

Business Bait: How to Land Trophy Clients™

Landing Your Client
Positioning & Closing Deals
with Lisa Parziale & Mark Allan Nielsen

www.trophyclients.com

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Business Bait
How To Land Trophy Clients™



Your client is on the hook, you are
reeling them in...

**NOW IT'S TIME TO
BRING 'EM IN THE BOAT!**



Don't Let Them Off the Hook

- You have a great catch on the hook
- Don't want to lose them
- Need to close the deal
- By showing your value
- What YOU bring to the table
- Close the deal
- Get Paid



Close the Right Deals

- When are deals the right ones?
 - You can deliver the product with good margin
 - The customer will be easy to service
 - The customer seems very easy to work with
 - You have a chance to add additional services
- When are they the wrong deals?
 - Difficult talking with (does not listen, impatient)
 - Will be a difficult market
 - Simply not a good fit



If a customer is difficult in
the beginning...

They only get MORE difficult.



How to Determine Value

- Gather good “*intel*”
 - How much is one customer worth to them
 - How large is the market
 - What are others charging for similar services
 - Do they have a budget
- Research the market
 - Know what the market is worth
 - Understand what you will be able to do for them
 - Clearly have a vision for 1, 3 and 5 year plans



Don't leave money...
ON THE TABLE!!!



You MUST know

WHAT YOUR VALUE IS



Value Proposition

- What are you worth to the client?
- What are others charging?
- How much value can you bring?



How to Deliver A Value Proposition

Deliver:

- In person
- On a Skype call
- On the phone

Don't Deliver:

- By email
- Without an appointment



Talk VALUE, Not Price

- Delivery matters
- Showing value is key
- Key language is important
 - Success partners, partners in success
 - Investing in marketing
 - Return on investment
 - Measuring success



Remember, people buy PEOPLE not products.

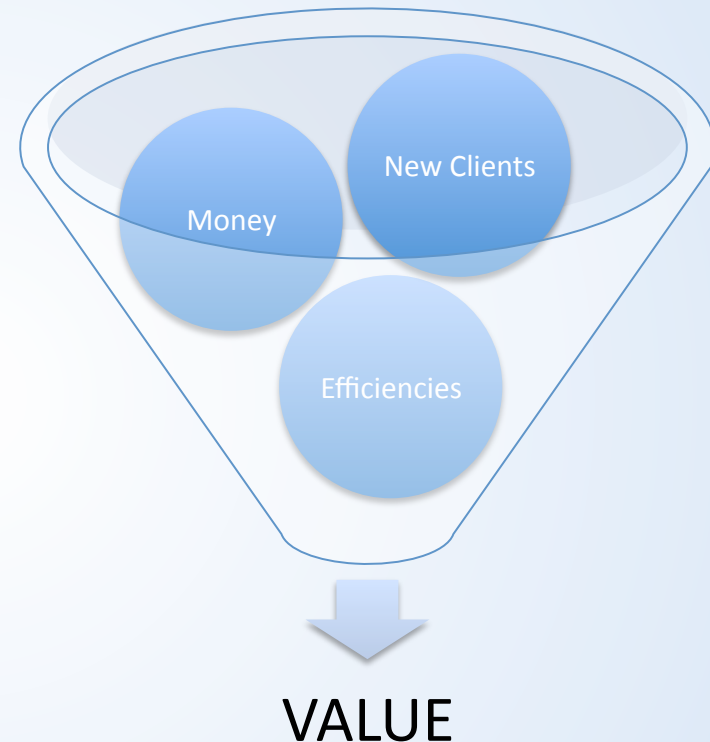


What = Value

- Money or Profit
- New Clients
- Leads or Contacts

Example:

*Cosmetic Dentists would LOVE
even just one new dental implant
patient per month!*



Don't just *talk* about value
SHOW IT TO THEM!



Value Calculator

<http://trophyclients.com/apps/valuelcalc/login.php>

Sign in!

