

| David Staughton

BEING A CLIENT MAGNET

UNDERSTANDING PROSPECTS TO MAKE MORE SALES

Recognising Different types of people fast
Developing your behavioral flexibility
How to sell more to different people



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Table of Contents

1	Mastering the Art of Magnetism	4
2	Ensure Your Success is More Than an Accident	6
	• Where Have All the Clients Gone?	6
	• The Strategy	8
3	Building Yourself Up From Within: The Marketing Mindset	10
	• Change Your Mind, Change Your Results	12
	• Escaping Common Pitfalls	17
	• A Twist on the Golden Rule: Treat Others the Way They'd Like to Be Treated!	19
4	Define Your Clients	20
	• Three Steps of Target Marketing	21
	• Attracting the Ideal Client	23
	• Firing the Bad Client	24
	• The Red Carpet Philosophy	26
5	Honing Your Approach: From Interest to Conversion	27
	• Building Rapport	27
	• Sell Yourself	29
	• You Got the Lead... Now What?	32
	• Keep Your Leads Engaged	34
	David Staughton - Author/Speaker/Consultant	36
	BigHat Professional Services	37
	The Complete Series of eBooks and Webinars	38

Chapter 1

Mastering the Art of Magnetism

“Care more than others think wise. Risk more than others think safe. Dream more than others think practical. Expect more than others think possible.”

—Howard Schultz

Historically, the training of professionals to win over new clients has been a haphazard process. Whether you're in the field of law, accounting, medicine, education, engineering, or even the business field, you've probably realised that traditional academia—and most job training seminars—give minor, if any, emphasis on the incredible importance of marketing and sales. Forget *no pain, no gain* and leave aside the *no money, no honey* mantras for a moment—the issue right here is *no clients, no sales*. But even more than that... no sales, no business (obviously)!

And as a result, most of us have learned—or will learn—by the typical route of trial and error. Then again, there's always more than one path to get to where you're going. Through the teachings and examples of others, we don't have to waste time and energy in reinventing the wheel all over again. We can accept today's wheel, fashion it further to our personal liking and purpose, and drive away in chase of our potential and the horizon. Some of us realise this—you realise this, because you've picked up this book.

And so now you *might* be staring at this page and exclaiming to yourself: “*But I didn’t get my degree in sales!*” “*But that isn’t what I’m passionate about!*” “*But that isn’t what my business is about, I’m not a salesperson!*” Well, actually, you are. You *most certainly* are. Every single time you pick up the phone to call or answer the call of a prospect or a client, you’re selling. Every time you meet a new person and are professionally or personally networking, you’re selling (your credibility, your talent, your character: yourself). Heck, every time you try to make a new friend or go out on a date to scavenge for a suitable match, you’re selling. All along, of course, you’re also buying (information, experience, resources, connections), but always remember that you’ve got to truly give in order to truly get.

No clients, no sales. No sales, no business. It’s as simple as that. Your success is just as dependent upon your ability to sell as it is on your professional expertise or your product quality—sometimes, even more so. And there comes a point when you realise that you must find a way to attract new clients.

“No clients, no sales. No sales, no business.”

Mastering the art of attracting clients comes with time; good things can’t be rushed, as an old saying goes. But every journey begins with a single step—a single dream—a single turn of the page. You’re *more* than capable of becoming a client magnet, and this book will outline the tips and techniques to help you succeed. As a client magnet, you will be able to determine your business, your income, and your financial and professional destiny—a necessity that has become a scarce luxury for most people in this turbulent world.

Chapter 2

Ensure Your Success is More Than an Accident

“Insanity is doing the same thing over and over again and expecting different results.”

—Albert Einstein

Why did you become a professional, why did you start up as an entrepreneur, why are you in the business that you're in? Your first thought probably wasn't *"Oh man, I want to get into this field to sell!!"* Most likely, you're drawn by the interesting work, the service to others, your passion for what you're good at, and the good living you can make from doing it. Yet you prosper when you are client-focused and client-popular—yes, the two are very interrelated—and you likely enjoy the recognition and power that clients give you once you serve them well. You're influential as a specialist in your sphere, and you skillfully manage your client relationships. You've mastered sales, and you get conversions!

Or maybe that's the ideal. Maybe that's your goal. Know that getting there isn't easy, but it's extremely rewarding once you've tasted that success.

Where Have All the Clients Gone?

My guess is that, having picked up this book, you're at that plateau when you're looking around and everything seems flat: you've done the work, you've toiled or paid to have advertisements in a wide and maybe expensive range of publications and media outlets, you've sent out your shiny brochures and fliers, and you've attended a bunch of networking meetings, but nothing seems to be hitting the mark. It's a flat expanse up here, and you're all alone. How come you're not getting the expected responses? Why isn't anybody knocking on your door? Where have all the clients gone?

Chapter 2

Ensure Your Success Is More Than an Accident

Marketing doesn't have to be terribly expensive or time-consuming or even difficult! It doesn't have to be an endless journey of tracking down people, wheeling above them like a falcon following a mouse. It doesn't have to be a desperate struggle to communicate with people—a struggle that gets more desperate each time, until it feels like you might as well be an unseen and intangible ghost trying to communicate with the world of the living. With the right moves, *they* will be coming to *you*, and paying you attention when you materialise in front of them!

Marketing is about mastering a few simple, effective, yet largely unheeded techniques, which can make all the difference between *No, I don't need this right now* to *Yes, I believe you can help me*.

And the clients?

The clients are there. But they're busy.

They're busy working, living, eating, sleeping, buying from other people. And they've been avoiding you, because you haven't attracted their interest yet. They don't know about *you* yet. They haven't been spellbound by the Client Magnet whom you'll be well on your way to becoming by the last page of this book!



