

ATTRACT & CONVERT YOUR BEST CLIENTS



The Secrets Behind An
Attraction & Conversion Sales,
Marketing & Content Specialist
Responsible For Multi-Million
Dollar Contracts.

★★★★★ QUALITY READ

By CJ Woodstock

PREFACE:

I will start by asking you a question....why are we all in business?

Now the answer for each person may vary a little but ultimately it will come down to the need to make money so we can pay our bills and also fund our lifestyles.

There will of course be other reasons ie. One of my primary reasons for being in business is to make a positive difference in the lives of other people, but in order to do that, you will still need to make money!

In order to create a business from scratch or keep one running successfully, you must create cashflow or revenue.

How is this done?

Well, to get right down to it, you must get people to buy your product or service. How is this achieved, well good marketing will bring interested Customers to your door, but you will still need to figure out how to take someone who is interested in your product or service to someone who is converted into a paying Customer!

It makes no difference if you are one person, just starting out or if you are part of a large company. It also does not matter what product or service you are in business to provide, or what Industry you are in, the Attraction, Conversion and Retention process, quite simply, is the same.

Once you know the Sales and Marketing processes that attract clients, you can use it to your advantage to close deals with the media, with Corporate or SME companies and to create joint ventures (one of my favourite leveraged strategies to grow your business) to engage partners to help promote your business to their networks.

The process can also be used to create deals with distributors, suppliers and even competitors.

The strategy is STILL the same and can be used to increase your paying Clients & generate huge profits, no matter which way you intend to use this information.

When I pulled off my first million dollar deal, I genuinely shocked myself. . . .and then I did it over and over again and the Clients kept getting larger, until I closed one worth \$54 million annually!

Whilst there are many forms of leveraged income generation in business, Sales and Marketing is by far the most leveraged and flexible form I have come across in all my years of working for myself and for my Clients and it all revolves around Relationship Marketing or put more simply, building relationships with your potential Clients.

How else can you start with nothing and create thousands of dollars in a relatively short period of time?!

Having been in Sales and Marketing related roles all of my adult life, I have successfully closed multiple multi-million dollar deals, and have therefore identified techniques and strategies that will help you leverage YOUR time and multiply YOUR chances of closing deals with YOUR Clients.

At some point in time whether it's, negotiating a salary package at work, buying a house or car or perhaps getting your child to eat their greens, you have to negotiate.

Even if you do smaller deals, that is fine! If you are new to this idea and just wish to try it out to close small deals initially, then go for it. The sooner you start proving to yourself that you can in fact do this, you will move on to bigger deals that put big money in your pockets!

There is so much to do in a business to ensure recurring sales, for instance; Automation of funnels, webinars, Partnerships and Joint venture's, Client appointments, Outsourcing, Events etc.

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I think it is wise to consider your spend and also the outcome and the speed you want that to occur.

Many think that driving traffic to a website is the way to go. If you have a commodity product or a low priced service, it might be worth driving as much traffic to your website or office as possible, however, what if you only want a handful of really amazing Clients who are larger and who are stable, assuming you service them correctly.

I am not sure about you, but I have always gone down the path of picking a handful of key Clients to work with. I think once a business has that stability with it's Client base, there is then the opportunity to systemize the sales and marketing processes and wither outsource functions or bring on good staff.

INTRODUCTION:

✚ Don't follow the crowd – look for the opportunity

If there is one thing I know, it is that even if you feel you miss an opportunity in your life, that well, they are like buses, there is always another one coming.

Someone in property said this to me and was referring to housing blocks, and he was right. If you look around, you will see that there are so many opportunities staring you in the face.

I know how people can feel so incredibly relieved when someone can point out something in a way that makes you realise how you can look at it differently.

If I had to make extra money in the present day, I would invest in shares, but because I have built a business, I would also win over a new Client and do an excellent job of servicing their needs.

It really all comes down to how long you are willing to wait to pursue the life you really want, and also learn what you need to in order to make it happen.

The timing is important, because I believe that when one person is prepared to stand up and tell his or her truth about who she really is and who she wishes to be, then others see their example and are more likely to do the same in their vocation.

This gets others thinking, 'Maybe I could do that thing that I love to do more often, and possibly find a way to one day make money out of doing it.'

It's also that the sooner you allow yourself, the better for you.

It's also never too late. You could pick up a pen or grab a laptop and start writing that book, or opening that craft Etsy store, or start thinking of ways to turn your kitchen into a commercial kitchen that the local Council would approve, or set up the automation for your coaching or consulting business.

