

| David Staughton

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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Table of Contents

Introduction	4
1 Don't Battle – Grow the Pie!	5
Prepping for Local Area Marketing	7
• Understanding Your Prospects	7
• Mapping your Territory	8
• Maintaining an Attractive LAM Mindset	8
2 LAM Strategy # 1 - Getting Seen in your Area	10
• Get Seen... Figuratively	10
• Get Seen... Literally	10
3 LAM Strategy #2 – Getting Yourself Known	12
• Leave a TRAIL!	12
• Give more Referrals	12
• FIND Connectors	13
• Make Yourself Known as an Authority	13
• Some Secondary Strategies for Getting Known and Seen	14
4 LAM Strategy #3 - Leveraging Your Local Network	16
• Mapping out & Expanding Your Local Network	17
• Working your Top 40	17
• Working your Entire Network	18
5 LAM Strategy #4 - Building Alliances	19
• Who Loves You? — Identifying Potential Local Alliances	19
• GO Prospecting	21
• PR & Publicity	21
6 LAM Strategy #5 - Perfecting Your Intro Pitch	22
• You had me at HELLO!	23
• Sexy Bits ... NOT Blah!	23
• 7 Bonus Networking Tips	24
David Staughton - Author/Speaker/Consultant	26
BigHat Professional Services	27
The Complete Series of eBooks and Webinars	28

Introduction

The scope of business seems to have grown quite large these days. For many of us, it can be hard to imagine and manifest business on a local scale anymore; the online world makes everything seem so much more global and expansive. But as we all know, local is still the core of much of what we do, and it deserves our attention!

In this e-book, we're going to look at the networking, alliance-building, and *Local Area Marketing* techniques to really get yourself and your brand known in your local region. We'll go through some self-improvement techniques, as well, that can get you primed for engagement in your niche.

In fact, there's no time like the present! Let's start off with celebrating some good news. Get yourself in the right mindset to really learn from the lessons we're going to go through today. What new accomplishments have you experienced? Have you reached any goals recently? Take a moment to think about the landmarks you've reached in recent days and get yourself excited and engaged to learn from the Local Area Marketing strategies we're going to go through.

Ready? Alright, let's do it!

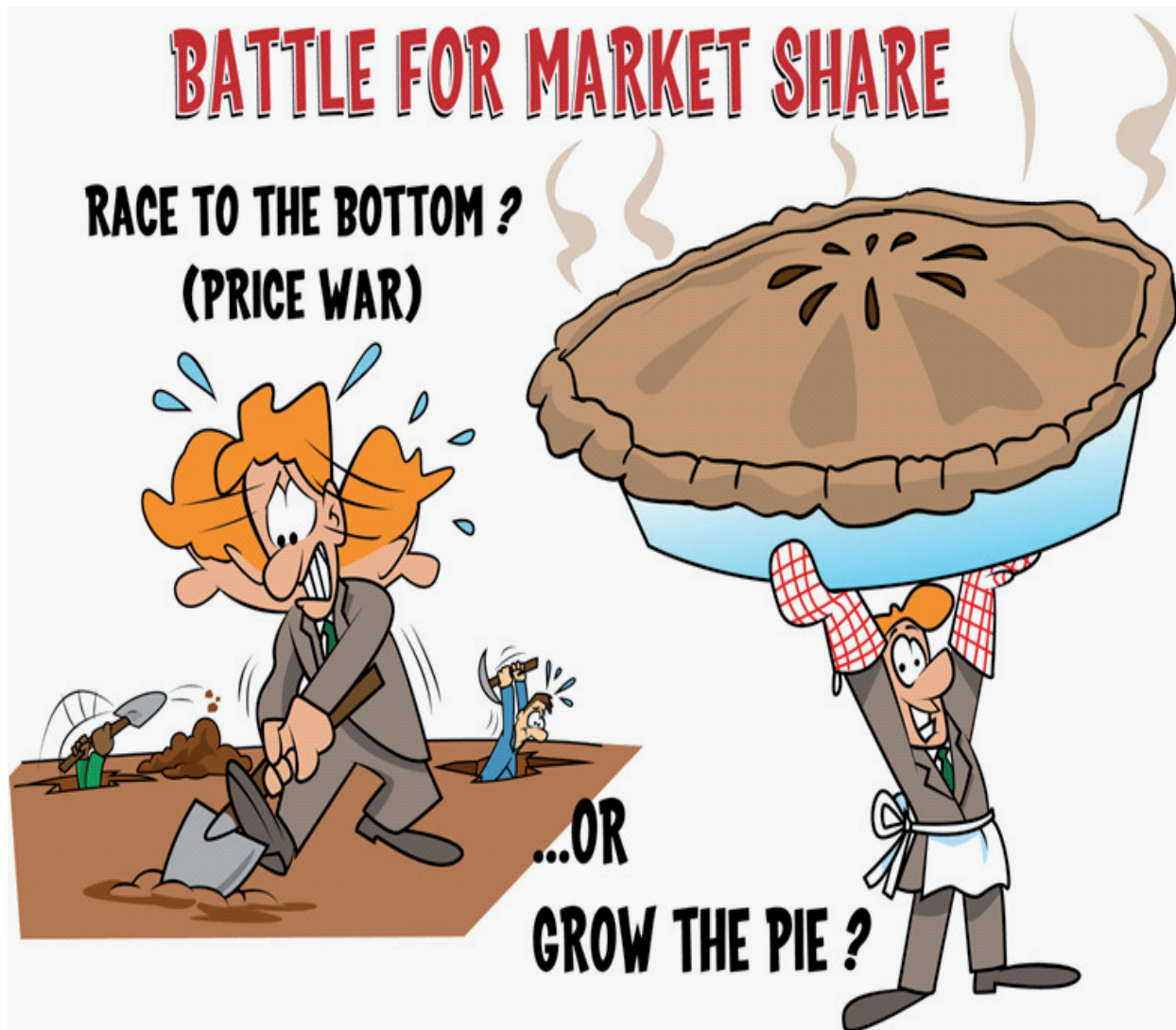
Chapter 1

Don't Battle – Grow the Pie!

