

Selling Your Higher Services & Business Consulting

WEEK 7

www.trophyclients.com

Copyright 2014 – All rights reserved. Do not distribute or reproduce in whole or part without express written permission.

Business Bait
How To Land Trophy Clients™



Webinar Agenda

- Action items & videos (5 min)
- Week 6 Questions? (5 min)
- Identifying & Creating Trophy Clients:
Selling Your Higher Services (45 min)
- Review Action Items for Week 7 (5 min)
- Q&A (10 min)





WEEK 6: 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



WEEK 6: SUGGESTED VIDEOS

1. VIDEO: Customer Role Play 1
2. VIDEO: Customer Role Play 2
3. VIDEO: Customer Role Play 3

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



Week 6: Questions?

Keep your questions on target to the
content presented.

Section Timing: 10 Minutes



Selling Your Higher Services & Business Consulting

WEEK 7

www.trophyclients.com

Copyright 2014 – All rights reserved. Do not distribute or reproduce in whole or part without express written permission.

Business Bait
How To Land Trophy Clients™



You Now Have a Customer

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**



Get the message out and **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.

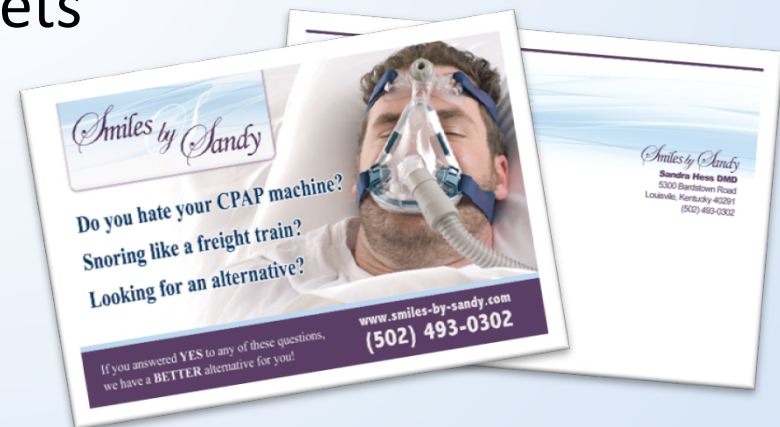


Print Marketing Campaign

- 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



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



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 Role-Playing



Business Analysis

- Need one volunteer
- Scenario
 - Business analysis – FREE CALL
 - This is the business analysis call

CUSTOMER: Volunteer

CONSULTANT: Lisa

LISTEN INTUITIVELY FOR FEELINGS, NOT JUST FACTS!



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 road to success

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





WEEK 7: 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



WEEK 7: 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](#)

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



Final Week – June 10th

- Fulfillment
- Processes
- Outsourcing



Q & A

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



www.TrophyClients.com

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

BUSINESS BAIT: HOW TO LAND TROPHY CLIENTS™

