Business Bait:
How to Land Trophy Clients™

Landing Your Client
Positioning & Closing Deals

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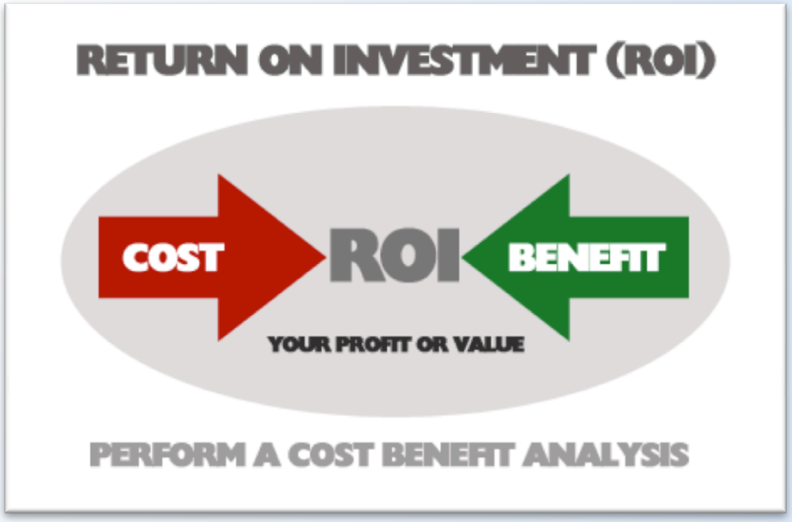
www.trophyclients.com

What Things Should You Consider?

- Knowing Your ROI
- Recurring Income
- Structuring Deals
- Contracts and Paperwork
- Creative Deal Strategies
- Tracking

Do You Know YOUR ROI?

- What are your costs and profit margin?
  – Client acquisition costs
    - Advertising
    - Sales calls / meetings
  – Fulfillment
  – Back-end costs
    - Project Management
    - Billing
  – Profit margin



If you don't know what it costs you to acquire & fulfill it…

YOU CAN'T PUT A PRICE ON IT

Determine Your Cost

HARD COSTS

Printing / Advertising
Sub Labor / Outsource
Cost of Goods Sold
Server Space
Misc

= REAL DOLLARS

SOFT COSTS

Meetings
Analysis / Research
Invoicing / Billing
Equipment (some do)

= TIME (time is money)

* See next slide for example – download ROI Calculator on TrophyClients.com

ROI Calculator

Service	Website Design		Lisa	Hourly Rate 1	500
			Dev / Sr Admin	Hourly Rate 2	50
			Admin	Hourly Rate 3	25
		Hours / Amt	**Cost**	**Total**	
Hard Costs	Advertising	2	25	50	
	Printing	0	0	0	
	Sub Labor / Outsource	18	50	900	
	Cost of Goods Sold	0	0	0	
	Other - Server Space	1	25	25	
	Other	0	25	0	
Soft Costs	Acquisition	1	50	50	
	Meetings	2	500	1000	
	Analysis	1	25	25	
	Proposal / Invoice	0.5	25	12.5	
	Other - Manage Acct	1	25	25	
			PRICE	$ 2,895.00	
			COST	$ 2,087.50	
			PROFIT	**$ 807.50**	

DO THIS FOR EVERY SERVICE YOU OFFER!

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When you know your costs…

YOU CAN CLOSE MORE DEALS WITH CONFIDENCE

How often do you want to go fishing?

Weekly? Monthly? Quarterly?

Recurring Income

- Sell services with recurring income components
  - SEO monthly
  - Blogging monthly
  - Hosting / Email monthly
  - Website Maintenance
  - Printing / mail campaigns
  - Consulting

- Provide reportable monthly value
- Setup recurring plans early
- Be prepared to change/alter for best results
- We only accept CREDIT/DEBIT/CHECK DRAFT

Why Customers Buy Recurring Plans

- It is a consumable product (blogging)
- It is part of a larger strategy (SEO services)
- It is a required maintenance event (hosting)
- It is a better value (web maintenance)
- It makes them successful (coach/consult)
- They will need continued support (various)
- They want to have access to YOU (consult)

Contracts & Agreements

- Should you require a contract?
  - Yes or no?
  - If yes, how complex?
  - If no, why not?
  - Is it effective?
  - Is it enforceable?
- Will a simple agreement work?
  - Recurring payment agreement

You can ask for a simple agreement…

Without scaring away the client!

Structuring Deals

- How should you structure deals?
  - Success for client
  - Most bang for their buck
  - Integrated services (blended packages)
- What will you provide the customer?
  - Single service, do you spend time on reporting?
  - Consider your ROI
  - What does the customer actually need
  - Will the report do more harm?

People LOVE a Deal

One strategy we use:

- Create the worst-case scenario
- Start high, then back down to lower services
- Cross-sell to create package deals
- Customize if it makes sense

ALWAYS KNOWING YOUR ROI MAKES IT EASY!

Creative Deal Strategies

- What other things could you offer?
  - Consulting
  - Lead generation
- Would you consider royalty?
  - Cash up front
  - Add a royalty agreement
  - Contract now comes into play for sure
- Can you co-own the technology or site?

Be Creative & Take Risks

May Result in More Income

Accepting Credit Cards

- You can offer more options
- Recurring billing is essential
- Let the customer finance themselves
- What do you need?
  - Merchant account
  - Bank account

Should You Take Payments?

- Yes / No – It is your decision
- Go for smaller terms first
  - How many payments would you need?
  - Can you do this in 3 payments over the next 3 months?
- Payments = contract term

Discounting

- Top dollar deals, you have room to discount
- Discount suggest you have room in everything
- Use sparingly
- Multiple-service discounts are ok
- DO NOT DISCOUNT DOWN PAYMENTS
  - You need that to get fast action
  - It pays your acquisition costs
  - You are leaving money on the table

Tracking Results

- Utmost importance
- Don’t show clicks & likes
- Show revenue, new customers & value
- Don’t show anything that causes negativity
- Provide live when possible
- Think $$ - show them your value

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THEY WILL NEVER LEAVE

When You Show Them Value

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ACTION ITEMS

1. Figure your ROI on all services you will sell
2. Adjust pricing as needed to ensure proper profit-margin
3. Look at existing client-base (if exists) to see if opportunity exists

SUGGESTED VIDEOS

1. VIDEO: Case Study: ROI for a Dental Customer
2. VIDEO: Case Study: ROI for a Roofer

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

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