turned into my passion. I'm gonna use a character from the Bible, Barnabas. He's an encourager.
- Dave Tester: So, my number one goal is to encourage salespeople, business owners. I like to be on a live stage, cause things can go wrong. And what I mean by that is, live phone calls. Ultimately make some version of a difference.
- Dave Tester: So, that's kind of how my company comes together. I guess I'm kind of known as the dialing stranger, overcoming your hangups and producing cold calls that sell. My philosophy is, dammit, pick up the phone.
- Shaun Buck: Well, I know, cause you preach it to my team on a regular basis. Weekly here in my office and I've heard you tell them to pick up the phone. We've had lots of conversations about it.
- Shaun Buck: So let's talk about that because, see Dave, I think most people are scared of the phone. I think they're either scared of it, or they think they don't need it. They think that social media's taken over.

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Shaun Buck: Can't I just email them or tweet them or Facebook message them or whatever the case may be, and get the response that I need? This thing called the phone is maybe not that important anymore.

Shaun Buck: I know we fight against it here, with my team. I always tell them email's a secondary form of communication for example, right? The phone is your primary form of communication. Email is secondary.

Shaun Buck: So talk to me about that. Why? Why the phone today, when there's all these other options for communication?

Dave Tester: Well I'm gonna just give a couple of stats, but 75% of people that make phone calls, outbound calls. We won't call them cold calls, we'll call them outbound calls, hope and pray they get voicemail because they don't know what to say.

Dave Tester: So there's the beginning for our listeners that are saying I can't get my people to call. Well, number one is they don't know what to say after somebody says hello.

Dave Tester: Number two is, 81% of leads are not followed up on. Shaun, you asked me to come in and help your team. And that's the big thing that we're working on is, picking up the phone and calling leads. Those are the two challenges.

Dave Tester: Let's go back 10 years, we don't even have to go back 20 years, with computers and stuff. There were excuses then. It was, well I'm too busy or I'll interrupt them.

Dave Tester: Now of course, it's nobody uses the phone anymore and everybody texts. I hear that. As a prospect once said to me, it's kind of refreshing to get a phone call, I never get phone calls. But you also have to know what to say.

Dave Tester: So, the biggest piece is we're not prepared. We were told when we were little, don't talk to strangers and certainly don't ask strangers for money. Think about that paradigm, Shaun, every time you pick up the phone.

Dave Tester: I'm talking to a stranger, and I'm gonna ask them for money, help.

Shaun Buck: Yeah, yeah. No, that's all good points. So we've got this fear of dialing. Why do you think people are so scared of it? What do you think the root cause of that is?

Dave Tester: Well, I talk a lot about your personality style. That's the foundation of our training. We use a system called DIS and C. A lot of that determines by your learned behavior of don't talk to strangers, or I have the gift of gab, or I don't have time to talk.

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- Dave Tester: I think it's self limiting belief. Your biggest fear, and in my book Dialing Strangers, chapter one talks about my first cold call ever. That was in seventh grade. I asked Chanel out on a date. And a lot of people, it could be their version of Chanel or Steve, depends on who you were calling in that grade to ask out on a date.
- Dave Tester: A whole bunch of things went through my head. What if she thinks I'm stupid? What if she thinks I'm dumb? What if she tells her friends? What if I wouldn't have hung up the phone when she said hello? Because I called her after I wrote the book, some 40 years later, and she said Dave why didn't you tell me?
- Dave Tester: So now fast forward to when I became an accidental salesperson. When I picked up the phone to make my first call, Chanel popped into my head. I don't think there was Chanel number five yet, but Chanel number two said, what if the prospect doesn't like me? What if they're mad? What if I interrupt? What if I just call them and have a conversation?
- Dave Tester: So, I think that's where it starts from is fear of rejection.
- Shaun Buck: Yeah, yeah. I get that. You see it. The interesting part is, it's probably becoming a little bit worse in society today. If you look at it from when we were younger, that's what you had to do. You had to walk up to the girl or guy and you had to ask them out. You had to call them, and you had to ask them out.
- Shaun Buck: Today, it's like we swipe right, swipe left. We don't know if that person doesn't really like us or not, because we swipe so many times. We can't remember all the people that we swiped anyway.
- Shaun Buck: So, all these things happen that really make us not-if I swipe right, and they swipe right, then it shows as a connection. So I don't have any risk, because I know they obviously found me attractive to some extent. So it takes some of that fear out.
- Shaun Buck: I think fear of rejection for everybody is an issue. It's a concern, but in business, it can get in the way. It can get in the way of them actually making money, and actually closing some deals which is a big issue.
- Shaun Buck: You help people, I know you help people not just with getting over this fear of rejection. So tell me more about what it is that you do. I obviously know since you do help us and my company, but tell everyone who's not as familiar with you.
- Dave Tester: Well, my storyline, no different than yours Shaun. When you started out with dry-cleaning butler and you wanted to ping your current customers and stay in touch with them. Same thing happened to me.