The Strategy

To be a successful business person, you obviously need product knowledge and industry experience. It's my assumption that you excel in those already (and if you don't... you have a lot of homework to start on... right now). What makes all the difference and helps you cross the finish line of success in the world of sales is your ability to build and maintain great relationships!

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”

—Sun Tzu

There are three components to relationship building with your client, as we'll examine in depth in the following sections.

- **Building yourself up from within.** Your strategy, your mentality, your attitude; first you have to create something positive, focused, and passionate in your head.
- **Pull at those heartstrings.** You must learn to connect emotionally to people, to build and to maintain relationships. Your attitude and your behavior are fundamental in this.
- **Take action.** One of the biggest mistakes that people do—even when they've got everything else down right—is that they don't make that final step. And you can sprint faster than everyone else, but if you're stuck in front of the finish line and refuse to take that final step across it to end the race, everyone else will eventually run past you and you will be defeated. Put your hand out, ask for things, and learn to effectively close those sales.

So, it starts from within. Your attitude is your number one priority—and the number one thing that people will notice, appreciate, avoid, or judge you for. Success in business mirrors success in life; the happiest people—and let's parallel success with happiness for a moment, because happy folks have often figured out the keys to “success”—seem to radiate three major vibes:

- **Positivity**
- **Optimism**
- **Love**

Chapter 2

Ensure Your Success Is More Than an Accident

Your attitude colors your world, defines your present, and guides you forth to your future. You see what you're looking for; you focus on what you expect, and you usually get what you genuinely expect. Here are just a couple of examples. Have you ever noticed that you seem to see pregnant ladies *everywhere* when your wife becomes pregnant? Or have you ever had your sights on a fantastic new model of a car, and have begun seeing clones of that car *everywhere* all around the city? Or what if you're intent on finding buildings or developers; don't you begin to spot areas of construction or renovation that have suddenly cropped up seemingly *everywhere*? These things (or at least the general pattern of these things) always existed; you merely "suddenly" became aware of them.

"You see what you're looking for; you focus on what you expect."

Chapter 3

Building Yourself Up From Within: The Marketing Mindset

“Social media are tools. Real time is a mindset.”

–David Meerman Scott

Two young boys are given one simple task: to catch as many birds as they can in a pigeon-popular park. The first boy is motivated, eager, and in good shape; he runs around the park, sprinting after every bird he sees, chasing them, hands outstretched, whirling from one to the other, giving them the opportunity to flap out of his reach. The second boy takes a handful of birdseed out from his pockets and stands in the middle of the park; visible and accessible, he simply outstretches his hands in invitation, and a cloud of birds alights upon him.

Which boy are you? Do you desperately chase after the birds, or do you lure them to you?

To become a client magnet, you must think like one. The client magnet mindset—the sales mindset—is composed of three essential goals, the three elements that are essential in a client magnet’s professional profile:

- **Product Knowledge**
- **Industry Experience**
- **Relationship Building**

Your new mindset can begin anytime. It can begin now. Choose to make marketing your top priority, choose to reap the benefits, and choose to succeed.

“Relying too much on proof distracts you from the real mission—which is emotional connection.”

–Seth Godin

We often get caught up in the day-to-day noise of program activation and the process and the grindstone, and we overlook the *why*, the *how*, the underlying *what* and *where* to of the strategy. Do you even have a strategy? Based on what? What are your goals? Have you been heading in a certain direction up till now, or have you been fairly stagnant all this time?

It’s easy to get caught up. It’s tempting to be too busy to pause and define or revise or recap the overall strategy and long-term action plans of your business—the plans that are essential in the continuous generation (and preservation!) of clients. Michael Gerber, author of the bestselling book *The E-Myth*, popularized the notion of working *on* your business instead of *in* your business. And yet very few of us do this. Consequently, we reap the bad effects of this negligence.

“*Working on your business, instead of in your business...*”

Some of us don’t, of course. But most entrepreneurs and owners of professional service firms risk so much for their business, but they never realize how much they risk *by not mastering marketing*. They spend so many years, finances, and brain cells on perfecting their chosen field or specialization—consulting, legal, financial services, creative services, anything—yet without marketing experience, their success is merely accidental (and, as such, very shaky!). Then again, there are many brilliant and highly specialized professionals out there who are starving. It seems ironic and even oxymoronic, but it’s the truth. They never mastered marketing—most of them never even *considered* marketing!

Let all those people be your competitors. Leverage yourself above them by ensuring that your own success is not an accident—it is your success because you know the formula for success, and no matter what happens or what comes up, you know how to apply that formula again and again.

If you take away a single idea from this book, remember this: marketing is not a one-time event. It isn’t an excuse to whip out the suits and the more polished of the two briefcases and call up an annual meeting. **Marketing is a daily activity**, the steering wheel of your ship, and you must take time to steer no matter how busy you are cleaning the deck or adjusting the sails. You might hit an iceberg, otherwise; at worst, you’ll waste time and energy off-course.

Sir Isaac Newton was on to something: a body in motion stays in motion until affected by an external force. Your business will remain at the same level as it is now *until you do something about it*.

So take success into your own hands.

Change Your Mind, Change Your Results

Your mentality is the window through which you see the world—in any and all of its aspects—and you have the power to color and light and distort and zone in through it as you see fit. Your marketing mindset, thus, encompasses your thoughts, expectations, beliefs, fears, assumptions, limitations, vision, and attitude in regards to the method, means, and management of marketing whatever it is that you're marketing. Everything begins from your approach: from within.

“Nothing can stop the man with the right mental attitude from achieving his goals; nothing can help the man with the wrong mental attitude.”

—Thomas Jefferson

Because a mindset is something that is often, in part, ingrained and subconscious, we don't think about it much. So unfortunately, we tend to simply accept our limitations or take our negativity for granted. Just as often, however, it's the most pivotal action we can take: to pause a moment and delve into our thoughts, to examine the *what*, the *how*, and especially the *why* of everything. We begin solving a problem by defining the solution. Just so, we begin changing our mentality or approach by first understanding it.