It varies a bit depending where you are, but for the most part, the marketplace has become a very crowded place. There's a lot of pushing and shoving going on, but to what end? It seems like a lot of us are scrambling in a race to the bottom, taking place in a no-win price war that has us scurrying to attract miserable clients with our miserable prices. You have two choices in front of you— fight the “price war” and run the “price race” to the bottom, or...

Redefine the parameters. What seems more productive to you? Sitting back and letting the race define you or stepping up and defining your own terms by which the race will be run?

What we are going to be talking about in this e-book is using Local Area Marketing (LAM) to redefine the parameters of your marketplace. Instead of elbowing and scrambling, we're going to talk about how you can work hard and **grow a bigger pie.**



The LAM techniques we are going to talk about here are about defining your own territory and marking your own space in your own area. Once you've executed these techniques and done that, you'll really be able to go to town within the geography you've staked out for yourself, instead of worrying, fighting and scrambling in the larger marketplace.

Let's get started.

Prepping for Local Area Marketing

Understanding Your Prospects

To start off, let's take a brief look at your prospects and where you should be focussing your energies.

We can break prospects down into six main categories:

- 1. **Regulars** – Regulars deal with us often. They're familiar with our offering and, most importantly, we've established trust with them.
- 2. **Repeats** – Repeats have dealt with us before, and know us well enough to come back for seconds.
- 3. **Referrals** – Referrals are first-timers who have come to us on the recommendation of a past client or an alliance partner that we've built.
- 4. **Reputation** – Reputation-type prospects have come to us from what they've heard about us in the general conversation: what others have said, what they've read on the Web, etc.
- 5. **Response to Ad** – These prospects know very little about us, but have received a sufficient, small parcel of unverified information (i.e. an advert) to try us out.
- 6. **Randoms** – Random prospects don't know much at all about us and just kind of fall into our laps.

Now, the first three— Regulars, Repeats, and Referrals— give us the best conversion rates, naturally. Numbers 4, 5, and 6 require a lot more sales effort on our part. Since we can't generate any new activity out of Regulars (since they are already actively engaged on a regular basis by our product or offering) we want to focus the majority of our energy on Repeats and Referrals.

So, as we proceed through all the LAM techniques that follow keep your mind's eye and your energy focussed on these prizes— Repeats and Referrals!

Mapping your Territory

One of the key first steps you have to take in claiming your own territory is mapping out that territory. You want a big, visual reminder and clarification of your territory that you can check in on every day.

Find a map from a supplier in your area, or go to Google maps and print one out. You are going to put this map up on the wall and plot out where all of your customers and alliances are located.

Keep an eye out for the gaps, the holes. Are there areas that you've missed out on? Empty spots that demonstrate unexplored territory for you? Are current areas of development ready and able to expand outward?

Use this visual cue to begin creating a framework for the territory you are going to set out to claim. If you're more tech-minded, you can leverage your tablet. Just make sure that it has a consistent and prominent visual presence in your day-to-day life.

Maintaining an Attractive LAM Mindset

Now that you know **who** you are going to be talking to and are starting to get an idea of **where** you're going to find those people, let's take a look at **how** you're going to interact with them once you're face-to-face.

First order of business before you start navigating the waters of Local Area Marketing? Getting your head in the right spot!

I asked you at the beginning of this e-book to focus on a positive accomplishment. Why? Because positivity matters! Here's a statement I want you to seriously consider (and keep considering) during your LAM endeavours:

Positive people attract positive people.

People like people who are like themselves. The productive, positive people you need to help drive your success will only respond to you if you're positive and productive, too!

Chapter 1 | Don't Battle – Grow the Pie!

How to do this? Consider incorporating the following into all your LAM encounters and activities:

- **BE Friendly** – Employ an open, affable, and conversational persona when speaking to people. Remember to listen! Real friendliness isn't just about kindness, it's about engaged and thoughtful response, so listen up!
- **THANK Others** – Thanking others is not just a matter of demonstrating good manners. It's about affirming the value of the person you're interacting with and showing that you value their efforts.
- **REWARD People** – Demonstrate how much you value others with more than just words. Reward the people you value (both customers and alliances) with small gestures that really show how much you value their support.
- **WORK the Room** – When you network, network! It's not networking if you don't work a room. Make an effort to interact with everyone you encounter at events, even if it's just for a brief handshake and introduction. You never know where your next great referral or alliance is going to come from.
- **CARRY Pen & Cards** – Don't be left high and dry without any cards to hand out at an event. And make sure that you always have a pen with you, even in this digitized age. A pen shows that you're prepared for any contingency, and taking notes with a pen is much more engaging than using a tablet or smartphone, which can create a disconnect between you and the person you're interacting with.
- **Talk about PEOPLE** – Don't just talk about yourself! Express interest in the people around you and their activities, projects, and ambitions. A truly positive person is engaged in the outside world, not just in themselves.
- **ASK – Who Else?** – When you're interacting with someone, always consider what associations they have that can lead to new alliances and new leads. Who else does this person know?
- **THINK** - What else? Also, always consider what else a person might be interested in or associated with. Things might not always be obvious, so explore the possibilities and keep an open mind to the possibilities that may come up via an interaction that you haven't yet considered.

