Business Bait: How to Land Trophy ClientsTM

Reeling in the Big Fish

The Trust Authority

with Lisa Parziale & Mark Allan Nielsen



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



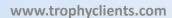
Words to Bring to EVERY Meeting

- Yes
- Success
- Measurable
- ROI
- Revenue
- Thank you
- Excited
- Excellent

- Positive
- Amazing
- 1 year projection
- 3 year ...
- 5 year ...







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 follo	w up and see if
	you had any	questions? Is this a g	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	v up and see if
	you had any	questions? Is this a go	ood 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 follo	w up and see if
	you had any	questions? Is this a g	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 foll	ow 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 <u>name of company</u> this is <u>your name</u>, how may I help you?

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



Phone Scripts





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