

Attract Your Ideal Clients.....With Ease!



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The video recording can be watched at <https://youtu.be/iJVPC8Fsl68>

Mike: Well good morning and welcome again to the latest webinar from Chapman, Robinson & Moore Accountants in Oxford. We're delighted today to have with us a fantastic speaker international sales and marketing leader coach and speaker Dylis Guyan. I've worked with Dylis going back a number of years ago and since I've followed Dylis and her content and what she shares.

I've asked Dylis to speak at events and conferences that I've organised in the past so I know today that she's going to share with us some fantastic content, some content that I know from experience that people have taken away, embraced and made a difference to their sales and marketing. So without further ado I'm going to hand over to Dylis I'm going to just share my screen with her and hand over to Dylis so that Dylis can run the her webinar, run the content for you.

Dylis: Fantastic good morning thank you very much Mike for that lovely introduction and thank you for inviting me on to, you know to this webinar to share with your audience I'm absolutely delighted. So welcome everyone to 'Attract Your Ideal Client With Ease' with me Dylis Guyan.

No welsh, no French connection I'm actually from the northeast of England but I've lived in Oxford for 30 years as you can hear by this cultivated Oxfordshire accent. I will share with you that I've been back to my hometown this week and I can even hear the Geordie myself getting broader. When I came home my friend said me it's well seen you've been back up to Newcastle. So I hope you enjoy these dulcet tones so without further ado let's crack on with this webinar 'Attract Your Ideal Clients With Ease'.

Ok so I would like you to start by just imagining that you have prospective clients coming to you because you are seen as the trusted expert, that you have a diary full of appointments with people you love doing business with and that you are giving more clients the opportunity to benefit from your product or service and of course at the same time making more money than you've ever made before. For those of you who are listening here live if this is something that you would love please just type in the box there yes that's exactly what I'm looking for.

So by the end of our time together I'm going to share with you the three biggest mistakes that even smart business owners make that keeps sales stagnant and profits paralyzed but more importantly I'm going to show you how to avoid those costly mistakes because I'm going to give you so easy-to-follow practical strategies that you can use immediately to attract your ideal clients and to be positioned as that trusted expert to have that diary full of appointments and have more of your clients benefiting from your product or service.

I just want to share with you really something that's extremely important and that is that your customers are changing. They are much more discerning much more demanding now and they want much more for their money. No longer can you just walk up to a client and demonstrate your product or your service that's not what they're interested in. They want someone who can bring insights to the business, someone who understands them as a business, understands the world in which they operate and their clients their competitors.

So this is really critically important because this change is huge and particularly with the changes that are going to be coming with artificial intelligence and so on you have to be positioned as that trusted advisor that can bring those insights.

Now because of this change it is time for you to raise the bar because if you don't your competitors will. So if your phones are no longer ringing or not ringing as much or customers are not responding to your marketing efforts or your product or service is not selling as much or if you just want to move your business up a level then you are absolutely in the right place today.

If you want to improve your strategy and you want different different results then you must do things differently and you must improve your strategy because if you continue doing what you've always done you will always get what you've always got, so it's all about change and doing things differently.

I would just like to demonstrate change with you for a moment. So for those of you listening if you've got a watch on could you please pop it onto the other wrist and if you haven't got a watch on then just write your name with the other hand, not the one that you would normally write with.

I'll just give you a minute or so just to do that and I know that some of you will just get it popped onto that other wrist no problem others may find it difficult to make that change to get it over on the other wrist and when it's there how do we feel? What do we want to do and it often...it feels uncomfortable and we want to change it back to the other wrist.

This is exactly the same with any kind of change, is that sometimes it's difficult to make the change but once we've made it, it feels uncomfortable because it's not our normal way of doing things and because of feeling uncomfortable in that way we want to revert back to what we were doing before and we revert back into our comfort zone.

So if I wanted you to continually wear your watch on the other wrist or write with your other hand I would have to say let's just use the watch I would be saying to you where's your watch and I would be getting you to move it over back onto that other wrist, back onto the other wrist and eventually you would get up one morning and you would just put that watch on the other wrist without thinking about it because that would be a normal...the way you would operate, that would have become your new comfort zone and your new habit.

It's exactly the same with...some of the things I'm going to share with you today may feel initially a little uncomfortable but I'm going to ask you to understand that that's how change feels and it's about just doing it and doing it and doing it until it becomes your way of working.

