

Reeling in the Big Fish The Trust Authority

WEEK 4



Webinar Agenda

- Action items & videos (5 min)
- Week 3 Questions? (10 min)
- **Reeling in the Big Fish: The Trust Authority** (40 min)
- Review Action Items for Week 4 (5 min)
- Q&A (10 min)





WEEK 3: ACTION ITEMS

1. Identify and list your top 3 strengths and top 3 weaknesses
2. Determine methods to make changes (toastmasters, mirror, role playing)
3. Create your elevator pitches



WEEK 3: SUGGESTED VIDEOS

1. VIDEO: Simon Sinek – First Why and Then Trust
2. VIDEO: Amy Cuddy – Your Body Language Shapes Who You Are
3. VIDEO: The Skill of Self Confidence: Dr. Ivan Joseph

DO NOT DO THIS NOW! WAIT UNTIL AFTER THE TRAINING!



Week 3: Questions?

Keep your questions on target to the
content presented.

Section Timing: 10 Minutes



Reeling in the Big Fish The Trust Authority

WEEK 4



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.**



Quickly Build Trust & Authority

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

* See appendix for more info on Amazon & PR methods



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 the most important customer

**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 Eliminate from Your Vocabulary

- No
- Can't
- Won't
- I
- My
- Me

You get ONE chance to make the RIGHT impression!



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?**



Are you ready for a little
ROLE PLAY?



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

* Credit to Jack Mize for the 4 Need to Know checklist



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.



State of Mind

- Certainty – you can sell and deliver
- Uncertainty – nothing stays the same
- Significance – need to feel and be unique
- Connection or love – want and need relationships
- Growth – something of value of ourselves
- Contribute Beyond Ourselves – it's about WE

Change your state of mind, change your business.



Initial Phone Call



Initial Phone Call from Letter

- Need one volunteer
- Scenario
 - Customer is calling you about the letter you sent
 - Want to know more about you and your services

CUSTOMER: Lisa

CONSULTANT: Volunteer

Good afternoon, _____, this is _____. How may I help you today?



Initial Phone Call from Letter - 2

- Need one volunteer
- Scenario
 - Customer is calling you about the letter you sent
 - Want to know more about you and your services

CUSTOMER: Volunteer

CONSULTANT: Lisa

**Good afternoon, Portside Marketing, this is Lisa.
How may I help you today?**



Follow-up Phone Call



Initial Phone Call from Letter

- Need one volunteer
- Scenario
 - Customer has not responded to contact
 - Calling AFTER you know they have received

CUSTOMER: Lisa

CONSULTANT: Volunteer

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 Phone Call from Letter

- Need one volunteer
- Scenario
 - Customer has not responded to contact
 - Calling AFTER you know they have received

CUSTOMER: Volunteer

CONSULTANT: Lisa

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



Success is in Follow-up

- Always set up the NEXT appointment
- Don't leave future contact up in the air
- Capture, Plan & Action
 - Capture item or appointment
 - Review items daily & create a plan
 - Execute - action

* Review “the one thing” book 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





WEEK 4: ACTION ITEMS

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



WEEK 4: 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](#)

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Q & A

What questions do you have? Type them in the Question box please.



Appendix

Resources & Services



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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