Chapter 2

LAM Strategy # 1 - Getting Seen in your Area

In this section, we're going to take a look at how you can increase your relevance in your territory by *getting seen*. Now, that's exactly what it sounds like— it's about getting yourself (and your brand) out in the public eye. Some of you might be thinking, "I don't have a brand, really...", but you do! You are your brand and you have to optimize your presence and relevance in your local area by getting yourself seen.

Get Seen... Figuratively

A first great way to get this done is pretty obvious... *signage*. Use big signs, well-made signs, well-placed signs, anything that makes you and our offering a real physical presence in your community.

We'll get into ideas around creating "authority" in more detail later, but for now, it's important to understand that things like signs can create relevance for you and your brand in the eyes of your prospects and potential alliances. A well-made sign imbues you with an importance in many people's minds that will lead them to view you as more knowledgeable, more competent, and more experienced in your field.

Get Seen... Literally

Second step? Getting out there and actually getting seen yourself!

You know, we have a saying in "Speakers' Land" that says basically *if you want to speak, go out and speak*. You aren't going to become a speaker by not doing anything. You can't be sitting at home on your couch, watching the TV (which I like to call the electronic income-reducing device.) You need to be getting up on a stage or dais and *speaking*.

Same theory applies here. Go out and do something! Join local groups in your area: business groups, community groups, networking groups. Attend special events. In fact, you should make it a priority to join **SIX** new groups or clubs.

When you are at these events and meetings, interact! As we discussed in the previous chapter, when you're networking you need to be networking. Work the room, speak to people, and keep your eyes and ears peeled for new *alliances*.

I always find breakfast networking meetings to be some of the most productive opportunities. You know why? The people who are out there that early are always the most keen to grow their business. Which can mean they may well be the *most* keen to get involved and help you.

People who are socially engaged are already on point, ready to go. These people are primed to help you. So get out there and get seen and see what new alliances and leads you can find by expanding your social and networking horizons.

Chapter 3

LAM Strategy #2 – Getting Yourself Known

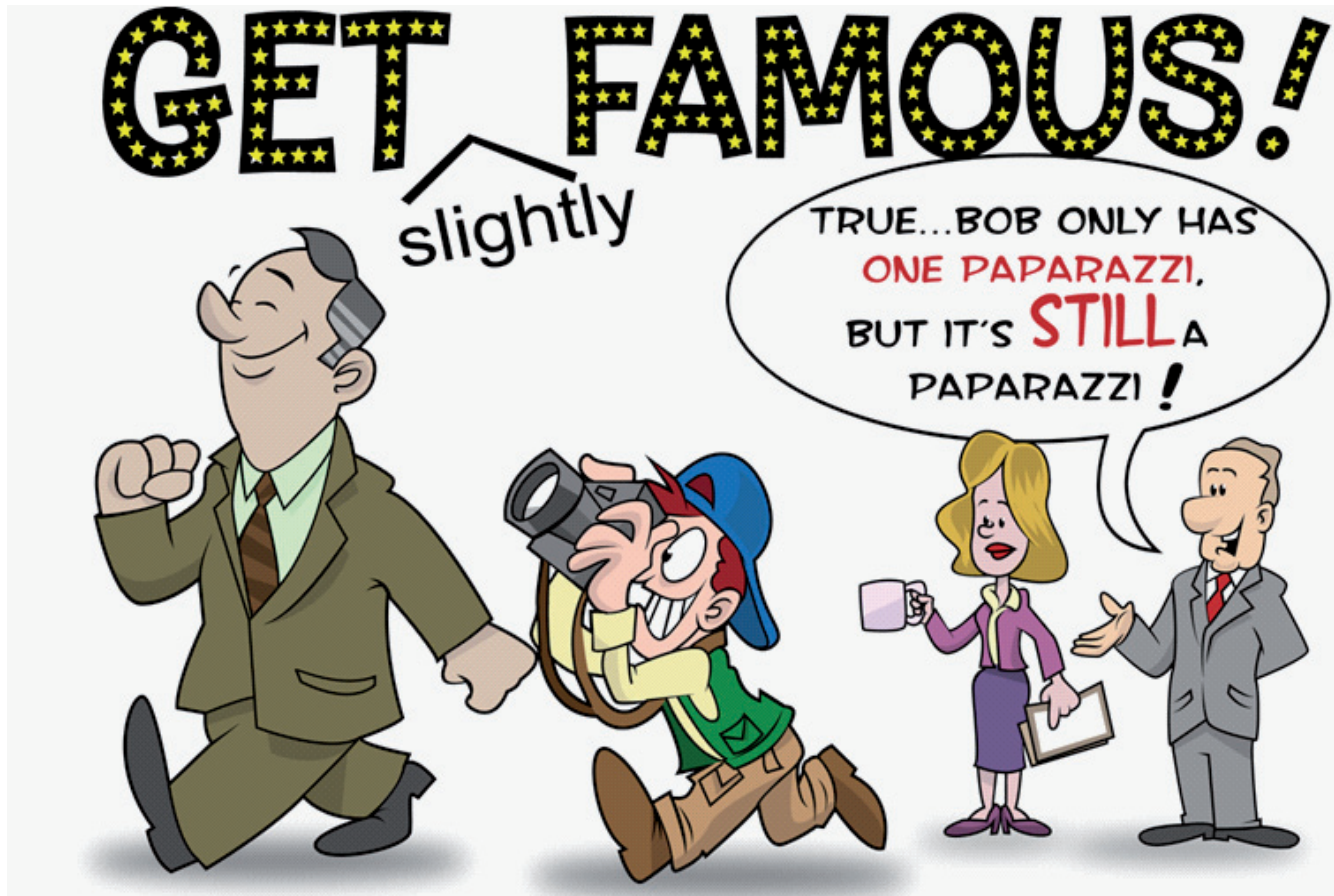
While getting seen is a matter of “putting a face” to your name, getting known is the next, natural step from that. Getting known in your local area is just like getting known in a relationship—you want your prospects and alliances to start learning about who you are as an individual and business person, and how you work.