So before I get into the meat of things may I just take a few minutes to give you...share my background with you just so that you've got context of who I am and why I may be worth listening to for the rest of this webinar. As I mentioned before my name is Dylis Guyan and if you cut me in two I've got sales and marketing running through me like a stick of rock, it's just what I have always done.

So I started my career in the bank and then left and had my children, went back on a part-time basis and then was approached by the financial services arm of Barclays and they asked me if I'd like to become a financial advisor which I did and I absolutely loved it. I was like an evangelist, I was like the Billy Graham of financial services getting out there and giving people the opportunity to put a financial safety net in place in case their income stopped for whatever reason.

I was promoted after nine months to a field sales manager and then I was promoted to regional director where I was managing 70 advisors and seven field sales managers. Again I just loved it, I was in my element and we were always in the top 5% in the country and in 1999 in fact we were top in the country.

Then my world just absolutely fell apart, my boss who had been my boss for seven years and I really respected him and I really liked him and I learnt lots from him; just out of the blue started this awful harassment campaign. So in the January we were at the conference winning everything across the board and by the April May he started this awful awful undermining campaign of harassment.

To cut a long story short I couldn't fix it, so I thought I have two options I either put up and shut up or I get out and do something different and in my wisdom that was what I did. I thought right I'm leaving and I'm going to set up as a sales and sales management consultant and I literally went from boardroom to bedroom.

I'm not going to pretend it was an easy transition there were many times I cried over my over my desk but I knew that I had to make it work I had...I was a single parent with two teenage children and I had to keep a roof over their head. So I started with my written plan and my goals and decided who I was going to work with, who did I want to work with and as my background was in financial services I decided to go straight into the blue chip market with financial services companies.

You know there was no social media or networking at that time, I literally started with my list of clients that I wanted to do business with and observed from the yellow pages and then I would get onto the telephone and speak to gatekeepers and create a relationship with the gatekeeper and eventually get through to decision-makers and in fact in the first month I got a contract with Allied Dunbar Zurich as is now. I went on to work with Norwich Union, Barclays, Barclaycard, Thornton's chocolates; I did a big manage sales management program there. Royal Mail, Parcel Force, Lombard International, Generali Bank.

So I've worked around the world really with these big corporate companies helping them to increase their sales and about five years ago I decided to change my business model because I think I'm 27 but clearly from my picture that I'll just flip back to there...well it doesn't want to. There you can see I'm clearly not 27 so I decided that I would change my business model and I would bring my skills and knowledge to the SME market, so businesses who are selling to bigger businesses but don't have a sales and marketing department or training department to help them with this sales efforts.

So now I run workshops, I've got private coaching clients. I still do some in-house work with bigger SME.'s and I also have got online programs that people can access. So I'm as happy doing this as I was in financial services and then back now I've forgiven my boss because I would never be have achieved what I've achieved and be where I am today without that awful experience that I went through.

So actually that's quite a big learning experience not just for me but for me to share with you. You know when you find yourself in a position where you're struggling or you don't know what to do next just stop and look at your options and say right what options have I got which path am I going to take and then just get on to it and plan it out and you know make that step and be brave.

So thank you for giving me the opportunity to share that with you and now let's get into what we're going to talk about today. We're going to look at the top three mistakes that even smart business

owners make that keep sales stagnant and profits paralyzed and how to avoid them. I'm going to give you these mistakes in reverse order so three, two, one.

Mistake number three is people will give up too soon; so business owners who are doing their own selling or sales people will give up too soon. What I mean by that is that many people will send out one piece of marketing material, that might be an email, it might be a direct mail piece, it might be a video whatever it is but they get no response and they give up. If you give up too soon you will become the victim of burnout and you'll dread the next working day but worse than that you run out of prospective clients to contact.

But I understand how it's easy to think that your prospective clients aren't interested. So what I'd like to do is share with you a personal experience of mine and then I'm going to give you some statistics that show you how important it is that you mustn't give up too soon.

So my own personal experience was...took place a number of years ago and I received an email from a company in America asking me to a three-day conference. I actually read the email because the subject line was...caught my attention and I read it but that was as much as I did because I was never going to go to America from the content of one email. So I just deleted it but then I got another couple of emails, I got a direct letter from America, I got a postcard and then I got a phone call and every time I received a piece of marketing material it made me move forward and be more interested and started to consider the opportunity of going.