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Dave Tester: "The Gift of Gab", I started selling radio and television, naturally because that's what I knew. And what I discovered was, everybody had this philosophy, well if I get them to the client's door, prospects; I'm all done. I'm done.

Dave Tester: I noticed that we weren't getting repeat, I don't know if I'd call them offenders, defenders. But, somebody would buy a great advertising schedule and they would say things like well, it doesn't work. The leads aren't any good. This type of stuff.

Dave Tester: So I thought, I've gotta find a way to help them. So I began studying greeting and rapport. When people walk in the door, they do wanna buy, but we need to know how to ask them. That's how I got into studying sales, was I did sell them the advertising schedule, but I didn't coach and train them how to deal with the prospect.

Shaun Buck: Hmm.

Dave Tester: So then it went from, hey would you come in and talk to our team, to I better learn what the heck I'm talking about so that I can coach them up. So it began as some sales training, it began as sales manager training to CEO training. But the basis of what I do Shaun, and you know this better than anybody because you teach it, nothing happens until a sale is made.

Dave Tester: However, what are you doing between now and then? That's why I'm such a big fan of the newsletter, because what are you doing between now and the time they're getting ready to buy? Well, I reach out to them every month with some great content that they're not gonna throw away and they're gonna share.

Dave Tester: Then when the time comes to buy, you also need to know what to do. So we start out with the basics with the phones for example. 93% of communication is tone and tempo. So on this podcast, if you don't Google Shaun and you don't look up dialingstrangers.com, which is my site.

Dave Tester: You're deciding, oh Shaun's a tall guy about seven two, and Dave's about five 10. Dave kind of looks like Brad Pitt, which I do a little bit. Shaun's Arnold Schwarzenegger. You're deciding based on our tone and our tempo.

Dave Tester: So the first thing I coach them is slow down and follow my script. Then they say things like I don't wanna sound scripted. Well, when I hear in one of my favorite movies Jerry Maguire. He says you complete me. By the way, that's a script.

Shaun Buck: Yeah.

Dave Tester: He didn't say, you complete me. My boss told me I need to say you complete-oh I'm gonna use my own line. He owns his script. He's so good at what he does Shaun, he can't ignore it. You're seeing with your team, even the first line that I profess, hey Shaun, it's me Dave. Did I catch you at a bad time?

