

Business Bait: How to Land Trophy Clients™

Preparing the Catch: The Product is YOU
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www.trophyclients.com

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Business Bait
How To Land Trophy Clients™



It's All About You.
In theory.



Getting a “YES” depends on YOU

- Our brain dictates what we do
- Responsible for our feelings, like trust and loyalty
- **Limbic brain** makes the decisions
- People can understand facts, figures and features (what)
- But the limbic brain drives behavior (sales)
- ***“It just doesn’t feel right.”*** – this is your brain responding (it never got the why)
- Gut decisions come from this part of the brain
- Sell to people who believe what you believe
- Hire people who believe what you believe

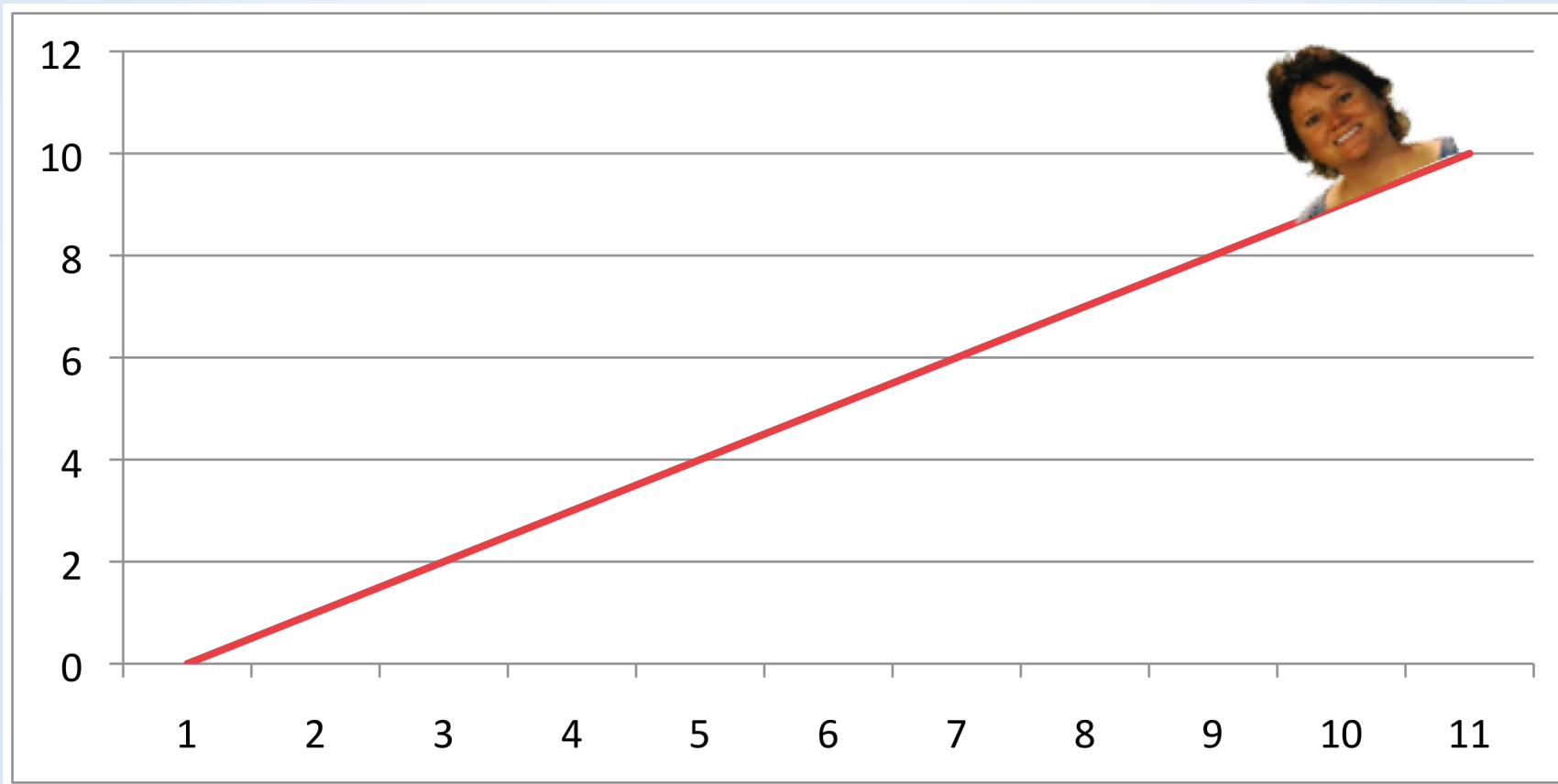


People buy people, not products.