Take a moment and examine your mind. Are any of these negative phrases flitting somewhere within?

- ***Marketing leads to rejection...***
- ***If I ask for referrals, it'll sound like I'm begging...***
- ***I don't have the time to market myself, and anyway I don't know how...***
- ***I can't start until I know exactly what to do...***
- ***I don't know enough; I'm not qualified/educated/experienced enough to try this...***

- ***Marketing annoys people; I don't want to risk that...***
- ***What if I succeed? If I get too many clients, I'll be overwhelmed, and then I'll fail...***
- ***I'm not worth it, I can't have it all, I'm a failure...***

Is that really what you think? Are you really going to let this negativity define you? ***Like attracts like***; and this applies equally to friendships, relationships, and business transactions! The real battle isn't going on in the marketing world, and your true struggle isn't with your clients (or lack of)—it's with you. It's the battle between your conscious and your subconscious. And you're dealing with the worst and most intimate kind of enemy: yourself.

The little voice shouldn't be in charge of you—you should be in charge of it.

When you change your mind—and act upon it—you will change your results, guaranteed.

Think of it as internal housekeeping. You need to clear the rubbish out of your mind, just as you clean up your house or detox your body. Identify the beliefs that are restraining you from positivity, progress, and success, and throw them out the window! Then fill up the freshly acquired space with new thoughts and convictions—empowering, inspiring, and positive...

Best of all? Once you begin to do this, you will see the results *immediately*.

A cleaned room is immediately visible. A cleaned body begins rejuvenating itself and reversing the damage at once. A cleaned mentality, in turn, will instantly be on board to help you fight for good results. You'll have the best ally on your side: yourself!

***A clean mentality will instantly help you fight for good results.
You'll have the best ally on your side: yourself.***

1. Question your mindset

Once you get down to it, you'll realize how simple, but extraordinarily powerful, this process is. When we fail to stop and question our own beliefs—no matter if they are right or wrong, good or bad, empowering or limiting—we automatically become subject to them. When we sincerely begin to question them, however, we unleash a storm of curiosity and wonderment that leads us ever closer to discovery and truth.

You might surprise yourself. Your convictions might take on a 180 degree turn—or perhaps you'll find reason to uphold them all the more. You never know until you question. I've discovered that marketing leads to acceptance—not rejection. I've realised that asking for referrals is a contribution—not a plea. I've found that there is always time for marketing, and if you have time to hunt for solutions, the solutions will have time to express themselves to you.

For many people, this process of self-questioning and self-revealing has completely transformed their professional and business lives and outlooks—and often transcends these on a personal level, too. The purpose and the end result are to transform your marketing experience from one of struggle, futility, and poor results into an experience of opportunity, engagement, and success.

2. Identify negative beliefs—and trash them

Buyers and sellers, businesspeople and clients alike are usually attached to dozens of thoughts that make up an avoidance-to-marketing attitude. Our ingrained responses tell us to resist marketing attempts, no matter which side we're on (the side doing the pitching, or the side being pitched to, so to speak). As a salesperson of your trade, craft, or product, you necessarily must be tailoring to your prospects and customers, so you still put up a brave front and struggle to push your products. Your heart isn't into it, and all you manage to do, it seems, is push other people's buttons.

When you're stuck in a negative marketing mindset, everything appears to line up with that mindset. It is mind over matter, and you're using it to your disadvantage there.

“It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen.”

—Claude M. Bristol

Take a moment and a piece of paper and list whatever thoughts run through your mind whenever you attempt to reach out and network or communicate with a prospect or client. What do you think of when you focus on marketing? What are your goals, what are your expectations, and what are your doubts?

Circle the negative thoughts.

3. Replace with positive affirmations

Affirmations can be anything you seek—whatever you want to emerge as a true and operative reality in your life. Positive affirmations are convictions of what you're good at, what you're capable of, and what you believe your potential is. List some positive affirmations right now. Be true to yourself, and really dig out and examine the fine points of your character, attitude, and behavior. This isn't an exercise in ego or pride—this is an analysis of the good in you. So spell it out!

Possible examples:

- *There is a huge demand for my particular skills and abilities.*
- *I have a likeable, trustworthy character, which many have refuted through their words and actions toward me.*
- *I contribute to the world in a meaningful way, and am paid back tenfold!*
- *Because I'm a positive resource, people really enjoy doing business with me.*
- *I constantly add income to my ever-growing business.*
- *Doing business with me is always an interesting experience.*
- *I know how to attract and keep loyal customers to my business.*
- *I am attracting clients who need, want, and can afford my business.*
- *I am choosing the perfect way to connect and communicate with my clients.*
- *It feels great knowing that business comes to me regardless of location or season.*
- *I am capable of understanding and exceeding customer needs and expectations.*



Focusing on these, write an empowering counterattack next to every negative thought that you listed above.

“I’m afraid of networking and I’m bad at it”.

- ***“It’s exciting to make new contacts! I know I can network with confidence and professionalism!”***

Daily positive affirmation costs nothing. It’s the taming of the little voice inside your head—it’s about transforming that personal demon into a personal coach! Take the time every single day to love, support, and nurture yourself. You can’t help but then radiate this love, support, and acceptance to the people surrounding you, whether they are relatives, friends, co-workers, clients, or prospects!

Now, what is your *real* goal? Your goal is what determines your course of action. It has to be a real, substantial, worthy vision. “Making more money” isn’t a mantra that’ll cut it throughout your life. And just “more clients” doesn’t prove anything in the long run, either.

Escaping Common Pitfalls

1. Take responsibility for your own development.

Don't expect academia, your manager, or society to fully prepare or develop you for whatever it is that you need to do. Even the most professional firms focus on expertise within the respective profession; typically, very little emphasis and training is provided for marketing and selling.