Login

[Forgot your Password? | Not a Member Yet?](#)



VIDEO: Value Calculator

Marketing Campaign Worksheet						
Type of Service	Level of Service	Initial Fee	Monthly Fee	Add	Added Initially	Added Monthly
Local Maps & ReputationMarketing	Local SEO	1495	995	+		
	Local SEO Pro	2595	1695	+		
	Local SEO Complete	3695	2895	+		
National Natural Search	National SEO	1995	1395	+		
	National SEO Pro	2995	2195	+		
	National SEO Complete	3995	3495	+		
Website Builds Website & Blog Development	WEB Lite	1895	95	+		
	WEB Basic	2592	195	+		
	WEB Pro	4195	295	+		
	Ecommerce	5995	395	+		
	Blog Articles (4)	995	395	+		
	Blog Articles (8)	995	695	+		
	Mobile Website	1195	55	+		
	Mobile App	3995	195	+		
Social Media	Facebook (16 posts per month)	495	195	+		
	Twitter (10 posts per month)	195	95	+		
	YouTube upload & rank one video/month (no edits)	495	150	+		
	Google+ (16 posts per month)	495	195	+		
Domain Name	Yearly Registration (\$15 per domain)	15	1	+		
Hosting	Yearly Hosting including basic POP email	75	25	+		
Monthly	Email Newsletter / Messaging	995	495	+		
Bi-Monthly	Email Newsletter / Messaging	995	895	+		
Print Marketing shipping not included	Logo Design	750	0	+		
	Print 1000 Business Cards	78	0	+		



Price Sheet

Customer Pricing			
ONLINE MARKETING	TIER 3		
	Setup	Monthly	
Local SEO	1495	995	
Local SEO Pro	2595	1695	
Local SEO Complete	3696	2895	
National SEO	1995	1395	
National SEO Pro	2995	2195	
National SEO Complete	3995	3495	
Press Release (1)	795	0	
Press Release (Monthly)	795	695	
PR Advertisements	60	50	

WEB	TIER 3		
	Setup	Monthly	
WEB LITE (info only 3 pages w forms/base seo)	2695	195	
WEB BASIC (up to 20 pages w forms/base seo)	4195	395	
WEB PRO (up to 30 pages w forms/base seo/extras)	5995	595	
E-COMMERCE (basic with up to 50 products)	7995	795	
BLOG ARTICLES (4) + SEO	1195	595	
BLOG ARTICLES (8) + SEO	1195	1095	
Mobile Website	1595	55	
Mobile Application	7995	195	

Email	TIER 3		
	Setup	Monthly	
Email List x 1 mo	995	695	
Email List x 2 mo	995	1295	

PRINT MARKETING		CLIENT PRICE				
	Qty	Price	Ea	Shipping	Design	
Business Cards	1000	78.00	0.08	15.00	75.00	
	2500	138.40	0.06	20.00		
	5000	181.80	0.04	25.00		
	10000	332.20	0.03	45.00		
	25000	597.76	0.02	95.00		
Business Cards (Rounded Corners)	1000	126.40	0.13	15.00	75.00	
	2500	226.10	0.09	20.00		
	5000	312.93	0.06	25.00		
Post Cards (4 x 6)	500	93.15	0.19	20.00	75.00	
	1000	143.82	0.14	25.00		
	2500	278.46	0.11	30.00		
	5000	470.40	0.09	40.00		
Post Cards (5.5 x 8.5)	1000	325.64	0.33	25.00	85.00	
	2500	556.92	0.22	35.00		
	5000	911.66	0.18	50.00		
Post Cards (6 x 9)	1000	378.52	0.38	40.00	95.00	
	2500	645.66	0.26	55.00		
	5000	1056.30	0.21	75.00		
Post Cards (6 x 11)	1000	466.04	0.47	40.00	125.00	
	2500	792.54	0.32	65.00		
	5000	1295.70	0.26	100.00		
Post Cards (8.5 x 11)	1000	659.43	0.66	50.00	150.00	
	2500	1119.60	0.45	75.00		
	5000	1834.51	0.37	125.00		
Post Cards (9x12)	1000	764.08	0.76	65.00	175.00	

IG	CLIENT PRICE				
	Qty	Price	Ea	Shipping	Design
same cost	1000	78.00	0.08	15.00	75.00
	2500	138.40	0.06	20.00	
	5000	181.80	0.04	25.00	
	10000	332.20	0.03	45.00	
	25000	597.76	0.02	95.00	
Corners)	1000	126.40	0.13	15.00	75.00
	2500	226.10	0.09	20.00	
	5000	312.93	0.06	25.00	
	500	93.15	0.19	20.00	75.00
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	1000	764.08	0.76	65.00	175.00



VIDEO: Customer Pricing

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What To Leave Behind

- Never leave paperwork behind
- Online only, where you can monitor activity

The screenshot displays the Trophy Clients software interface. On the left, a pitch titled "Email Pitches" is shown with details for a viewer in Louisville, KY. The pitch was viewed on September 24, 2013, and lasted 29 seconds. Below this, a timeline shows subsequent views: 56 days ago (3 minutes, 24 seconds), 49 days ago (16 seconds), and 48 days ago (17 seconds). A preview of Slide #15 is shown on the right. On the far right, a table lists the last viewed pitches.