- **Leave a TRAIL!** : Walk through your neighborhood, the area you’ve marked out as your territory and start leaving a trail of breadcrumbs behind you! You won’t need them to find your way home, but your prospects and alliances will need them to find their way back to you when they need you!

Always, ALWAYS, no matter what happens, leave a trail of cards, posters and flyers behind you. These are little bits of collateral that you are leaving around that people can begin to use to get to know you. Leave them in little groups in places where they might be most useful. You might even try a small display where appropriate. Look out for opportunities and placements that really resonate with your brand and your offering.

- **Give more Referrals** : Give if you want to get! If you want to get more referrers, a really nifty trick from BNI is to give more referrals yourself, and always be on the lookout for who else you can refer business to. For example, if you wanted to grow a potentially beneficial alliance with an accountant, bring him or her a client... because accountants love clients, right? And then they may well feel obligated to throw a little attention in your direction. Spread the love and see what comes back to you.

- **FIND Connectors:** Keep an eye out in your local area for the people who are your connectors. We all know these people— they seem to always be in the know, at the center of it all, and seem to have loads and loads of contacts and alliances. Who are the connectors in your community, the people who know everyone? Is it the editor of the local paper? Is it the mayor? Find your connectors and work on making yourself relevant and known to them.
- **Make Yourself Known as an Authority:** We touched on this a bit when discussing signage for you and your business. In all your communications and interactions with the prospects, connectors and people in your area, make sure that you begin establishing a reputation for yourself as an expert or authority in your niche. A great way to do this is to speak in public. Offer to give a little talk to the Rotary Club every week. Offer to give a speech at a luncheon for charity. Place yourself in an informed position of authority that gets you *known* as a truly experienced person in your field. You might even try writing articles on your area of focus for local publications and newspapers. Just get yourself and your brand recognized as the authority you know you are!



Some Secondary Strategies for Getting Known and Seen

Some secondary strategies to consider can be effective, but should only be done in a supplemental capacity to your main efforts listed above. These strategies can have good results, but should not be occupying the bulk of your networking time and LAM efforts.

- **Posting A4 & DL Flyers**
Posting flyers on local noticeboards and in shops have two benefits—they still get looked at, even in this age of digital media, and they're often free! When you go out for a shop or even on your way between network meetings or luncheons, take a bit of time to get some of your flyers up on these public spaces.
- **Letter Box Drops**
Letter box drops tend to have a low response rate, but in certain places and in certain areas, you can have some success with these. Again, do these in your spare time or in between your main LAM strategies. You might consider doing a letter box drop when you're out for your morning run, for example. You can also go the more formal route of running a mailer campaign via Australian Post, Progress Press, or PNP. Whatever works for you, and whatever doesn't detract too much from your main LAM goals.
- **Local Calendars and Local Directory Listings**
There are bound to be different organizations in your area that put out a calendar or a directory listing each year and sell little spots in the calendar. These listings can work, primarily because they get your brand seen on a daily basis by prospects. Look into reasonably priced spots in either a local calendar or a local directory as a way to supplement your LAM endeavors.
- **Fridge Magnets**
Consider having some fridge magnets made that promote you and your brand. You can have some pretty solid success with these for the simple reason that people see you every time they go to the fridge! You automatically become the "go to" in their mind when they end up deciding to make a move related to your niche.

- **Local Newspapers and Local Magazines**

See what opportunities are available in your area for you to place photographs or even write a brief 300 word article in a local newspapers or local magazines in your area. This isn't about purchasing an ad space, but about, again, making yourself known and recognized as a prominent voice in your field.

- **Select Sponsorships**

Look into getting involved in select sponsorships at schools, kindergartens, sports and fitness clubs, or other groups in your area. You can also use your logo and you can get more exposure. Many of these types of groups will have newsletters that you can put articles in, and most of them have – especially the sports ones – will have areas where you can put signs and flyers up.

With sponsorships, you should really try to focus and sponsor the things you're going to be personally involved in. If you just give sponsorship money away or donate a prize and you don't interact with that group at all, you have a very low chance of generating much from that. Sponsor the ones that allow you the opportunity to get known as someone who gives back to the community.

Chapter 4

LAM Strategy #3 - Leveraging Your Local Network

Now that you have done your due diligence and built up your connections in your local territory, you can begin to start thinking about how to leverage these connections and alliances. I like to think of it as harnessing a team that will help you do ten times the work you can do on your own.



