

Business Bait: How to Land Trophy Clients™

**Selling Your Higher Services &
Business Consulting**

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www.trophyclients.com

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Business Bait
How To Land Trophy Clients™



Establishing the Trophy Client™

You have now:

- Identified the customer as a trophy client
- Delivered your initial service
- Provided exceptional, stellar service
- Created a connection with this client

Next steps are to deliver higher-value and services and become a **trusted business advisor**



Time to get the message out that
you can...
Deliver Greater Value



They know you deliver results!

**WHAT ARE YOUR NEXT
TARGETED PRODUCTS THAT
THEY CAN TRULY BENEFIT
FROM?**



Monthly Newsletter

- Not for the customer, for you!
- Provide useful, free tips
- Spotlight success stories – with figures if possible
- Add a key article that focuses on a product
 - Local SEO
 - Content Marketing / Print Marketing
 - National SEO
 - Video Production
 - Newsletters and email marketing
- Create buzz and curiosity for higher-end services



Newsletter Types

- Simple Word version
 - Printed and mailed
 - Sent via email
- Website version
 - Add to web then email link
- Email newsletter
 - Constant Contact
 - iContact
 - Aweber



Don't want to do it yourself?
We offer this service as a DFY service.

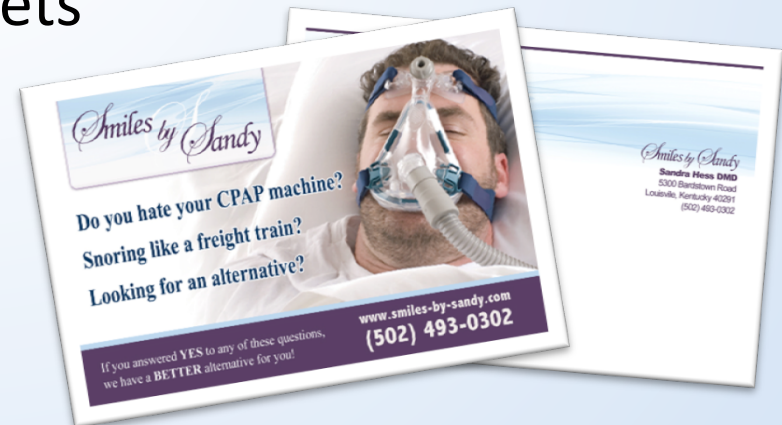


Print Marketing Campaign

- Create a print marketing strategy
- Series of messages targeted a demographic
- Measure and track results
- Show your extreme value in bringing in new leads
 - This results in them asking “what else can you do”
 - Increases marketing budgets
 - Builds greater trust



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Landing Page with Analytics

- Just one page that leads to measured ROI
- May be combined with print marketing
- May be one key phrase to prove worth
- Using analytics and data, talk about ROI
- MOST PEOPLE DO NOT TRACK
- Positions you as the expert & trusted partner



Free Market Analysis

- Look at their current positioning / reputation
- Free consultation & report (video works well)
- Make suggestions to improve
- Find out current services / marketing
- Offer services if warranted
 - Local or National SEO
 - Content Marketing
 - Reputation Management



Other Ideas

- Add analytics if not already using
 - Shows you look at the data for ROI
 - Can lead to SEO campaign
- Video creation and/or editing
 - Often leads to video ranking
 - Can lead to SEO campaign
- Update website
 - Again, can lead to SEO or other services



What Are Your 3 Key Products?

- Online Marketing
- Print Marketing
- Business Coaching

What are yours?



THEY TRUST YOU MORE When You SHOW Results



The Trusted Advisor Role



The Trusted Advisor: Business Analysis

- Agree to a one hour FREE business analysis
- Ask questions to better understand business
- Talk about what they have done or not done
- Successes and failures
- Ending with “what they wish to achieve”
- Intuitive listening is key
- Growth may be scary to them
- **YOU** will be their **trusted advisor moving** forward



Understand Business Owner Psychology & Mentality

- Business owners beliefs become reality in many businesses
 - The market is affecting my business
 - People simply don't want X anymore
- Business owners face many fears and issues
 - Their beliefs and psychology
 - They don't have the skills required
 - Afraid of failure
- With someone else (YOU) to empower, we can eliminate many of these fears & issues



Business Analysis Cheat Sheet

- Tell me a little about why you started this business?
- What your vision or dream for the business?
- What is your measure of success?
- What would you like to accomplish?
- What are your biggest fears?
- What is working well in your business?
- What is NOT working well?
- What would your customers say is not working well?
- Are you willing to make changes?
- Even if they are uncomfortable?
- Are you comfortable committing to a monthly business strategy session? If no, why?



Become a Trusted Partner

- Invest in their success
- Measure and track success
- Create a business coach mentality
- Generate ideas and the road to their success

Once you are a trusted partner that they correlate success to, they are client for life!





ACTION ITEMS

1. Identify clients that can benefit from your other services
2. Decide on strategies to create opportunities to share these services
3. Implement action plans to increase higher-value sales
4. Condition your mind and actions to BECOME a trusted business partner



SUGGESTED VIDEOS

1. VIDEO: Business Analysis – How to Become the Trusted Partner
2. VIDEO: Business Coach – Why EVERY Business Needs One
3. VIDEO: Immersion Coaching with Tony Robbins



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

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