Last Viewed	Sent via	Slides/Viewers
12 days ago	web	57/4
27 days ago	web	63/7
51 days ago	web	3/1
56 days ago	web	3/1
November 14, 2013	web	18/2
October 8, 2013	web	10/2
October 4, 2013	web	74/1
11 days ago	web	69/5
August 27, 2013	web	11/2
August 2, 2013	web	11/1



Presenting immediate and
long-term value...

INCREASES YOUR CLOSE RATIO



When to STOP TALKING

If your customer says:

1. OK, how do we get started?
2. Do you take credit cards?
3. What is the next step?
4. How does the payment work?
5. Can we start next week?



STOP TALKING and close the deal. The customer said YES!



After you close the deal...
CONTINUE TO DELIVER VALUE

And you will have a customer
FOR LIFE!



No or Maybe?

- May need time to digest
- Really don't have money
- Don't understand
- Need to confer with partner or other
- Need more info
- **DO NOT SEE THE VALUE**



Objections = Interest

1. That is a lot of money, why do you charge so much?
2. So what exactly do I get for that price?
3. Wow, why are you so high in price, XYZ offered me the same service for ¼ of the price?
4. I can't afford this, I am struggling.
5. I may try this next month/year.
6. When do you need to know?

☒	YES
☐	NO
☐	MAYBE



Presenting Your Value

Role-Playing



Asking for the Sale 1

Scenario

- Customer has asked for a quote
- This is the follow-up call to show your value

CUSTOMER: Lisa

CONSULTANT: Mark

DON'T FORGET TO SHOW YOUR VALUE!!



Asking for the Sale Reverse

Scenario

- Customer has asked for a quote
- This is the follow-up call to show your value

CUSTOMER: Mark

CONSULTANT: Lisa

USE PRICE SHEET NEXT SLIDE

DON'T FORGET TO SHOW YOUR VALUE!!



Marketing Campaign Worksheet

Type of Service	Level of Service	Initial Fee	Monthly Fee	Add (x)	Added Initially	Added Monthly
Local Maps & ReputationMarketing	Local SEO	1295	795			
	Local SEO Pro	2195	1295	x	2195	1295
	Local SEO Complete	3095	2295			
National Natural Search	National SEO	1595	895			
	National SEO Pro	2595	1395			
	National SEO Complete	3595	2495			
Website Builds Website & Blog Development	WEB Basic	1895	195			
	WEB Pro (incl. 4 blogs month)	2595	395			
	WEB Corp	4195	595	x	4195	595
	WEB Commerce	5995	795			
	Blog Articles (2)	995	195			
	Blog Articles (4)	995	395			
	Blog Articles (8)	995	695			
	Mobile Website	1195	55	x	1195	55
	Mobile App	3995	195			
Discount	Multiple service discount *	10%		x	-539.00	-65.00
	Additional discount				-46.00	

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Initial	Monthly
\$7,000	\$1,880

How many customers do you need us to deliver PER YEAR to pay for your entire campaign?

Year 1 **6** **customers PER YEAR**

Year 2+ **4** **customers PER YEAR**

average customer value **\$5,300**



You WILL Get Objections

- If you don't, you are not showing ANY value (unless they just keep saying yes)
- You must be equipped to handle them
- Practice so you can respond quickly and fluidly when it does happen
- Scripts are good but can be hard to come off as “natural”
- When there are no more objections, you should have a sale



Objections mean that there is interest...
**THEY JUST NEED MORE
INFORMATION OR CLARIFICATION**



Success Partners

- Practice going over your value proposition
- Practice objections
- Share strategy, pricing and successes & failures
- Consider expanding to a group
 - Gain other perspectives
 - Share resources
 - Trade services & information
 - Attain new clients





ACTION ITEMS

1. Decide on your delivery mechanism for value propositions
2. Practice your value prop and objection handling
3. Setup CC or PayPal for “financing”



SUGGESTED VIDEOS

1. VIDEO: Role Play: Presenting Monthly Add-on Services
2. VIDEO: Role Play: Inquiry from Your Website About Services
3. VIDEO: Feedback: Inquiry from Your Website About Services



Resources



Common Objections

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