Mapping Out & Expanding Your Local Network

Just as we mapped out our territory, we're going to sit down and have you map out your personal, local network of connections and potential partners and alliances. If you're new in an area, you might only know a hundred people. If you've been there a long time, you might know 200, 500, or a thousand. If you've relocated from another part of the country or overseas, you really want to start with who you actually know.

So, how big is your own network?

100, 200, 500, 1000+?

Start identifying your existing Personal Network with this little mapping exercise. Draw a circle, and then start drawing all of the other little groups that you've ever been involved in. And of that, draw all the names of all of the people that you met from all of these different groups. Use this to begin getting a big picture idea of your network. Keep an eye out for inter-connectedness between different individuals and groups.

Working your Top 40

Once you've mapped out your network of clients, I want you to start thinking about who the big players are in your network. These people are the clients who drive the most business your way, bring you the most repeat business, and so on. Who are your:

- **TOP 10 CLIENTS ... by RELATIONSHIP?**
- **TOP CLIENTS ... by \$ VALUE?**
- **TOP 10 REFERRERS?**
- **TOP 10 CONNECTORS?**

Get your "Top Ten" list in each of these categories going so that you can get your comprehensive Top 40 list.

And then from that, you should begin considering questions and strategies that can stem from these Top 40 partners: who else do they know? What industry do they go to? What association do they belong to? Can you go to the association with them? Who is their accountant? Who's their lawyer? Who's their financial planner? Who are the other professionals that they know? Can you get a testimonial from any of those people? What other services could you provide for them?

So you can see how many questions (and how many future alliances) can stem from these relationships.

Working Your Entire Network

Now that you have a good idea of the scope of your network and who within that network is a potential partner, let's take a moment to consider how you're going to work that network.

We touched on this earlier, but it bears repeating...

Givers Get – So Give First!

Be generous in your communication, your gifts, your support... Give, give, give! It's not about bestowing thousands of dollars of gifts on people, naturally— it's more about sharing of time and spirit and letting people know that you're there for them. You're an open and positive person who is ready to collaborate, right? And positive people attract positive people, remember?

Make sure that you're dialed in on LinkedIn with your local network. It's a great way to stay in touch and up-to-date when you're not getting a lot of face time, and it's also a great way to get your latest and greatest accomplishments known themselves!

Consider organizing events and presentations in your niche for your network. In fact, you should be considering organizing your own Circle of Professionals. Reach out to the professionals in your network to touch base and see if they would be interested in a weekly breakfast meeting for professionals, for example, or a bi-monthly networking meeting.

You can even send the members of your group a monthly news update. You'll see that your circle of professionals will very quickly set up their own interconnections to cross-trade. And if you own it and run it as a little networking group it's not a bad way to go because then you have an automatic in or connection to any of the alliances they choose to make. Professionals you should reach out to include:

- Accountants
- Lawyers
- Financial Planners
- Business Coaches
- Consultants
- Real Estate Agents
- Builders and Developers
- Immigration Consultants

Remember to **Seek Referrals** from within this group and in all your interactions with other professionals. Don't forget that you need to be prioritizing referrals as one of the fastest ways to get new business in the door.

Chapter 5

LAM Strategy #4 - Building Alliances

Who Loves You? — Identifying Potential Local Alliances

Now that you've been going around town, making yourself seen and known, you probably have gotten a good idea of who really values you and your brand. Who loves you and what you have to offer? Who has responded the most positively to what you have to bring to the table?

Once you have a clear idea of who these potential partners are, start brainstorming on what kind of alliances you can build with them. Cooperative marketing is a good place to start. Is there a joint endeavor the two of you can explore in terms of marketing? Think about diverse channels, such as web marketing, or even database marketing, so that you can benefit from access to their people, their database.

Tips for Building Alliances

- **Tip #1**– Know exactly what you're looking for! When you have a clear picture in mind of a project or alliance it translates that much easier to the people you're interacting with. Take careful consideration of where you see an alliance going and what both of your parts in that alliance will be.
- **Tip #2** – You need to understand that some professional alliances will garner faster results than other alliances. This can be due to the nature of that person's professional trade, network orientation, etc. Spend your time more efficiently by prioritizing alliances with professionals who are more likely to respond actively and quickly to your offer:

FASTER ALLIANCES WILL COME FROM...

- Real Estate Agents
- Property Developers
- Sales People / BDMs
- Networkers/Connectors
- Speakers/Motivators
- Life Coaches
- Business Coaches

SLOWER ALLIANCES WILL BE BUILT WITH...

- Accountants
- Solicitors
- Financial Planners
- Architects/Valuers
- Builders

Other professionals such as Brokers and Lenders or Relationship Bankers will give you a mixed bag of response times, so use your discretion with them as well.

Obviously, professionals such as real estate agents, property developers, salespeople, and business development people are dead keen to share leads with you.

Networkers and connectors are always generous to give connections, too... for obvious reasons! Some speakers and motivators in the local area can know lots of people, so great alliances can come from them, as well. Life coaches are fabulous because the people that they're speaking to are in transition, buying, selling, and so on. Business coaches also generate a lot of inquiries when they run through diagnostics.

A bit slower to get leads from? Well, as listed above, this includes accountants, solicitors, financial planners, architects, and builders. They tend to be more independently oriented on projects and work, and less focussed on networking. When caught at the right time in the right mood, however, they can provide a potentially great alliance, too!