Also, maybe rather than spending years trying to become a sales and marketing expert, perhaps hire someone who has proven sales and marketing experience. This can save you years of mucking around and wasting so much time and money.

Everyone in business needs sales and marketing to be a priority and it can take quite a lot of time to learn online marketing and implement it. Offline sales and marketing is a bit easier to do, but still requires a good process and as much automation as possible to make it easier.

We will talk more about automation of software and systemization shortly.

You can also overcomplicate it in your head, and never quite get around to making that 'thing you love to do' the priority (let alone putting in the systems etc to build a sales and marketing system into it) because there are so many other 'things' vying for your attention.

A lot of people won't allow themselves to do what they really want to do and instead, give themselves a hard time, and then at some point, realise that it is a matter of just giving themselves permission to do what they really want to do.

Many people work full time while they build their other business into the evenings and on weekends. I am not saying it is easy, but I am saying that it is better building something on the side slowly and steadily than continuing to doing work that doesn't really fulfill you for a lifetime.

A lot of the time it is our lack of self belief and belief in the process and our nagging doubts, and simply our lack of willingness to stick with something to see a positive outcome.

In a relationship, it is possible that the primary career of the children can build a flexible business servicing Customers while the other partner works full time, so they are able to pick the kids up from school for instance.

Also, when people are worried concerned and are sitting still, is there some way you could be building something that might be evergreen and/or future proof? Whether that be a relationship with a key Client (and always your life partner and kids in addition), an investment portfolio, a business?

This is a great way of thinking about things; “How can I future proof my life and the lives of my children?” If you find it hard to think of doing this for yourself, maybe think of small things you could do each day to improve the lives of future generations, everyday things like recycling to investing or creating a new sales process.

Be patient and wait for the right people, place and time

Supporting others and believing in ourselves are two very powerful necessities in business.

I think one of the most compelling and necessary things in business and life is the ability to stand up and say, “This is who I am. Take it or leave it. No expectations.”

When someone does that, it leaves an undeniable impression, that if we don’t take the opportunity present to us at that moment, and instead, decide to leave it on the table, maybe we may miss the opportunity to find that ability to be so real, within ourselves also.

I think, one of the upsides of the pandemic, is that we all suddenly became more real with each other about our true thoughts and feelings.

Ideally, we also need a relatively level playing field, one where is safe to put your hand up and say, I am actually not ok, if the truth was told.

I am doing everything I can to be ok, but I am struggling to hang in there right now and need a hand and friendships from some people that I can trust.

Sometimes we also just want someone to give us a leg up.

Stay positive and focused on my outcome

The beauty of being human is we have the ability to dream, imagine and create and bring a piece of ourselves to the world.

The world has changed so much since the Covid 19 pandemic and well, those that want to have an online business can actually create one very fast with the right kind of branding and sales and marketing strategy.

We all need a purpose beyond ourselves, as our resilience is greatest when have this and will take support and challenge to get there.

Seeking distraction from our problems into a business is a great reason to actually look into building an online business or ecommerce store.

When we start seeing results in areas we care about and the way we feel about ourselves changes.

It is a good idea not to try to be all things to all people.

Business people that chase any Client are often making their brand and offering diluted and unclear.

Furthermore, they often end up serving clients that are a poor fit for their business, more often than not resulting in a frustrating and in-cohesive working relationship.

I have found it is best to know your core market and ideal client, then pursue opportunities with those Clients.

Forget competition.

No one will do what you do in the way that you do it.

One key point that I learned in my corporate role was that YOU are the unique selling point, or can be if you decide to genuinely care for your Clients and the people you work with, which will show in the work that you do.

If you focus on what is possible, not what on others are doing, you'll realise that no two people do things quite the same way.


Just focus on being the new best version of you or if that feels like too much, perhaps a slightly improved version each and every day 😊!

Every day we get a chance to start over, to assist, to be useful, to inspire, to challenge, to delight and to teach. Will you do something different, something new, or something that will (even slightly) improve someone else's day today (and your own)?

For instance, you could engage a contractor to do some work for your business that will allow you the freedom to have more of a life.

I feel this is quite apt:

“When the whole world is running towards a cliff, he who is running in the opposite direction appears to have lost his mind” – CS. Lewis.

 **Go out and mess up! Do not let the fear of making mistakes stop me.**

Anthony Robbins book...said: “Go out and screw up”.

A lot of people believe that the only way to tackle fear is basically to push it aside and build up enough courage to do the thing that you fear anyway.