On that last phone call I actually said yes and so...and my husband came with me as well so we paid the tickets the two of us, there was two flights, the hotel and all of the associated costs to go to this three-day event in Florida. I would never, ever have considered doing that had I not had these multiple touches of marketing material which every piece talked about me, and not me personally, but my situation, my problems that could be solved and the benefits that it would bring me of going to this event and it was that that moved me to say yes.

So that's a real good example of multiple contact, but then I want to show you this and this is some research that was done by a guy called Chet Holmes, he wrote 'The Ultimate Sales Machine' it's a brilliant book if you're interested in getting it that's Chet Holmes 'The Ultimate Sales Machine'. What he said is that there are 67% of prospective clients that you may be ignoring so I'm going to go through this and explain it to you.

So at the top we've got 3% who are actively looking to buy. So these are the people who have decided that they need either a product or a service, they are researching the possibilities of who they might select, which provider they might select. So these are the people where you will receive leads, inbound leads, from these people who are interested, but the problem with this is that they will very often or you may very often get into a price war with these prospective clients because they are looking around and they're making comparisons.

So that's the 3% at the top. The bottom 30% in that red band know they're not interested. Either they're very happy with a similar product or service to yours or they're not in a position to need it, they're just not interested and probably won't be, although we're taught to say never say never. I have seen people buy from this segment but generally speaking they're not interested.

If we go back up to the top again and we look at that 7% in the green they're open to buying but not looking yet. So an example if this could be a lady who was expecting a baby and she's driving a sports car and she knows when she has the baby that she can't...she's gonna have to have a new car because she can't put the baby on the parcel shelf. So she's in the market for buying your product or service but not looking.

If you can start and be marketing to this lady, let's say you're selling cars and you were marketing to this lady then you would create that top-of-mind thinking, you would create the relationship between you and when she's ready to buy it would be you that she would think of. A great example of this actually is DFS, the sofa people, and you know they've always got a sale on and actually we do know that, but if we're thinking of a sofa they will certainly come to mind. Now they might not be the people you want to buy from but there will certainly be in your mind because they are always touching you metaphorically speaking and getting that brand awareness out there.

In the next band you've got 30% who are not thinking about it and an example of this that I always talk about is my son-in-law in fact who is a partner in a solicitor's office and he's often telling me about his printers that get paper jams, the ink runs out quickly and they're a pain in the neck. When I said to him well why don't you change the printers or do something differently he said oh we haven't time to think about that we're too busy.

There are many of your clients who would be...or prospective clients who will fit into that category who need what you've got because it would improve their lives help them to achieve their targets or whatever it is but they're too busy with everything that's going on around them to think about that.

So again they need your marketing material so that they can they can read it and they can relate to it and say goodness yes that's me, that's us who was in this position and it will move them towards taking action.

Then in the next 30% you've got that purple band, these are people who don't think they're interested or it may even be that they don't even know about your product or service and an example I use of this is my husband who suffered from noise induced hearing loss from the years he was in the Marines.

So the television has to be on 42 volume or we have the subtitles on. That's what we used to do until he got some marketing material from a company introducing him to TV ears and they're like a little headset they put into your ears and its wireless linked into television well it changed everybody's lives it's fantastic so we don't have to have the volume blaring and we don't have to have the subtitles on and he sits very happily hearing the sound.

He didn't even know about those that product or service until someone got in touch with him to educate him about it and so this is the same for yourself you could be missing that 67% of prospective clients in that middle band because you're only sending maybe one piece of marketing material to them and then giving up. So it's about educating them in that marketing material and I'm going to show you in mistake number two how to do that; the content that needs to go into that marketing and the messages that you're going to get out there.

So please take that on board and I guess what I'm saying to you here is that if you are just sending out one piece of marketing material or two or maybe even three, it needs more than that if you think back to my story that I related to you about my own experience with that American company.

There are some more statistics and these are from the National Sales Executive Association that says 48% of people never follow up with a prospective client and that is unbelievable really, however I've had an exact example of this just last week when in a group I was asking if there was anybody there who was an expert in this new data protection laws that are coming out and there was a number of people who said yes me I am I am and there was a lady there and I said to all of them please drop me a direct message with you details and we can communicate. Only one lady did and she's now actually being a guest on my podcast she's going to do some work for me and speak to a group of people.