If you don't take responsibility for your own growth in the business sphere—as in any other aspect of your life—no one else can guarantee that for you.

It's critical to take personal responsibility for your actions if you want to create a winning mindset. Realise you are in full control of what you choose to do or not do. True, you aren't able to control the events occurring throughout the universe, but you can control *one* thing: yourself. You are made up of your actions and reactions.

So upgrade your mind. Seek knowledge and purpose. Create a prosperity consciousness, and attract what you exude.

2. Marketing isn't a waste of time.

"Non-billable time is wasted time"; that's the typical conviction. That's far too general, though, and usually it's the furthest thing from the truth. Some professionals complain that their profession is their job—be that construction work, editing papers, practicing medicine, managing the local zoo, or whatever—and that marketing and selling are out of their territory (and their interest). Yet the art of selling is when you practice—and promote—your profession at the highest level. Selling is about developing business. Selling is about networking and attraction and connection. It is in the sale that you translate the client's hopes and fears about a situation into the outline of a design, plan, case, legal document, model, or whatever formula you create to meet the client's need.

Stop a moment and name the leading professionals in your field, in the world, or anyone universally respected, any major contributor. Chances are you've named someone who works hard at selling. It's inevitable, and it's natural. The investment that you pour into the "empty" hours of marketing and selling is a very rich investment—and you'll discover that your hours quickly become anything but empty!

"In the modern world of business, it is useless

to be a creative original thinker unless you can also sell what you create. Management cannot be expected to recognise a good idea unless it is presented to them by a good salesman.”

–David Ogilvy

3. Salespeople can be fascinating.

That is, salespeople don't have to be annoying or boring! There are fallacies in the bad rap that salespeople get. And there's a difference: clients may view an *interruption* as annoying, but whether they view the *interrupter* as a nuisance is very much up to the interrupter!

Keep in mind that people behave in many different ways; we'll examine this in more detail in just a bit. First, you have to view yourself in a positive light in order to have the capability to effectively share this view with your prospect. Second, you have to adapt to the prospect's style, and do as much as you can to make yourself likeable. Third, you have to be courteously and professionally persistent. Marketing is a game that's harsh on those who give up.

4. Don't wait for “the perfect moment.”

Delaying until you're “ready” usually means that you'll be delaying forever. Moments aren't ever perfect; it's up to us to make them so. The best time to start? Now. Delay only leads to difficulty. If you must delay, delay strategically; delay in the midst of something, as when you must give a client some breathing room. But don't delay in beginning your marketing campaign. Make an educated guess and dive into the marketplace. Risk will always exist. But professionals who succeed are the ones who risk—and fail—and get up—and fail—and get up again... the ones who keep pushing until they've won.

Almost any reasonable action is better than none!

“Delay is the deadliest form of denial.”

–C. Northcote Parkinson

A Twist on the Golden Rule:

Treat Others the Way *They'd* Like to Be Treated!

Your parents and teachers probably taught you that you should always *treat others in the same way that you'd like to be treated*. Professionally and personally though, that might not always be the best policy. It's still a good rule of thumb, of course, but the "finishing touch" is when you cross the line and try to empathise with your client or prospect. It's when you take a moment to wonder: *How does he want to be treated? And what can I do to fulfill that need?*

The best thing you can do for business, for sales, and for marketing—the best thing you can do for yourself in relation to other people, period—is to be attractive. I don't mean just physically, although a put-together appearance is a major plus and a subtle necessity. I mean, above all, that you have to be attractive *as a person*, as a character, as a human being.

The more likeable you are, the more people will like you. The more people like you, the more they'll open up to you and trust you. The more they trust you, the more likely they are to want to do business with you. The more they'll want to do business with you, the more likely that they'll actually do business with you.

Voila! It really is that simple.

The more likeable you are, the more likely it is that others will want to do business with you.

Chapter 4

Define Your Clients

“Make the customer the hero of your story.”

—Ann Handley

Who are you targeting? It can't be everyone. Some professionals assume that the wider they cast their nets, the more fish they'll reel in—but that's not the case. Not at all. In fact, this scattergun attempt, with a net stretched too thin, is what costs them dearly—both in financial terms and in terms of getting results. If you try to hit all the targets at once, you'll end up hitting none.

Effective marketing has a narrow focus, a specialised focus, a concentration. By being the big fish in the little pond—instead of the little fish in the ocean—you rule the pond. You cater to clients who actually can and want to gain something from your product or service. By focusing on them and making it all about them, you don't just become the big fish... eventually, you could become the only fish—at least, the only fish worth considering!

Being selective is working *smart*, not just hard. You channel your resources and time and energy on “the ideal client”, ensuring that you'll get the most return on your marketing investment. You'll establish yourself as an expert in your field more quickly and more reputably. Being specialised and selective helps you cross the spectrum from *chasing* clients to *attracting* clients.

Before you focus on your ideal target market, though, you still have to define it.

**DON'T FISH IN A PUDDLE,
GO TO WHERE THE CLIENTS ARE !**



Three Steps of Target Marketing

- **1. Define the target market**
 - (35-45-year-old women living in Los Angeles.)
- **2. Decide what you can do for the niche**
 - What can you provide to these people? What do they really want? How can you cater to these wants? Define the common problem that this target market has, and which specialized services you can provide as a solution.
 - (Women who are going through a divorce (problem), and need a source of inspiration (solution).)

■ 3. Find the ideal clients

- Ideal clients are a subset of your niche and target market. They fit your personal predefined vision of the perfect customer.
- (Women who are ready to somehow use their divorce to catapult themselves into the next phase of their lives.)

Not sure about what your market, niche, or ideal client could be? Not sure who you want to cater to? Stop and consider the following questions. Your answers will serve as an excellent starting point to see what you're ready to tackle!

