

Business Bait: How to Land Trophy Clients™

Reeling in the Big Fish
The Trust Authority
with Lisa Parziale & Mark Allan Nielsen

www.trophyclients.com

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Business Bait
How To Land Trophy Clients™



Now that you have something on
the hook, it's time to...
REEL THEM IN!



Why You Must Build Trust & Authority

- People buy people, not products
- People choose people they trust
- People stay with people they trust
- Anyone can claim to be an authority
- Must prove you are THE authority
- Become the ONLY person customers go to



Your customers will be approached
by your competition.

**It is not a matter of IF but a
matter of WHEN.**



Other Ways to Build Trust & Authority

- Amazon “best-selling” author
- Press releases
- News spotlights & interviews
- Customer testimonials
- Industry knowledge
- Social proof
- PERSONAL EXPERIENCE – deliver to that customer



Remember...

YOU ARE THE PRODUCT



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**



My business and personal success can be
contributed largely to one key component...

RELATIONSHIPS

{trust & authority}



Win trust...

WIN THE BUSINESS



Positioning From the Start

- You are the expert
- You will be able to give advice and guidance
- You can help them with many facets of their business
- You will show them results
- **They** are your most important customer (each one)

**NEVER SPEAK ABOUT OTHER CUSTOMERS UNLESS IT IS
TO HIGHLIGHT A POSITIVE OR NEGATIVE EXAMPLE**



Things You Should Never Say

- No
- I can't
- You are wrong (customer)
- I don't know
- I am busy, too busy, don't have time
- I instead of we
- Me instead of the team



Words to Bring to EVERY Meeting

- Yes
- Success
- Measurable
- ROI
- Revenue
- Thank you
- Excited
- Excellent
- Positive
- Amazing
- 1 year projection
- 3 year ...
- 5 year ...



**What are we
doing here?**



Key Trust Factors

Think about these things:

1. Once people trust you, they will relax
2. When they know you are an authority, they are ready to move forward
3. If they see your service as invaluable, they will purchase your services



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



Be in the MOMENT with Customers

- Physiology – our body language
 - Smile when you talk and be positive
- Focus – our focused energy
 - Do things that make a difference
 - Stop doing that which does not
- Language – the language we use
 - Success language

The right EMOTION can change decisions.



Are you ready for a little
ROLE PLAY?



Initial Phone Call



Initial Phone Call 1

Scenario

- Customer is responding to a marketing piece
- They want to know more about the service / offer

CUSTOMER: Lisa

CONSULTANT: Mark

**Good afternoon, thank you for calling _____,
this is _____. How may I help you today?**



Initial Phone Call 2

Scenario 2 (reversed roles)

- Customer is responding to a marketing piece
- They want to know more about the service / offer

CUSTOMER: Mark

CONSULTANT: Lisa

**Good afternoon, thank you for calling _____,
this is _____. How may I help you today?**



Points to Remember

- Listen to understand problem
- Engage to gain insight
- Make a follow-up appointment
- Never talk price on the 1st date
- Do not prescribe solutions until 2nd date
- Don't overwhelm with too much information
- Little improvements over time help!



Follow-up Phone Call



Follow-up Phone Call 1

Scenario

- Customer has not responded after initial contact
- You are calling back to see if they had questions

CUSTOMER: Lisa

CONSULTANT: Mark

Hi _____, this is _____ with _____. I sent you _____, I just wanted to follow up and see if you had any questions? Is this a good time?



Follow-up Phone Call 2

Scenario

- Customer has not responded after initial contact
- You are calling back to see if they had questions

CUSTOMER: Mark

CONSULTANT: Lisa

Hi _____, this is _____ with _____. I sent you _____, I just wanted to follow up and see if you had any questions? Is this a good time?



Initial Cold Call



Initial Cold Call 1

Scenario

- Customer has not responded after initial contact
- You are calling back to see if they had questions

CUSTOMER: Lisa

CONSULTANT: Mark

Hi _____, this is _____ with _____. I sent you _____, I just wanted to follow up and see if you had any questions? Is this a good time?



Initial Cold Call 2

Scenario

- Customer has not responded after initial contact
- You are calling back to see if they had questions

CUSTOMER: Mark

CONSULTANT: Lisa

Hi _____, this is _____ with _____. I sent you _____, I just wanted to follow up and see if you had any questions? Is this a good time?



Success is in the Follow-up

- Always set up the NEXT appointment
- Don't leave future contact up in the air
- You DO need a CPA - Capture, Plan & Act
 - Capture - write down notes and appointment
 - Plan - review items daily & create a plan
 - Act – take action and follow-up!

* See our suggestion on the website for the book: “***The One Thing***” for exceptional ideas on how to hyper-focus and get things consistently done.



Success Partners

- Surround yourself with the right influence
- Find a success partner
 - Fellow marketer
 - Business coach
 - Mentor
- Setup regular sessions
 - Role play
 - Share information and resources





ACTION ITEMS

1. Select an authority method & begin implementing
2. Find a success partner & establish a meeting routine
3. Practice your delivery / language



SUGGESTED VIDEOS

1. VIDEO: [Anthony Robbins: Change Your World View](#)
2. VIDEO: [The Currency of the New Economy – Rachel Botsman](#)
3. VIDEO: [Owning our authority: Tanya Geisler](#)



Resources



Amazon “Best Selling” Author

- Write a short book
- **30 – 50 pages**
- Expert information
- Find a topic that is “attainable” in positioning
- Debut your book and sell as many copies as possible in this timeframe
- Get as many positive testimonials in timeframe as possible



Press Releases

- Have PR's out there that spotlight YOU
 - Trade with another PR writer if need be
 - Have 3-4 written over time
- Write releases for YOUR authority topics
 - Interview BIGGER folks to show YOU have access (Bill Gates would be nice)
- Write releases for your customers
 - Show YOU have the ability to garner attention for them
 - Will allow you to show QUICK results



Phone Greetings

Good time of day, name of company this is your name. How may I help you?

Thank you for calling name of company this is your name, how may I help you?

Good time of day, thank you for calling name of company this is your name, how may I help you?



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