GO Prospecting

As we touched on earlier with networking, none of this is going to happen if you sit idly by and wait for it to happen! Get out there, go prospecting, and schedule face time with the key people with whom you want to build alliances.

Go and visit a few businesses, corporates, and potential alliances. And then go visit them again. And again! If you go back more than once, you can begin to build a bit of a relationship. Remember, they're probably testing whether you're keen or not. Give them time to get to know you better and explore the idea of an alliance in their own minds.

PR & Publicity

PR and publicity are always good if you can get it, and can go a long way toward building your reputation with potential alliance partners. If you've got a story, or if you're putting a special event on, let it be known! Leverage the local radio stations, newspapers, and television stations to promote your endeavors, your events, and your business.

Remember, all of this is about letting people see you *over, and over, and over again*. It can even take 10 or 20 times of someone seeing you before they really register who you are, but once they've made that connection, it will stick and reap benefits for you for years to come!

Chapter 6

LAM Strategy #5 - Perfecting Your Intro Pitch

Now, it's not going to be any use for you to be networking with professionals and trying to build alliances when you can't even speak for yourself in an efficient and professional manner! Let's take a moment here to work on your PROFESSIONAL INTRODUCTION.

EXERCISE YOUR INTRO PITCH !



The question is always going to come... you know it is... "What do you do?" Let's talk about how you should respond to that.

First off, you should never use any "flat stop" statements. For example, you want to avoid blunt statements like "I am a broker." Where is someone supposed to go with that? Say, "Isn't that nice?" Use your introduction to stress a few essential details, details that can lead to further conversation (and potential alliances!) These items include:

- Your Name
- Your Market
- Your Benefit
- Your Outcome
- If applicable, Your Specialty

A good example would be something like this:

"Hi, I'm John Turner, and I work with ABC Corporation (market) to help them develop new web-based business solutions (benefit) by managing their cloud-based IT initiatives (outcome)."

Remember, the key here is to give the person you're speaking with a good idea of your value and what you do, and also to open up a potential alliance (or at least dialogue) in the future. Use complete ideas that lead to something, not "full stop" statements!

You had me at HELLO!

Have you forgotten already? Positive people attract positive people. Keep the energy up and engaging from the word go. Make your first Hello and your handshake a clear and active demonstration of the energy you bring to the table. Start off with a solid first impression!

Sexy Bits ... NOT Blah!

Don't engage in BLAH language. Blah language isn't just "boring" language— it's negative language, or the "full stop" statements we discussed a bit back. Use sexy bits, fun and engaging language that gives a conversation somewhere to go!

Chapter 7

Bonus Networking Tips

In closing, let's go through a few ideas that really summarize everything we've looked at and discussed in this e-book. This bullet-point list of ideas should help catalyze what you've been reading here and how you can leverage it moving ahead. These fun fishing metaphors can also be a great mnemonic technique that will really help you internalize and retain these ideas.

REMEMBER:

Just Like FISHING for Prospects... "Always know what you're fishing for"

Have a clear idea of what you want and where you are going to find it. Pursuing your initiatives with a clearly laid out mind and plan will help others understand you and your potential alliance more clearly!

When Finding your Ideal Clients... "Fish where the fishes are"

Know the best fishing spots in your area! Make sure that you are engaging in prime locations at primetime! Remember, most people who are out networking are ready to get an alliance going, so place yourself in the way of people who are primed and ready to go!

Extend your own network... "Fish in your own pond first"

Use your existing connections, partners, and alliances to develop your partners of the future. These are the people that know you and trust you and your offering, so they can push you in some of the most productive and dynamic directions possible!

Have Personal Confidence ... "Use the Right Bait"

Remember that positive people are attracted to positive people. Use your energy and your focus to exude an energized and focussed exterior and personality that will bring only the best to you! In your downtime, use your success stories and your recent triumphs to buoy you and continue driving you forward.

When networking... “You gotta get up early to catch the best fish”

Always turn up early and stay late at networking events. Attend early morning networking meetings and breakfasts where only the most motivated and energized will turn up. If you want to achieve something big, you’ve got to put in big effort!

Perfect your Tools of the Trade... “Use the Right Fishing Tackle”

Bring Business Cards wherever you are, and lots of them! Send flyers and information to your prospects and potential partners, and work to keep your image and brand prominent in your local area’s dialogue.

Stand out!... “Once you’ve got ‘em hooked – reel ‘em in”

Make your connections count by demonstrating what a true standout you are, and what a difference you make in your niche. Make your first impression matter by working your Business Introduction, and leverage INTEGRITY in everything you do to show that you’re a cut above the rest.





David Staughton

AUTHOR | SPEAKER | CONSULTANT

Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

David is your man.

Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

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DDS
Dealer Development Services
delivering sales results

MMS
Making More Sales
rapid profit growth

SSS 😊
Serve, Sell & Satisfy
first class frontline

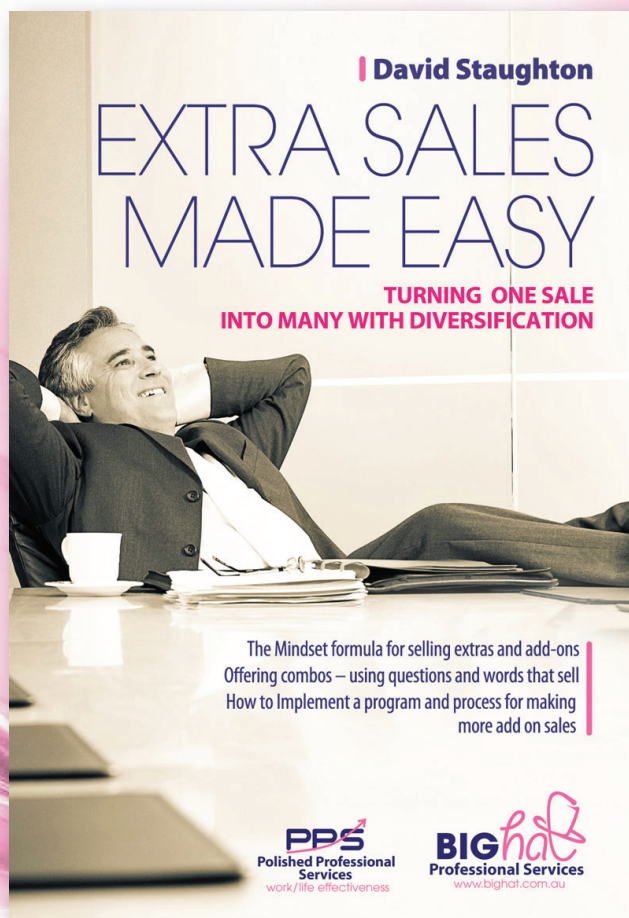