So that proved to me that actually there was more than 48% of those people didn't follow up with me. 25% of people never make a second contact and 12% of people only make a maximum of 3 contacts and stop. The research also showed that only 2% of sales are made on the first contact and 80% of sales are made on the fifth to twelfth contact. So if you are only making contact with your prospects once then you are potentially leaving 98% of business on the table.

So my question to you is how many are you losing because you are giving up too soon? If you want to pop something in the comments there if you have any questions about this please just pop them in the comments and Mike will ask the question to me.

Okay so here's what we do we start by creating a written contact strategy and it's really important that you have this written down it gives you clarity, it gives you the steps you're going to take, it gives you some order rather than maybe jumping from one thing to another. In this contact strategy include both online and offline. You know you've got all sorts of opportunities for being able to make contact with prospective clients. You've got social media you've got direct mail, email, telephone, you've got visual networking there is a plethora of opportunities and in fact at the end of this webinar I'm going to give you a download...a link to a download that will give you 21 ways to find your ideal client and to help you to get in touch with them.

So once you've got those activities written down in your plan and vary your methods of follow up and highlight different benefits. So you know you're not gonna be talking about the same thing, in each piece of your marketing material you're going to highlight those different benefits and of course customers will remember you when they think of your product or service.

So that's mistake number one so remember never assume the answer is no often what you perceive as a no is really not right now and of course if you make contact with people and I...please I do implore you to pick up the phone. If you, you know if you're going to do some...social media contact, direct mail, email maybe text message you must be picking up the phone as well because one when you pick up the phone and if you do get a no and you accept its a no not right now then you can arrange to keep in touch with them and have a call back date and so on so you need to be logging this information. As Brian Tracy said sometimes your greatest asset is simply your ability to stay with it longer than anyone else.

Okay so that's mistake number one now let's have a look at mistake number two. So when businesses are trying to attract new customers their message is often either focused on the features

of the product or it's all about me or it's all about my company. So here's some real examples that I took from some websites.

We're solicitors who've been in business for 25 years. Well who cares if you've been in business for 25 years you may have been very mediocre now if you added something onto the back of that and I'd like you to write down these three words please 'which means that' so we are solicitors who've been in business for 25 years which means that we fully understand your business and you can relate then to some of the problems that you know that your ideal clients are experiencing and that's what makes a difference. Just telling someone you've been in business for 25 years means nothing, it has no impact.

Here's another one I love this. *We specialize in visioning, team-building and strategy development.* Now can you imagine any business that's struggling with some problems and they wake up you know that 3 a.m. sweat where you you're worrying about something in your business and you think I know what we need, we need some visioning. I don't think there's anybody ever would think I need some visioning. You need to speak in terms or in a language that is...will resonate with your prospective clients and those words don't resonate with your clients. Again I'm going to show you how to do this shortly.

Here's another one; *'we are a financial services company who deliver a responsive service supply you with commercially sound proactive advice build long term relationships and provide value for money'.* Now can you imagine anyone who was thinking I really need to sort out a company pension? For example I need to get something sorted out to keep my...to retain staff because we're giving them some additional benefits within the business. They wouldn't...their thought process wouldn't be I know we need to have some commercially sound proactive advice it just absolutely doesn't resonate.

So as I said before the words you use have to resonate with what's going on in the head of your prospective clients because your customers don't really want to spend money on your product or service they want the results that your product or service will bring. They want their problem solved, they want to achieve their objectives.

As I mentioned earlier you know I was in financial services and my clients didn't want a pension policy lying in the drawer and life insurance policy, whatever it was, they wanted a financial safety net that would replace their income if it stopped for whatever reason something that would allow

them to pay their bills, send the kids to private school, go on the holidays and you know would allow them to meet all of their financial commitments.

So think about, if your message is focused on you or your company and your product or service then your potential client will read it, listen to it or buy it. Your marketing messages must answer the questions that are bothering them, they must answer the questions that are going on in their head.

So here's what you do, so step one make a list of the problems your clients might be experiencing now or could experience in the future without your product or service and I'm just going to go back a step and just mention ideal client again. When you know who your ideal client is or clients then you can get into their shoes and you can understand what their problems are. So list out the problems on one side of your paper and on the other side write down the impact of those problems the impact it's having on them and their business.