The Likeability Chart

LIKE



TRUST



Master Body Language First

- Non-verbal body language makes a huge impact
- Eye contact builds trust
- Posture suggests our level of comfort in a situation
 - Hunching, making yourself smaller
 - Crossing your legs
 - Some people spread out
- If we control our body language, we control perceptions



Perception vs. Reality

- Body language greatly affects how **others** think about us
- It also affects how **we** think and feel
- Our minds can change our bodies
- And our bodies can change our minds
- **We can change our physiology**
- Virtual signals (when not in person)



Powerful People

- Powerful minds have similar traits
 - More assertive, confident and optimistic
 - They believe they can achieve anything
 - Think abstractly
 - High testosterone
 - Low Cortisol
- Power is often perceived as success



Really?

Let's test out the theory.



What Our Bodies Are Saying



Which dog do you perceive as more powerful?



Is body language really important?



I am a winner!



I am confident!



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Seriously? I don't think so...



I just closed a TROPHY DEAL!!



YOU, Inc.

- YOU are the product
- Customers buy YOU, not your product
- Become an advocate & partner
- NOT the service provider
- Your value is not what you sell, it's what YOU bring to the table
- YOU are the key factor



Subliminal Sabotage

- You can talk the customer right out of the sale!
- Fear is like a cancer in your head
 - Fear of success
 - Fear of failure
 - Fear you cannot deliver
- Start to “sabotage”
 - Discount right out of the gate
 - Apologize for price
 - Talk too much, overload
 - Fail to go big
 - Or never make the sale



Let's Take Inventory

- You are the **most valuable asset** (MVA) – it's about YOU not the products
 - What is your current self image?
 - What do you think you are worth?
 - Do you believe in you?
 - Do you believe in your product or service?
 - How do you present yourself?



Impressions & Perceptions

- Do you show up dressed for success?
- Do you show up on time well prepared?
- Are you well spoken?
- Are you friendly and personable?
- Do you smile and compliment others?
- Do you listen intently and genuinely care about the other person?
- Are you confident?

You get ONE chance to make the RIGHT impression!



Take Stock of Your Qualities

- List your positive qualities – you have a great number of them!
 - Punctual
 - Reliable
 - Funny
 - Informative
 - Engaging
 - Knowledgeable
 - Successful
- Embrace qualities you would like to have
- Surround yourself with people who have those qualities
- Find ways to strengthen these qualities
- Continually re-evaluate your positive qualities



The Right People Help You Succeed

- Surround yourself with the right influence
 - The **right people** build you up and make you feel more confident
- Negative attitudes affect **your** attitude unless you consciously choose not to be a part of it

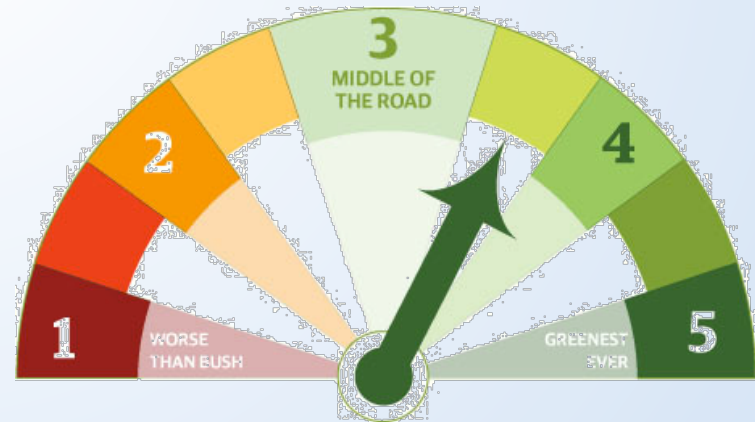


Do not listen to those who weep and complain, for their disease is contagious. - Og Mandino



Changing Your Internal Meter

- It is often said, that the eyes are the mirror into the soul
- Power comes in many forms
 - Winning
 - Being in charge
 - Having the upper hand
 - Being able to help others
- Change your internal meter for success



Likeability & Trust



Building Likability & Trust

- Consumer Psychology
- The Customer Perspective
- Getting customers to **like & trust you**
- Best investment you can make

Trust is HUMAN. It cannot be replaced by machines.