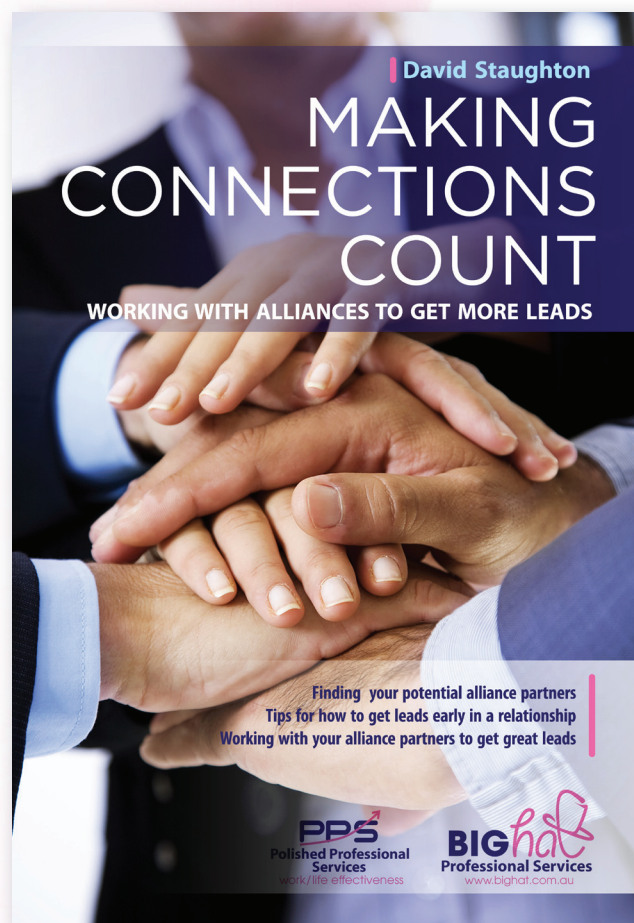
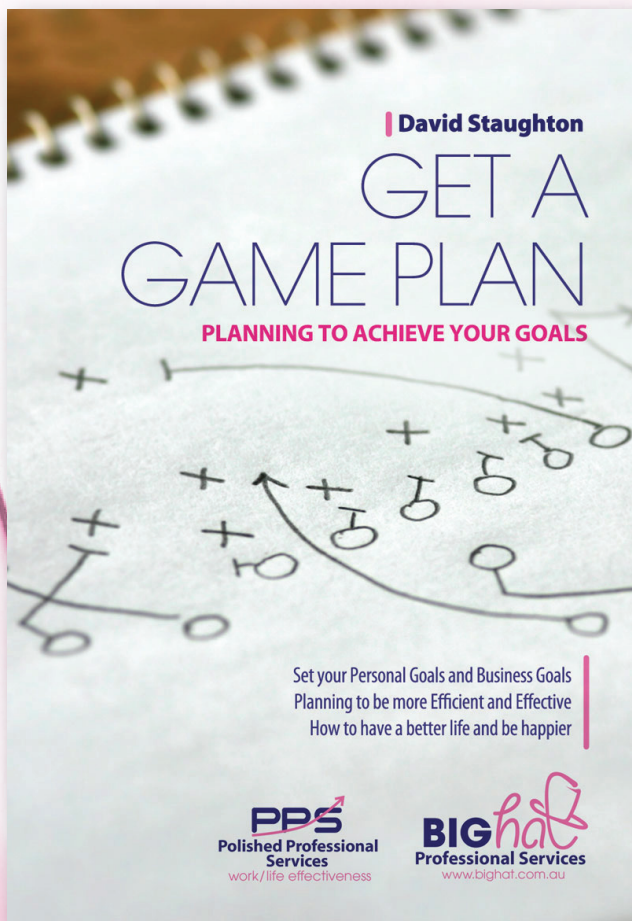
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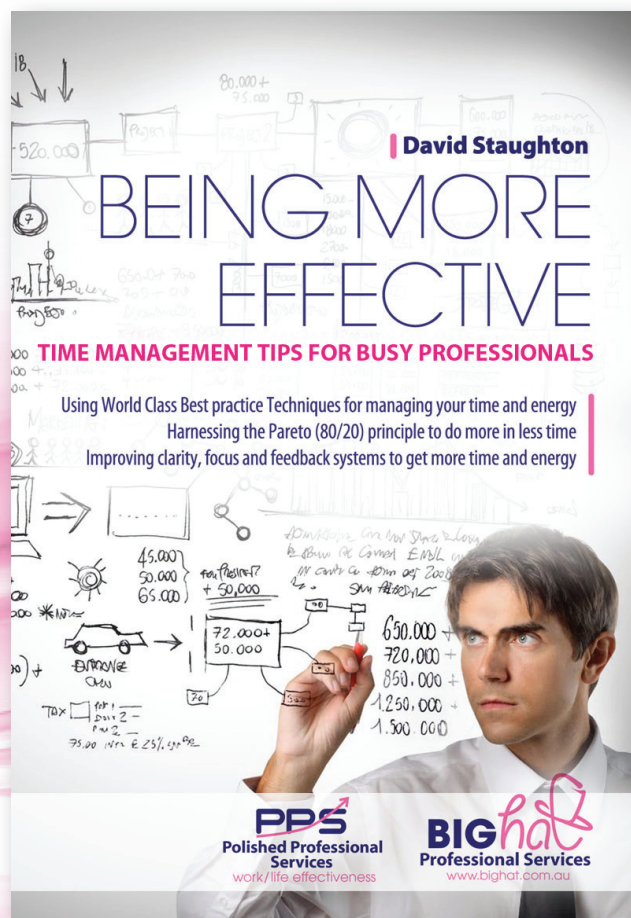
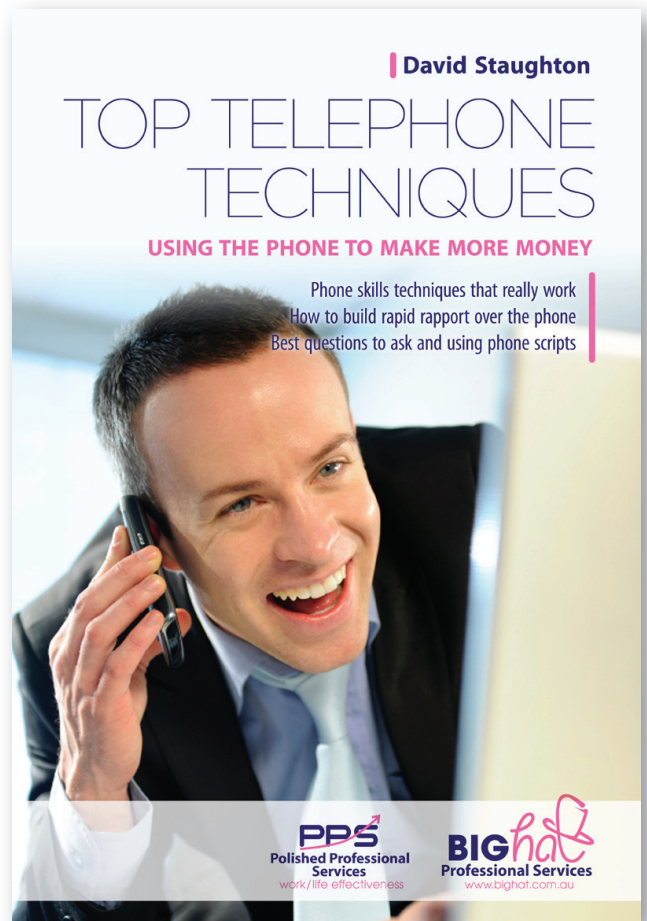
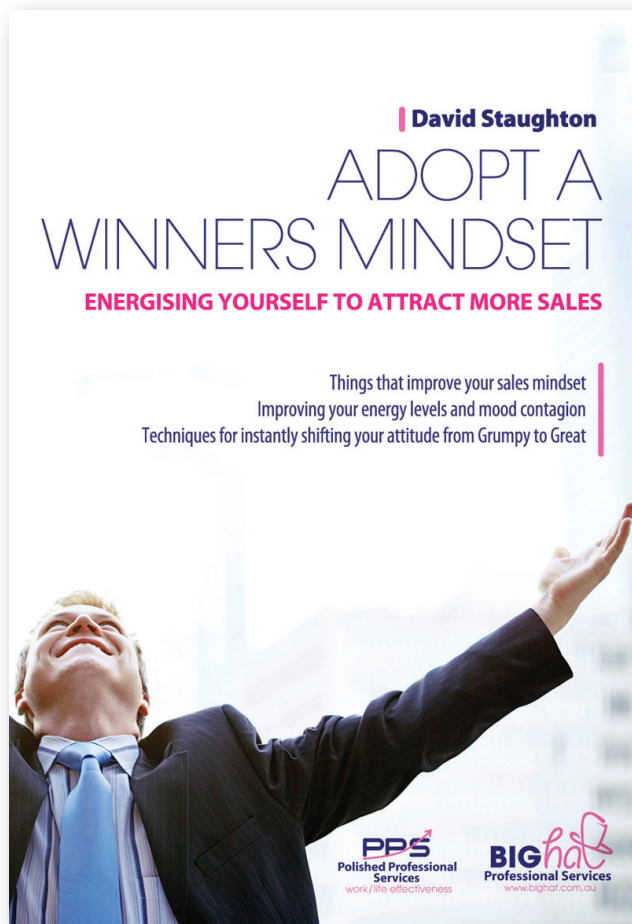
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