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- Dave Tester: Just by them learning that, they're getting past the gatekeeper, their friend. So they've got a step by step system to get to the decision maker and have great questions, because that's the secret to sales is asking great questions.
- Shaun Buck: Yeah, so it's really interesting. I hear the script thing too, and it's kind of bogus because, if you're going to be in sales, you absolutely are going to use a script at some point. The only time you sound scripted is when you haven't practiced it enough.
- Shaun Buck: If you haven't gone through that process enough, that's when you're scripted. Otherwise, they don't know what you're going to say. So, how do they know that it's a script. It's you, it's your tone, it's your voice, it's your inflections. It's you reading it that makes it sound scripted. You haven't practiced enough, that's the end of the story. That's it, there's nothing more to say.
- Dave Tester: Well, think about your newsletter Shaun. You have some of the greatest writers and layout in the world. Imagine if they started saying, well I'm just gonna wing this. I don't want-your newsletters would be different sizes and they have places where they put stuff and how they ask questions. They follow a system, a repeatable system.
- Dave Tester: I don't want my airplane pilot saying, hold on. I'm gonna try something. I wanna have a system.
- Shaun Buck: Yeah, and we see what happens when people wing it. Every time when we go out on the road, and we watch people drive. Half of them seem to be winging it entirely, I'm not sure they have valid licenses.
- Shaun Buck: So we don't wanna wing it. We want people to do it the right way every time. How can you get better if there's not some kind of repeatable system and process. The thing about it is, is that in reality, it's this stuff. It's how you answer the phone, it's whether you do outbound cold calls, it's how you follow up with prospects, it's this stuff that maybe doesn't seem as sexy or as boring.
- Shaun Buck: This is actually the stuff that makes money, but it's not the shiny object. It's not the new whizz bang thing out there. We've all heard of the phones, Dave. We've all heard of newsletters before. These aren't new shiny things, but these are the things that actually create wealth and money and really make businesses grow.
- Shaun Buck: Typically that new shiny fad stuff isn't what does it. I know you brought, we were gonna go over a call, I think right?
- Dave Tester: Yeah, yeah, absolutely. So, I do a training. It's called the four fastest ways to get your voicemails returned. Because the biggest challenge is-and I'm assuming as the owner of your company, Shaun you'll ask your sales team, hey are you following up on that lead? I gave you a lead from an event I went to. Sometimes you hear, I left them a voicemail but they haven't called me back.

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- Dave Tester: So we look at the four different personality types. There's dominant, which you be a Vin Diesel, he wants to win. There's a steady, which is Nicole Kidman, I use her as an example cause you don't really know what she's thinking. There's compliant, I use-do you remember Star Trek's Spock?
- Shaun Buck: Of course.
- Dave Tester: So there was Captain Kirk and Spock. And remember Spock, he was fascinating, he didn't have feelings. He stuck to the facts. In this case, we're gonna talk today about the influencer. The influencer, remember this in voicemails. Roughly 51% of voicemails that you leave have the word love in it. Here's how it sounds. Shaun, I'd love to get back to you. I'd love to hear from you. I'd love to... and if it's on the right person, it's okay.
- Dave Tester: So today, we're gonna talk about that influencer and how you can tell who they are. So this is a conversation I had with an influencer and I want you, as you listen to the podcast, listen to how many times you hear the word love.
- Speaker 3: I love it.
- Speaker 4: Well, Karen we get that a lot. What do you love most about your Newton home?
- Speaker 3: Oh my goodness. It's hard to say. Let's see. I love the floor plan, and the design. I love the wide hallway. I love the rounded corners. Let's see.
- Dave Tester: Okay, I'll stop it at that. I think it was love six or seven. My point is Shaun, that person is what we call an influencer.
- Shaun Buck: Okay.
- Dave Tester: So, my first message, and please take this note down today. Get your team to start listening to the greeting of the other person's voicemail. A lot of times you'll hear as I listen to calls, while the greeting is going on the other end.
- Dave Tester: This is Shaun, I'm at the newsletter pro-they'll be talking to somebody else. They'll go, yeah just a minute. I'll tell you what I want for coffee today. Then as soon as they hear the beep, they take action.
- Dave Tester: I want you to start listening to the message. So, this is what an influencer's voicemail greeting sounds like and I want you to focus on two things as you hear this. Some version of the word love and then the ending of each one.
- Dave Tester: So, I've got four or five calls, they'll be really quick. You're listening for love and how they ended their voicemail.