I'll give you an example of this, there was a business I was...I went to talk to initially and they were losing a lot of staff and when...so that was the problem there were there were haemorrhaging staff...talk to them about the impact and said so what effect is this having on the business and they said well you know we've got to pay for advertising we've got to collect C.V.s we've got to have someone in the business sit and go through all of these C.V.s and then interview and then we've got to select and we've got to then train them and put them back into the workplace.

But, one of their other problems was that the morale was low, so you know it was like a never-ending circle because these people were going back into this environment of low morale. So I said how much does it cost you then to recruit a new person and it was huge, it was nearly two thousand pounds. Then we worked out how many people they were losing each year that was also huge and when we multiplied the two together it was immense, the cost to the business was immense. So to have me come in and train the people as to how to do things properly and take the right steps it was a no-brainer.

So doing this exercise obviously you're not going to get those finer figures that I've just shared with you there but it starts to get you thinking about what are the problems that your ideal clients have, what's the impact of those problems and use the words which means that so you take and a problem which means that, it will give you an impact but which means that on the back of that impact and it will give you a deeper impact.

All of this preparation will help you in two ways, it will help you to write really strong powerful marketing messages, it will also help you to prepare questions when you have a face-to-face meeting with that prospective client.

So that's step one, step two, address your clients problems in all of your marketing efforts. So you need to address these four elements you must grab their attention in that first paragraph and there are three ways that I use of doing this one is either use some research and some numbers and I put that in the first paragraph or it might be a trigger event. So you might have a company who's acquired another company or they're making redundancies, they've got a new CEO whatever it might be that that could be trigger event and thirdly a referral. Referrals are fabulous in terms of being able to get into companies because you know if we are going on holiday where do we look? Trip Advisor, always, and that's really a referral mechanism because we're looking at reviews from others.

So you've got to grab their attention first of all, so it's like why should I read or listen to you, is that first paragraph, and then you need to raise their interest you need to light the fire with the problems that you can solve and then create the desire with the benefits that that will bring and then lastly a call to action. I see this missing so many times, if you have to tell people what to do next so you know it could be call me on or email me at or I will call you generally I will give people the opportunity to email me or follow me but I always put a line in there that says alternatively I give you a call on Thursday at 8:45. So attention, interest, desire, action.

All of your marketing whether it's your website, a direct mail piece, an email, your telephone call whatever should all follow those four elements. So talk to prospects in terms of problems you can solve, how you can meet their objectives enhance their lives or prevent pain.

So change your focus from you and become totally customer focused. I cannot stress this enough please if you go back and look at your website or your marketing material or the conversations that you have with your clients don't be talking about product or service that comes right at the very end when you've done all of your marketing, you've got your one to one meeting, you ask questions, you've found out where they are. Of course you understand because you understand them and the world in which they're operating so that you can really bring those insights and ask them insightful questions. When you've got all of that then you bring in the solution, right at the end.

I think you probably can gather I'm a little bit passionate about this but this will make the difference to you. It will be a massive shift for you in terms of the successes that you achieve going forward. You know and this is about getting that watch on the other wrist remember it might feel uncomfortable to start with. So dump the feature selling and start solution selling and become that trusted expert and start attracting clients instead of having to chase them.

Now there is something else I just want to mention at this point, I was speaking at a business expo this week and of course with a live audience I can interact and get feedback from them and when I asked them how comfortable they felt with...it wasn't the content of the marketing it was the multiple contacts and they said we don't really feel that comfortable making multiple contacts.

I asked them why and they said because you know we would feel pushy and you would be seen as pushy if everything that you put forward to them is about product but it's not pushy when you talk about problems that you can solve and the benefits that you bring. The other thing I want to share with you is that you have a duty to give your prospective clients the opportunity to say yes or no not right now because if you don't you are leaving them in a position where they're having just struggle with those problems.

So take my husband again if that company hadn't sent him some...give multiple marketing messages about these TV ears he would have been left struggling trying to hear the television. Now as it happens, we've now got some state-of-the-art hearing aids which have transformed his life, that's totally irrelevant but I thought I'd just share that with you.

Well I'm hoping your getting the message that it's your duty to get out and give your clients, prospective clients the opportunity to say yes or no not right now and then asking them if you can keep in contact with them and having that next date when you're going to give them a call and in the meantime send them some relevant information, links to some articles or articles that you have or infographics; anything that you find that would be beneficial you can send it over to them and it's another touch.