- ***What are the different groups that can use the kind of services you provide?***
- ***Which of these groups do you relate to the most, personally; for which do you feel that you'd be most interested and excited working for?***
- ***Which groups do your existing clients already belong to? Do you have information about these groups? Would you be interested in learning more about them?***
- ***Which aspect of your work are you most passionate about?***
- ***What are your natural strengths and skills?***
- ***Do your clients have urgent needs? What are they afraid of? What are they trying to avoid? What are they trying to solve?***

"The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed."

—Henry Ford

Remember, working with your clients is meant to be a luxury, not a mandate. If you don't consciously define who you want to work with and seek such people out, you'll get caught up in "the daily grind" and you'll have no time to go and seek out "the ideal client." You'll be catering to anyone who walks through the door with some money. And is that what you really want? No time devoted to marketing efforts? No sight of the goal? The tail wagging the dog?

Take control of your business, or it will take control of you. Serving your ideal clients will give you a sense of control as well as a sense of purpose. Choose your own professional satisfaction.

But before you can catch that fish, you have to know *what* you are hunting and *how* you can go about doing so; you need the right bait!

Attracting the Ideal Client

Do you know who your ideal client is? You should. If you don't, who does?

Don't waste time. Funnel it down to the best clients. You already know what they're like, as a matter of fact. Consider the people you know, the people whom this following list brings to mind...

- **These people respect your opinions and suggestions on what needs to be done; they trust your expert and professional advice.**
- **They don't quibble about price and are happy to pay you what you are worth.**
- **They work with you and provide you with the information you need in a timely fashion so that you, in turn, can deliver on time.**
- **They are open to communicate and meet up with you at any time to ensure that you do your best work for them.**
- **They'll send you quality referrals on a regular basis and are happy to work with you over and over!**

By creating an Ideal Client Profile—knowing what you're looking for, and screening for it—you'll begin running your ideal business. When you work with these types of people, work is meaningful. You have purpose. And as a result, your business thrives.

"People rarely succeed unless they have fun in what they are doing."

—Dale Carnegie

- **You'll attract and retain the best types of clients for your business.**
- **You'll streamline your business, enhancing productivity by using consistent and targeted marketing communications.**

- **You'll receive more referrals to better prospects.**
- **You'll boost your reputation with great testimonials.**
- **You'll spend less time and money prospecting, and more time systematically marketing and networking.**
- **You'll work with clients with whom you connect on more levels, and you'll enjoy your passion and work even more.**

"What helps people, helps business."

–Leo Burnett

So, next step? Actually creating that Ideal Client Profile. Remember, if you don't set your own standards, someone else will do that for you. This is the time to be picky and choosy. Invest in the future—including your future clients. Once you define the ideal client, learn more about him or her!

- What is the typical demographic of my ideal client?
 - Age? Gender? Location? Annual income? Family demographics? Hobbies?
- What does this person do for a living?
 - Self-employed? Mid-level manager? C-Level executive? Employee? Independently wealthy?
- What issues does this person face? And how can I help?
- How does my ideal client prefer to communicate?
 - Does this person spend a lot of time online? Is up to speed with technology? Prefers the newspaper? Likes face-to-face transactions?
- How could I meet my ideal client?
 - At the gym? Specific organization? A class? A specific seminar?

Firing the Bad Client

Just as you want to draw the good clients in, you want to push the bad clients out. According to the Pareto Principle, 20% of your clients will account for 80% of your revenue. Adversely, 20% of them will take up 80% of your time!

You need to fire the ones bringing in the least amount of revenue and who are expending most of your time (and well-being, if it has come to that).

Sometimes it's easier to figure out what type of client you *want* by figuring out what client you definitely *don't want*. It's the process of elimination, and you can begin by figuring out if any of your clients sound like this:

- **People who push you on price or demand that you lower your rates.**
- **People who quote your competitor's offer and threaten to go to them instead.**
- **People who make unreasonable demands outside the scope of your agreement.**
- **People who don't allow you to be the key decision-maker based on their needs and expertise; those who don't trust you and your professionalism.**
- **People who are bad communicators, who don't answer your questions promptly yet expect work to be completely quickly and on time.**

"I don't know the key to success. But the key to failure is trying to please everybody."

—Bill Cosby

What do you have to win? What do you have to lose? These bad clients will probably refer you—if they refer you at all—to similarly bad clients, and this'll keep you trapped in a vicious cycle of catering to the same bad kind of clients. You can only break free by raising your standards and consciously defining what clients you are willing to deal with and with which clients you won't.

When you take on bad customers, you pay a hidden cost, losing a big financially-worthy opportunity and killing off potential—because you don't have time, energy, or resources to chase it! When you focus solely on attracting the right customers, however, you deliver a service that they want and will come back for and will talk about.

And business will boom.



The Red Carpet Philosophy

Your ideal clients are people who energise and inspire you. They bring out the best in you—and you can't help but put your best work forward.

"If you love your customer to death, you can't go wrong."

—Graham Day

Serve those who most need your services and can derive the greatest benefits from what you have to offer. If you just serve whoever walks through your door, you're doing a disservice by taking away time and resources from those who need it more. Bad clients rob you of enthusiasm, energy, patience, time, and resources. Good clients make your work worthwhile. We could also call them our "red carpet clients."

Why "red carpet"? Because you should treat them like celebrities. You should get out and dust off and uncurl the red carpet which you know you have somewhere—you know, the one you keep aside for special customers.

Chapter 5

Honing Your Approach: From Interest to Conversion

“People share, read, and generally engage more with any type of content when it’s surfaced through friends and people they know and trust.”