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- Speaker 5: Hi, this is Fraser Vineyards. We are away from the phone right now, but would love to talk to you. Please leave your name and number, and we'll get back to you as soon as we can. Thank you.
- Dave Tester: So, did you hear the word love in there?
- Shaun Buck: Yeah.
- Dave Tester: And then did you hear how she ended it?
- Shaun Buck: Yeah.
- Dave Tester: Thank you.
- Shaun Buck: Mm-hmm (affirmative).
- Dave Tester: So, you have a script that you follow and you say, Shaun, I would love to connect with you. I have an amazing idea. My phone number's 208-707-9807, and then I end it, thank you. So, I'm gonna end my voice mail the same way and I'm using the word amazing and love in-now remember, this is my influencer.
- Shaun Buck: So, you're matching and marrying basically.
- Dave Tester: Matching, absolutely. Let's listen to a couple more.
- Speaker 6: Hi, this is Sally. Give me a call. Thanks.
- Dave Tester: Notice how she answered hi, or sometimes they'll say hello and thanks. She'd be a little closer to the dominant, but it tells me she's an influencer. Wants some love.
- Speaker 7: Hey, this is Sarah. Thanks for calling. If you leave your name and number, I'll call you back. If this is a member of my family, I love you.
- Dave Tester: Hear at the end, I love you. Influences, and for some of you and Shaun, I happen to know your personality. If I have to use the word love in there, but what's the goal of the voicemail? Remind our listeners.
- Shaun Buck: Yeah, so the goal is to get a return phone call.
- Dave Tester: Get a return phone call.
- Speaker 8: Hi, thanks for calling. You've reached the voicemail for Tawny. I'm in the office, I'm just away from my desk or on the phone. Leave me a message, and I'll call you back. Thanks, and have a great day.

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- Dave Tester: So, on that one you would end it thanks, and have a great day. You hear them say hello, I think I have one more here.
- Speaker 9: Hey, this is Melissa. Sorry I missed your call, but please leave me a message, and I will get back to you as soon as I can. Thanks, and have a great day.
- Dave Tester: Sorry is another key Shaun, if you hear the word sorry in there. Sorry I'm not in, those type of things. So again, you're listening for the word love and how they end their message.
- Dave Tester: Here's the script. Hey Shaun, it's me Dave. I'd love to connect with you and share with you my amazing idea. Now remember, leave the phone number twice, because sometimes they focus on squirrels or that type of stuff. Then I'm gonna end it the same way you did, with Shaun have an amazing day.
- Dave Tester: Now remember, this isn't for everybody. This is for 41% of your prospects that are influencers. By the way Shaun, that's how we reconnected. Shaun said come in and help my team with the dominant, the steady and the compliant voicemail as well.
- Shaun Buck: Yeah. No, that's awesome. We came in and these are the influencers, but there's three more. So, they really need to grab more information, cause this will only help them with 41% of the people right? Just to be clear?
- Dave Tester: Yeah.
- Shaun Buck: Okay, no, that was super cool. I know you actually have some other really cool trainings too, I think on your website and stuff. Well that's part of this, how to get your voicemail returned, right?
- Dave Tester: Yeah, absolutely. So if you said, hey I'm interested in that. We'll just make it real easy Shaun. Askdave.com and it's T-E-S-T-E-R. My wife always says it's like taking a test. Ask Dave Tester.com.
- Shaun Buck: Nice, okay. So you should totally check that out. Dave's completely legit, we use him for our company. See Dave, for people who are sitting on the edge, and they don't think they wanna make phone calls. I wanna tell them a little story.
- Shaun Buck: It was a few years ago. We didn't make outbound phone calls either. Our outbound phone calls are if someone has inquired about our service, and these are just us returning those phone calls, trying to see if there's a good fit. If it's a good fit, schedule an appointment, right? That's what you're helping my team with.
- Shaun Buck: We literally tripled the number of appointments that we were making when we started making outbound phone calls. Then when we started doing them well, guess what, it actually went up even more which is crazy right?