Okay so again any questions please pop them in the box and I can answer them and at the end. So just as a recap don't give up too soon 80% of sales are made between the fifth and twelfth contact and all of your marketing messages should be customer focused.

Okay so mistake number one. I see this over and over again is that there is no marketing strategy. So let me just explain what I mean by marketing strategy. Marketing is lead generation, it's attracting

more of your ideal clients, it's not everybody, it's your ideal clients with messages that resonate with them.

A strategy is a method or plan chosen to bring about that desired result and the tactics of things like blogging, social media, making phone calls placing ads, sending emails, networking, videos whatever you choose as a tactic to get your marketing message out because really this is about getting the right message out to the right person in the right way and this is what I see missing.

The...Seth Godin said the right strategy makes any tactic work better, the right strategy puts less pressure on executing your tactics perfectly and without the strategy your tactics will just be a lot of random activity without purpose. You will end up get lost in the noise that's out there. It's a very noisy world out there but worse still you'll get the same results as you've always got and you've become overwhelmed and dejected and you will have exactly what you have now and but you would degrade the energy and enthusiasm that you had for your business.

Remember when your very first started out and how excited you were and I'd like you to think about the reasons why you started your business and I'm sure it wasn't to be worrying about the peaks and troughs of cash flow and sadly 80% of business failures are down to poor cashflow.

That was the same for my dad, that's my dad, that's his demob coat from the Army so that was when he was a younger man. I've got this picture on my...in my office here right in front of me in fact and I'd just like to share his story with you. He was self-employed. He was brilliant at what he did, he was an electrical engineer; expert at what he did but he wasn't expert at bringing in customers to his business.

He, gosh I've told this story so many times I still gives me little catch in my throat. Eventually he went bankrupt and we had the official receivers in. I was just a young girl I was just in my teens and I remember the day as if it was yesterday and they literally itemise and value everything and that was what they did and they were very kind to my mother and they said if you can raise £300 you can buy back some of your things and that was what she did she borrowed £300 off my grandma and bought back some of our things.

My father he lost everything because he lost his business, he lost his employees, he lost his vehicles, he lost the house and he lost his family because the stress of all of this was so great that and he was a drinker anyway but it just sent him absolutely over the edge and we left without him and he ended up living in my grandfather's shed for a week and then a caravan for three years.

Then him and my mother eventually got back together and he...I remember him saying if only I could turn the clock back and he didn't talk about becoming the trusted expert or our attracting ideal clients what he said was if only I could have brought more people through the door, if only I could have brought more people through the door.

This is why I am so passionate about what I do because if I can prevent one person going through what we went through, because actually he died at 52 in bed next to my mother and it was such a tragic waste and if I can prevent that then...one person I'll have done a good job and this is why I still do what I do and I'm so passionate about what I do. Just as an aside you really need to work out why you do what you do to give you the passion that you need.

So no matter what business you're in you must also be in the business of sales and marketing that is your lifeblood bringing clients into your business giving them the opportunity to benefit from your product or service and keep that pipeline full with constant activity.

So let me share a basic strategy with you that you can put into place in your business...I'm just checking the time here...yeah still got a lot of time. So first off write a clear plan for your business, please write it down. So set your goals, break those down into bite-sized chunks and have a clear plan written.

Harvard Business School carried out some research from students who've been through their school and they followed up years later and only 3% had a written plan a written strategy for their business but they in fact made more than the other 97% who didn't have that written plan. So for that reason you know it's important to do it and as I said earlier it'll give you clarity, it will give you that...the role that you're going to take. Now that doesn't say you can't of course correct it, but will give you that starting point and it clears it out of your head onto paper.

Secondly define and research your ideal client and research...create a list. So have a look at your client base take out your best clients the ones that you love working with the ones that value you, the ones who pay promptly, the ones who will give you repeat business, refer a business and so on; take out those best ones and then profile them and look at what are the commonalities between all of your best clients and then start and look for more who are like them.

Look for more businesses who've got those same commonalities and create a list, so that's the ideal client list and I would I would encourage you to start with a list of 50 and then keep adding to it ideal clients. Of course, you've got LinkedIn that you can start and search for these particular types of

ideal client that you want to work with. Once you've got that get into their shoes, do the exercise of the problems impact, do the benefits of change and then create your compelling marketing messages to include those four essentials of attention, raise their interest, create the desire and the call to action.