I have a different idea about this. Wanna hear it?

Ok, so this is what I believe:

Your fear is there for a reason, to keep you alive!

It may be warning you of real danger.

So to ignore it completely is not such a great idea.

What to do instead:

Overcome fear with knowledge.

Do your due diligence.

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Prepare, learn, practise, ask questions of others... get as much information on the topic or situation as possible.

Then make a decision about what to do or how to respond or handle that 'thing', action or situation that you are fearful of.

I can guarantee you will probably act or respond in a different way, a wiser way than perhaps you would have before, and...you will more easily be able to overcome the fear, you may shave years off your journey, and you probably won't need so much courage.

Someone said to me, I am over being resilient and strong all the time.

I said to them:

"The key is not to give yourself more to be fearful of, or to have to recover from or be resilient about than you have to!"

Having said this, some people get stuck in the researching and not acting part...

And to them I would say this:

Find a good mentor to guide you, and get the buy in as much as you can from the people around you and tell them what you want to do so that they can help you be accountable to what it is you say you want to do.

Then at some point you are going to have to summon a bit of faith in yourself, enough to take the first step (in the best direction based on your research).

No one can do it for you, so you have to take the first step. Make sense?!

I know there are some people on this planet that were willing to do the things that others are not necessarily willing to do, and I am one of them, along with my team, right there alongside you each and every day, striving to help others and be our best at what we do for people.

Learn the lesson and move on (no need to beat myself up)

I love this quote from Anthony Robbins:

"Go out and screw up!"

I read it quite a number of years ago, and I use it to remind me that even if I don't achieve what I set out to, I am taking action towards my goals.

Action is everything, you need to just get out there and give it a shot.

Who knows, you may actually hit your mark. . .what then?!

I also love the quote:

"What if I fall?"

"My darling, what if I fly"

Don't beat yourself up about things that don't turn out that way you intended. Just commit to learning from your results.

Don't let fear paralyse you and don't let perfection paralyse you either.

If you think about it, there is no such thing as perfection, so why are you striving for something that is not achievable?

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It is therefore actually quite a low standard when you really think about it, as deep down you know perfection doesn't exist!

So try not to be paralysed by fear, or by the pursuit of perfection. Just get out there and give it a shot. Do your best. Perhaps put yourself to the test.

From someone who has been in the trenches, I can say, you will not only survive, I can guarantee you will thrive, as long as you learn from your outcomes.

We are all busy people. We all have a stack to do to get through the day.

It is so easy to get so caught up in what we are doing, that it is easy to not pay enough attention to those that come to us for assistance, when we are in the middle of something.

Here is what I have learned.

The greatest honor you could give someone when they burst in on what you are doing, is to say ' just a second'

Then, take a couple of minutes to finish what you are writing or doing very quickly so you don't forget it, and then give you're your full attention to them, look them in the eyes so they really know that you are present and listening.

People will be ready when they are ready. Some people may come across as ready but may not in fact be as ready as they think they are.

We can also obviously learn from others who also perhaps make a mistake.

For instance, I got a call from a company who was trying to sell me one of their high level 12 month membership programs.

The initial phone call was from an American man who made me sit up and take notice. He introduced the company he was working from and said how would you like to grow your business to a spend of \$200-400 million dollars?

Immediately he had my attention! That is one very gutsy thing to say and he seemed so confident that it was possible.

He then asked if I was happy to have an appointment a week later and booked it for the following Monday. Now, without even knowing what the package was going to cost me, I was actually very keen to take the call the following week to hear what they were offering.

When this company rang back at the time and date we agreed on, I spoke to another person, and there didn't appear to be a process that he was taking me through.

He didn't fill me with the same level of belief and confidence that the first person I spoke to did. He also said he would follow up and didn't.

Nice guy, and I liked him, and it was nothing personal, but I didn't get the same feeling as I did when I spoke to the other person.

After the call, I actually thought, "Wow, I would have been so much more likely to buy the package if it was the first guy that rang me back and took me through how he was going to get me from where I am now to a figure like that and get me all excited at the likelihood of it."

What I am saying is that it is really the feeling that we are generating in someone that gets them to purchase from us. Do we leave them with a level of certainty around who we are and what we can deliver?

✚ Prioritise and systemise (eat the frog first thing in the day)

Planning is extremely important.

I believe in utilising rituals for your private life (take a look at <https://resiliencerituals.com/>) to save time, money and efficiency in the morning.

I also believe that systems in business drive efficiency.