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- Shaun Buck: So, this stuff is so important. It may not be the newest, sexiest, Facebook messaging strategy, but it is actually probably more important than running and doing that strategy in my opinion.
- Dave Tester: Shaun, you've hired a new individual. I call her the director of first impressions. Just to protect her name, we'll call her Danielle, but she came to me this morning when we started the recording, and she said Dave I booked four appointments.
- Dave Tester: Part of that is the enthusiasm for a new person. Look how cool it'd be for those of you that are-I can't get my people to call. To come in and say, hey Shaun, I made four appointments. She's genuinely enthused. As we said earlier, nothing happens til a sale is made.
- Dave Tester: Now she's got a prospect that moves into the possibility. They're not a probability yet, but they're a possibility because they have an appointment. I think she's been with you 10 days.
- Shaun Buck: Yeah, 10 days, but not even-just on the phone for the last day or two.
- Dave Tester: Yeah.
- Shaun Buck: Not very long. So yeah, she's doing really well obviously from the get go. But, on this podcast part of the purpose of this, isn't to show you the fancy thing that's going out. This is really to show you what's working.
- Shaun Buck: What I'm telling you is, when I talk to my friends. My friends who are entrepreneurs, my friends who are out crushing it on businesses.
- Shaun Buck: I just actually saw an article this morning written about one of my friends who just got their next series of funding, 12.5 million dollars for their company. Guess what, they make a crap ton of outbound phone calls.
- Shaun Buck: They make so many outbound phone calls, they have a huge room doing this. When I'm talking to my friends, the ones that are really just absolutely crushing it, a hundred percent of them are using the phone or trying to figure out how to add it in.
- Shaun Buck: I had a call actually, yesterday with a very close friend of mine and she was talking about how they know they're missing sales because everything goes to voicemail first and they have to return it later. Because they don't have a live operator, and so she was talking to us about how we do that. So, if you aren't answering your phones live.
- Shaun Buck: If your front desk person isn't absolutely amazing and on point, if you've got battle ax Bertha up there being the sales prevention department. Shifting that, getting them some training, whatever it is you need to do. Firing that person,

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whatever it is will absolutely have a profound impact on the rest of your year and every year going forward.

Shaun Buck: So Dave, tell everyone again, where can they go to get more information. Cause I'm gonna guess people are really gonna want to know more about this and know the other types of voicemails they need to leave to get them returned.

Dave Tester: Yeah, absolutely. So, Dialing Strangers.com is the title of the book. It's not dot com, but if you wanna go to dialingstrangers.com. Then if you just wanna ping me an email. You can go through dialingstrangers.com. First time I've done this, I'm a little nervous.

Dave Tester: And then askdavetester.com, if you say Dave, send me some audio on this because I know Shaun cause of how much he's helped me. My mission is the same. What can we do to help you? If you just took one idea, it's not about-if you want my book, I'll send you the book. It's not about selling a book or anything like that. It's helping to make a difference.

Dave Tester: And Shaun the last takeaway. I just reached in my pocket. I've got a gold coin. It's a one dollar coin, and it's the Sacagawea coin, the one dollar coin. I've carried it for a long time. It reminds me, I'm just gonna tap it so you can hear.

Dave Tester: Every day I make one extra call. That's all that coin does is it reminds me to make one extra call. I do that with your business, when I come here and probably what makes me different than anybody else, and Shaun you've seen this. I'll actually dial for your team.

Dave Tester: That doesn't mean your team doesn't have to dial, it means I jump in the pool first. Shaun, what's your prospect list? Let's call it. I make the calls, they hear how it is, then they make the calls. We always just make one extra call.

Dave Tester: And the last thing. Shaun, I'm gonna steal this from Eleanor Roosevelt, the first lady many, many years ago. She said do one thing every day that scares you to death. For some people Shaun, as you started it out, it scares them to death to pick up the phone. So maybe just call a current customer and say, thank you. I appreciate you. Shaun, who do you know that I should know?

Shaun Buck: Dave. Thank you very much. Alright guys, that is another episode of the Million Dollar Strategy podcast. Thanks for joining us, make sure that you subscribe so you don't miss an episode and we'll see you next time around. Have a great day.