–Malorie Lucich

Building Rapport

Dale Carnegie has helped millions topple walls and eliminate barriers in everyday communication. *Don’t criticise, condemn, or complain*, he advised in his international bestselling book *How To Win Friends and Influence People*. He explained how the act of complaining is just a crap magnet, to be blunt. What you give is absolutely what you get. What you project is what you get. The most simple yet powerful guidelines on earth:

- ***Stop being a misery bag***
- ***Be interested in others***
- ***Smile***
- ***Be genuine***
- ***Use other people’s names when speaking to them***
- ***Be a good listener***
- ***Talk in terms of those people’s interests***
- ***Make other people feel important***

How do you build connection to people? You need to build rapport before you build relationships. Remember two keystones:

- **People like people who are like them.**
- **People don't care how much you know, until they know how much you care.**

The following tactics are tried and tested gemstones for cracking the ice and catching the light. Try these to open the channel of good communication:

- *Genuinely smile, use eye contact.*
- *Show interest and practice empathy.*
- *Mirror the other person's voice and body posture; match his or her speed and style of communicating.*
- *Use that person's name and repeat back what you've been told—for clarification, for emphasis, and to effectively indicate that you've been listening.*
- *Give sincere compliments; show appreciation!*
- *Listen more; talk less.*
- *Remember that body language is critical—it's how people inevitably judge you (and vice versa).*
- *Remember that positive energy and enthusiasm are very attractive... and contagious.*

People tend to bond over shared interests. Discover what you have in common—or at least what you could also find interesting and what you could connect over.

- *Find out that person's likes; find out something unusual that you both have in common (From the same hometown? Love the same restaurant? Fans of the same sports team?) and comment on it next time you meet up, forging a source of connection.*
- *Note the person's dislikes, too; cater to the person's likes.*

“There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it.”

—Dale Carnegie

Sell Yourself

The art of selling is amongst the most—if not *the* most—critical, pivotal, and delicate of arts. You must learn to talk about what you do without sounding like the bad stereotype of a salesperson. You want to come across as genuine and helpful and worthy, not as an annoying or egotistical self-promoter.

So, inevitably, someone is going to pop the question. *“And what do you do for a living?”*

Most people reply according to their profession. “I’m an accountant.” “I’m a business consultant.” “I’m a vet.” “I’m a writer.” And this elicits a polite nod, an awkward silence, a blank stare and a fumbling for what should next be added. Once you get that response, you know that anything more that you say about yourself and your work could come across as pushy. Do you really think they’ll whip out their credit card then and there and ask to do business with you?

They might. It’s highly improbable.

Because everyone has preconceived notions about every job. They already “know” what doctors are like, what lawyers are like, what writers are like, what accountants are like. And if your listener has had a bad encounter with lawyers, that doesn’t bode well for you. If your listener is biased against writers, because her ex-husband was a recluse and alcoholic scribbler, it’s going to be hard to make friends. You aren’t a person by definition of your introduction; you’ve qualified yourself as a job, as a worker of work, as a profession.

Throw the elevator pitch out the window. Don’t be boring, don’t be typical, don’t sound obnoxious, don’t slip into stereotypes and preconceptions. No static! No white noise! People are not interested in your profession, they are interested in you—and, most specifically, in *how you can help them*.

You are more than your job description. You are incredible. The thing is: can you convince others of that?

People aren’t interested in your profession; they are only interested in how you can help them.

So what if you answered that question—*what do you do?*—in a unique and unexpected way that initiates a meaningful, thoughtful conversation, and speaks to people’s problems and concerns?

You'll need:

- **A dialogue that is dynamic and lively.**
- **A description of the people you help, what challenges they face, how you help them.**
- **An illumination of the results and benefits that people receive from your service.**

In a nutshell, you're promoting conversation, rapport, and interest. Mindblowing, right? Not really; it's simple, but you just have to work at it and perfect it. It'll be mindblowing in its results; trust me on that.

Here's a sample conversation:

"What do you do?"

Describe your target market and the biggest problem that they face. Frame this as a question to initiate a two-way conversation.

"You know how young professionals are losing job opportunities, because employers now use the web to research them online?"

"Yes! My niece's friend lost a job opportunity at IBM, because they found an online forum where she badmouthed her old boss."

Excellent. Notice how you're already relevant to someone important. Now you have to **describe how you solve the problem** (the problem that is also affecting this niece!). *"What I do is help people understand what's out there online, what personal information is posted of them and what kind of image all of that portrays. I run Brand-Yourself.com, which analyzes and breaks down our users' web presence into measurable components that can be improved, and recommends—on the basis of their field or profession—where they should be active online. It's a one-stop shop to take control of your Google results for career success."*

"Hmm. Last week one of my colleagues Googled me and sent me a link to a college newspaper article where I was mentioned. I had no idea it even existed!"

Time to **bring up a super success story where you solved a similar problem for someone else**. Note that when you tell a story about a real person, you help your listeners relate in a concrete way. *“Right! One of our users had practically no Google results for her name... except for one terrible entry on a college gossip website. After using our system, the first two pages of a Google results now show her professional accomplishments, her blog, and her interactions with the thought leaders of her industry. Because of us, she was recently hired by a top U.S. PR firm.”*

“Wow, that’s pretty neat! My daughter is looking for a job right now. She could definitely use your help.”

That’s very promising! **Drive home the benefits** that your target market—including prospects like this person’s daughter—receives. *“We help people like your daughter build a visible, credible, and involved web presence that gets them hired, rather than cut from the applicant pool. We make it easy to establish a strong and professional online presence that lasts a lifetime, from her very first job to her last.”* And last, but not least? **Close with a call to action!** *“Here’s my business card. Have her check out our career advice blog on the back. Our team of career coaches puts out great content for job seekers like your daughter. And our system is free to try, so have her sign up and see how we can help.”* **Tangible credibility boosters** like blogs and ebooks allow people to interact with your personal brand after you’re gone. You leave your mark.

“Perfect! Here’s my business card, too—shoot me an email later today to remind me to tell her.”