Communication is Key

Best ways to communicate:

1. In person
2. Video Conference
3. Phone Conference
4. Direct Mail (gifts & touches)
5. **Carrier Pigeon**
6. Email



The Customer Perspective

- Adopt a **Partner Attitude**
- Learn to read people
- Understand their perspective
- Never react, simply respond
- Place yourself in their position
- Adversity is opportunity



Customers Need 4 Things from You

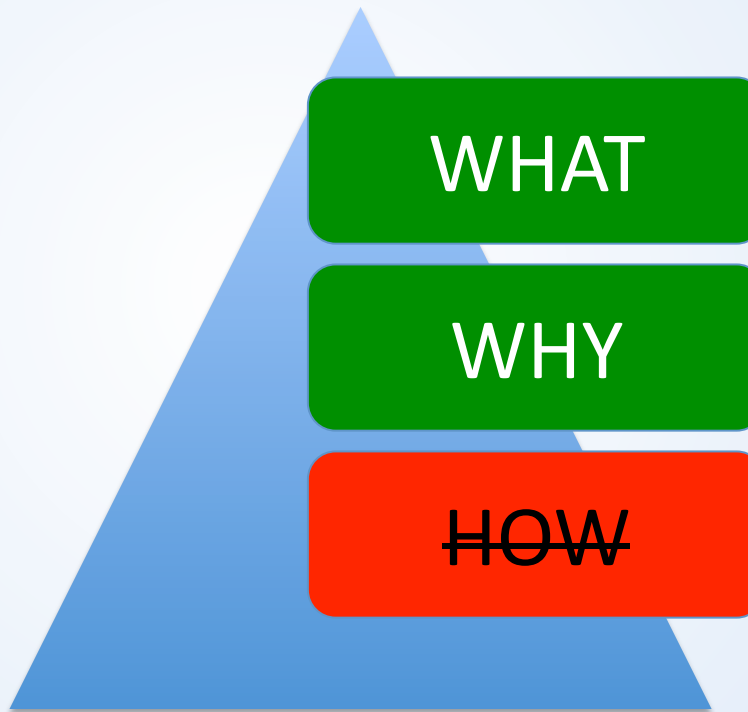
- To know you:
 - Understand their problem
 - Are you qualified to solve their problem
 - Will this work for them (they feel unique)
 - Risk to find out more

* Credit to Jack Mize for the 4 Need to Know checklist



STOP Selling, Start Consulting

- Listen
- Diagnose
- Prescribe



Hidden triggers to influence the sale

- Provide value BEFORE the sale
 - Free analysis or consulting
 - Demo of a mobile site
- Speak to the Outcome
 - Increased revenues
 - New customer projections
 - Increased call volume
 - Speak to the outcome, not the solution





Your Elevator Pitch

- Use your pitch to elicit interest
- Never go past the pitch on the first date
- Always set a follow-up appointment
- How long should the pitch be?
 - 10 second pitch
 - 30 second pitch
 - 60 second pitch

I help businesses create greater wealth through results-driven marketing & business success coaching.



Now it's about them...

- 25 words or less
- Succinct and simple to understand
- Quickly highlight you provide solutions
- This is about the customer, not YOU
 - We help customers earn higher revenues and dominate their market by ranking them on page one of Google.
 - We create and implement direct marketing campaigns that increase revenues for our clients.

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Customers for Life

- Always provide value (ROI)
- Be highly personable & **get personal**
- Always have integrity – truth in selling
- Visit in person if possible, phone if not
- Deliver on time, every time
- Give gifts on holidays & birthdays
- You can be **selfless** and make great money





ACTION ITEMS

1. Identify and list your top 3 strengths and top 3 weaknesses
2. Determine methods to make changes (toastmasters, mirror, role playing)
3. Create your elevator pitches



SUGGESTED VIDEOS

1. VIDEO: Simon Sinek – First Why and Then Trust
2. VIDEO: Amy Cuddy – Your Body Language Shapes Who You Are
3. VIDEO: The Skill of Self Confidence: Dr. Ivan Joseph



Strengths & Weaknesses

My 3 strengths are:

1. _____
2. _____
3. _____

My 3 weaknesses are:

1. _____
2. _____
3. _____



Success Factors

Success factor activities:

1. _____
2. _____
3. _____

Success factor outcomes:

1. _____
2. _____
3. _____



Elevator Pitch (Short)





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Attract the right clients to build a scalable, sustainable business.

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