Then have a multiple marketing strategy and just think right how am I going to get my message out, what elements am I going to use and you...don't use them all and again when I talk to my clients I say look really great at three or four even if you got great at two or three, it's better than just a one touch of maybe an email to somebody or maybe two emails.

Think about what your strategy's going to be. My...personally my favourite strategy is connecting on LinkedIn, I give them something free you know so I'll give them maybe what I'm going to give you in fact '21 Sure-Fire Ways to Find your Ideal Client' then send an email, send a direct mail piece and make a phone call. If you get an answer machine leave a voice message and in that cover your four points of attention, interest, desire, call to action and the call to action on a voicemail could be for them to call you or that you will call again and always make sure that you follow that up. But whatever your multiple marketing strategy is, have that written in your plan.

Then you get to the point where somebody reads your marketing material, they love what you've said, it's resonated with them it's relevant to them and they've put up their hand and said I need to hear more from you and I want to know more. Remember in these marketing messages if you're sending it in the email its 90 words, this is not war and piece. This is...give them enough to want to know more.

Once you're in front of them whether it be online because you know very often we do Skype or and zoom calls. Look at us today were here and you know we're doing it all through technology and it might be that you have your meetings in this way.

When you have that effective sales conversation it's not again about product dumping it's about positioning yourself with credibility and then asking insightful questions to take a person from a position of interest to a position where they want to buy from you because when they answer the questions they themselves realized that the position they're in is untenable and it can't continue so they're much more likely to buy from you.

It's at that point that you can then present your solution then you can talk about product. If you do it before that I call it p-ing too soon, you're talking about product too soon. So have me on your show going Dylis I said I'm p-ing too soon.

Once you've got that effect...had that effective sales conversation and you've secured the business you must keep up that relationship in terms of implementing a repeat and referral strategy.

So keep the relationship go the extra mile so the people will talk about you, will refer you and they will most certainly come back to you. Just on referrals this is as simple as saying who do you know who, do you know who was in a similar position to you who I could help in the way I've helped you. So referrals is about remembering to ask, so I'll just ask the question out there how many of you...are you are you asking for referrals just pop a little something into the box there.

Lastly track and measure your results it's critical, it's ridiculous if you are doing things and you don't know whether it's working or not you need to track and measure anything that's not working stop it or refine it and if it is work and keep on doing it and doing it and doing it and keeping that pipeline full of both appointments and sales meetings.

So that's your basic strategy. Any questions just put them in the box there.

So if you pull all of this into place you will you will have a life of abundance, you will grow your business and you will live your life stress-free because when you've got that process that's working like a well-oiled wheel then it does make life so much easier. Rather than this stress of jumping from maybe one activity to the other and getting involved in things that maybe you shouldn't be involved in that you could delegate out to someone else. That's another webinar all on its own but you know just think about putting this strategy in place and give yourself that...the life that you wanted when your very first started your business.

So I'd like to give you as I mentioned earlier two things to help you grow your business one is '21 Sure-Fire Ways to Find your Ideal Client' and there's the link so <http://dylisguyan.com/21-sure-fire-ways/>

I will also give you the opportunity there if you are so inclined there's an opportunity to purchase my online program which is valued at £297 but I'm offering it at £47, it's full of value and it takes a real deep dive into the marketing piece that we talked about today.

The other thing I would like to offer is for you to join my private Facebook group which of course is free called Inspired Selling and that's a place specifically for business owners and sales people who are selling to bigger businesses and it's a place where you can collaborate with others you can ask questions, you can post your wins and you know a mentor of mine many years ago said a rising tide lifts all boats and that's the whole purpose of my inspired selling Facebook group.

I want to inspire you to go out and spread the message and expose yourself, metaphorically speaking, to give more people the opportunity to benefit from your product or service and also for you to inspire your prospective clients to take action with you because of the way that you are conducting yourself with them.

So thank you very much for your time my email if you want to email me as Dylis@dylisguyan.com if you've got any questions or if you want a copy of these slides and I'm sure Mike will accommodate you there. Anything I can do to help you to be better at what you do then I'm very happy to do that. Thank you so much.



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