Remember:

- Your pitch isn’t about you. The aim is to establish how you can serve and help other people solve their problems.
- Talk their language. Talk about what they want.

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”

—Peter Drucker

You Got the Lead... Now What?

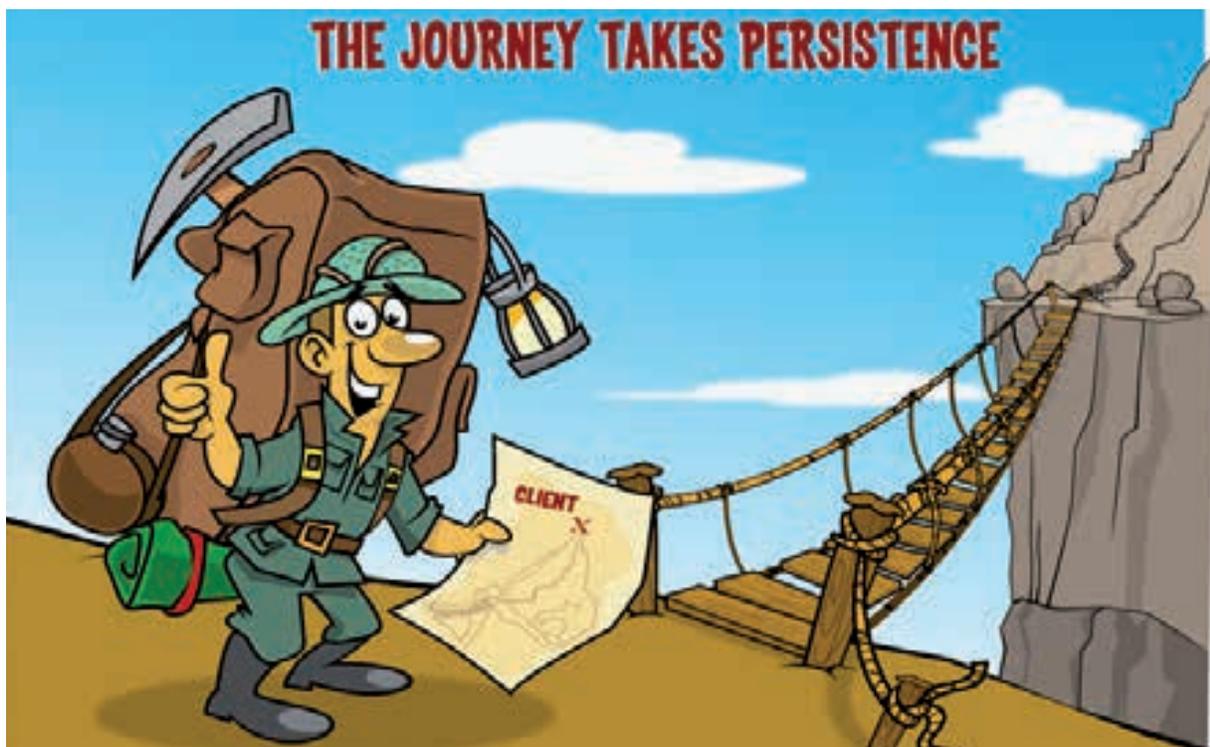
Studies show that 79% of leads aren't followed up with sales. That's a huge majority that's going to waste right there. And if that's all you're doing, then your cost per lead—which is already costly in and of itself—is even higher, because most of the fish that you're catching are slipping back into the water.

Focus on progress *after* you get the lead too—you put your foot in through the door, but how are you going to keep it open? And how are you doing to get all the way through?

I've finally reached a prospect whom I've been trying to get at for several months. thirty-seven phone calls and seven different networking people later, I'm at this point, and I still haven't any business to show for it—but the potential rewards are huge, and are worth the investment. This isn't failure. It's a stepping stone. It's how selling works. It's a numbers game.

Because that's how it is: **marketing is a numbers game**. You have to pursue 10 or 20 opportunities to win one. One average, the smarter and harder you work, the more likely it is that you'll win over more leads, and then conversions. It's like baseball. Some players have higher advantages than others, but they strike out most of the time. If you go to the plate, there's a good chance you'll strike out, but you must go to the plate to get a hit; the more often you go, the better your chances of getting on a base!

So in addition... **marketing is a game of persistence**.



“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.”

–Dale Carnegie

Guess what?

- 44% of people stop calling after the first contact.
- 22% stop after the second contact.
- 14% stop after the third contact.
- 12% stop after the fourth contact.
- Of those who attempt a fourth contact, 92% then quit—**yet 70% of the population needs to be contacted 5 times before they trust you!**
- **It takes 7-10 contacts to make a sale!**

In other words, if marketing was an Olympic sport, it would be a marathon—not a sprint. Success depends on your persistence and your patience and willingness and ability to follow up on your leads. It might take months—even years, sometimes—before your efforts finally come to fruition. (That’s why you shouldn’t rely on only one fish, of course. Chase the big fishes you desire, but make sure you have some food in your tummy meanwhile!)

What you have to understand is this: prospects aren’t ready to buy just when we want them to. But they probably will be ready, someday. Face it; it’s human nature to procrastinate doing something anyway. How many times have you been guilty of that? You know you need to get a loan, but it can wait, right? You know that you want to sign up for dance classes, but maybe you should wait for your schedule to clear up more. You know that you need to get that annual check-up, but it’s probably not necessary this year anyway. That’s why it’s so important to remember that people won’t be persuaded about something that they need; they’ll be persuaded about sometimes that they *want*.

“No” doesn’t mean “No never”... it only means “No, not right now.” That’s a fact that is both extremely encouraging and extremely overlooked.

“No” actually means “No, not now.”

Persistence makes perfect. Here's what you can do to remain on in top-of-the-mind territory:

- **Stay in touch**, whether by phone, email, fax, or direct mail.
 - Auto-responders and prewritten communications are a quick and regular way of doing this if you're short on time.
- **Ensure that you've become a person whom they can trust** and feel comfortable turning to at that "some point" in the future.
- **Make your communications relevant and regular.**
- **Don't give up.**
 - It can be hard to know the fine line between being persistent and being pushy. Most people give up after one or two attempts when they feel they're "getting nowhere," but it's more about the quality of the contact than it is about the quantity.
 - **Ask. Be tactful.** On the last call, ask for permission to follow up or ask for a callback date: "what month should I follow up?" That takes you from pesky salesperson to accountable salesperson (a good zone to be in!).
 - **If you're doing it right, your prospect won't mind** that you're "bugging" him—in fact, he might even welcome the reminders.

Following these strategies, there will be every chance that your prospects will return to you at some point down the line. But why does it take so many attempts to make a sale? It all comes down to trust. If your prospect can learn to trust you—in other words, if you've done a good job of building familiarity and acceptance—then he or she will be prepared to part with his or her hard-earned cash.

Only when your prospect trusts you will he or she be prepared to part with his or her hard-earned cash.

Keep Your Leads Engaged

Tips for staying in touch:

- **Differentiate your lists according to lead sources.** A UK study found that 85% of business-to-business marketers have no lead scoring program. That's bad—because how else can you identify which prospects need more follow-up and which are ready to face your sales staff? Recipients in your email contact list should be scored according to how interested and sales-ready they are, and then should be catered to accordingly.

- **Determine content relevance.** You don't want to send the same thing to a prospect who is about to buy and a prospect who just signed up yesterday for your email newsletters! They have different degrees of interest and different information needs; your lead scoring methodology should guide you in this, too. Channel your content accordingly.
- **Match design and content.** The layout of your email, your fax messages, and even the style and tone of your phone calls should all reflect the interest (and response) you want to generate from your readers and listeners.
- **Use clear calls to action.** These should be easy to understand and locate. The actions you specify need to be relevant to each lead score list of prospects.
- **Be consistent.** It's an essential characteristic in a lead nurturing program, especially when it concerns your sending schedule and frequency, email content, level of interaction, and campaign activity.
- **Always mind your manners.** Courtesy and proper email or phone etiquette will get you a long way. It always pays to be nice! Your goal is to let your prospects take a sales journey and arrive at a buying decision. You're just steering the horse, you're navigating; they're the ones who'll decide if they want to drink. The last thing you want is to have them break away just because of impoliteness from their guide!

Keep your prospects and clients engaged is a multi-channel marketing effort. A combination of the "soft touches"—phone, email, fax, direct mail—consistently but not overwhelmingly, in order to build brand awareness. It's a combination of tactics of "putting yourself out there"—participating in trade shows, hosting seminars or webinars, public speaking, publishing articles and blog posts, volunteering, interacting and reaching out via social platforms and networks, sending courteous thank-you cards after each contact, and so on... Let your positive, empowering, loving, and giving self shine, in each and every possible way!

When the prospect is ready for your service, he or she will think of you first. And congratulations — for you will have become the ultimate Client Magnet.

"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."

—Peter Druckers



David Staughton

AUTHOR | SPEAKER | CONSULTANT

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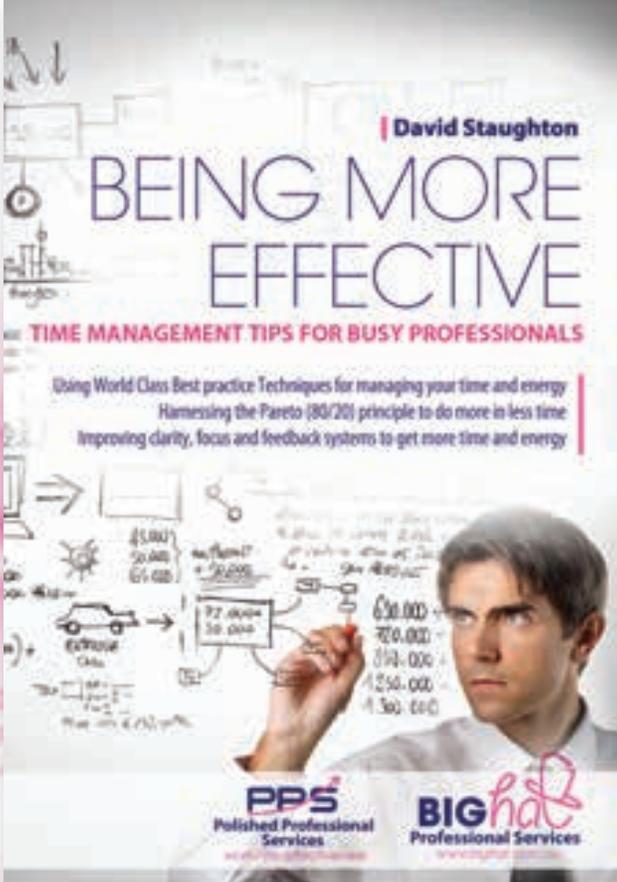
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Using World Class Best practice Techniques for managing your time and energy
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BE SEEN AND GET KNOWN

LOCAL AREA MARKETING STRATEGIES

The value of rapidly building a local referral network
Finding prospects and referrers in your local area
Harnessing the local press, business and networking groups



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GETTING MORE REPEATS & REFERRAL BUSINESS

HARNESSING WORD OF MOUTH

Deciding what sort of clients you really want
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Acknowledging and Rewarding your Referrers



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BEING A CLIENT MAGNET

UNDERSTANDING PROSPECTS TO MAKE MORE SALES

Recognising Different types of people fast
Developing your behavioral flexibility
How to sell more to different people



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Effective questioning and group dynamics that help close and confirm the sale quickly



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