So when it comes to doing something each morning to contribute to your circumstances, you may find that long term it is really worth your while.

Sometimes that frog might actually be something like yoga, a walk along the beach, journaling, making breakfast and brushing your teeth.

A simple example of this is an App I use. It is called 'shop, shop'. When I realise I am out of something, let's say 'yoghurt', I just list it in the App with the rest of the shopping list. I can then forward it to my partner to pick up, and I know I have remembered those things I may have otherwise forgotten and had to go back to get next time.

It also allows you to cross off items as you shop for them. A very simple, handy little tool that becomes a very good system.

A question you need to consider is 'Is there enough time in my life for creative expression'?

If not, possibly finding small pockets of time in your day to do things like 'write', 'paint' 'draw' etc.

✚ See everyone as my equal fighting their own battles and seek to understand their needs and help them move towards their outcomes

People are self sufficient. They can usually figure things out.

Sometimes, we need people to say to us 'No matter what happens, she can handle it' until we build up that belief system in ourselves.

It's almost like we need to 'borrow' that belief from someone for a while until we prove it to ourselves that we can actually do things we have never done before.

Having in trust and belief in people beyond what they have in themselves may actually transform them. On the other hand, fear breeds mistrust and disempowering behaviour.

One area I believe we need to teach people in more is how to love people despite their differences.

It takes compassion and willingness to put yourself in other people's shoes and to think things through.

I think people need to realise is that feeling anxious or having anxiety is a completely normal part of life, especially when you are reaching for something new, something you have never done before.

There are certain people that really embrace change in life, to the point where they like challenges because they are actually new and exciting. We could call these people high achievers.

People need to feel like they can overcome the challenges that they are thrown. Having said this, they can become pretty uncomfortable if they are not getting the emotional support they need during this time.

What people need are role models around them. Not just in terms of people achieving in their careers, but perhaps what they need to see are people who are willing to be honest with themselves and others, along with living in accordance with the values that they choose.

If they can grow up in families that provide the message that 'you can be yourself and still be loved by me' and then find people in their careers that demonstrate similar behaviour, then a healthy relationship with themselves and others can ensue, along with a healthy culture.

Examples of the opposite negative behavior can also help them realise just how 'lucky' they are, and also help them choose empowering behaviour consciously more often.

Meeting challenges in their life help them grow and believe in themselves.

Therefore, we don't want less of those, we just want to make sure that they have the physical stamina to be able to put their body under mental stress.

And what I mean by this is pursuing a fit body. I tend to think it doesn't really matter what their body shape or weight is so much, as long as they are healthy.

It is more about people being comfortable in their own skin and willing to do adjust their schedules to fit in cardio and stretching to help them cope with the demands that are being thrown at them at any given time.

Being fit in body helps us to 'think on our feet' and avoid over reacting to things that may be thrown at us when we already feel stretched too far.

This is especially true for someone who is trying to push the boundaries and perhaps do something that they have never done before, or perhaps do something that has never been done before by anyone.

People want your love, compassion and understanding more than they want your knowledge.

Here's the thing, people can only do the best they can with the information they have at the time.

In retrospect they may have acted differently in the situation however and may dwell on this which is not overly healthy. In this situation it is best to perhaps think 'What can I learn from this'.

Under many circumstances, slowing it down is actually speeding it up. For instance, buying ingredients for a recipe, and making sure that they are of high quality to ensure that it tastes incredible.

If you can find a way to be honest with yourself and others, and also communicate what you want or need and take the time to plan how to get to where you want to go, then I think the outcome will be even better than you imagine.

Conversations with the right person, gives people the chance for self-reflection and assimilation of their thoughts and feelings, into an action plan, so make sure you ask questions.

What people crave is a connection with someone who truly understands and accepts them for who they are. They don't want people who make them feel guilt or bad about themselves. They just want full acceptance.

They also need the basics, ie food, clothing, shelter and emotional support so they don't feel like they are living in survival mode.

People who are being paid \$50K or less tend to be worried about their circumstances more, where as people being paid \$50K or more, tend not to be any happier than those on a much higher wage.

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People remember the way you made them feel.
Many forget this.
Be the one that remembers.

✚ Involve people. Then 'check in' that I have engaged everyone necessary to achieve the outcome.

So if I am working in an organisation and want to win a client from the competition, in a sales based role like an account manager, I would need to find a way to get in front of them firstly.

Then I would consider if I wanted to take someone like a manager or someone who someone who specialises in a particular product or service area of the business, like an IT Manager, with me.

Many people have differing opinions due to the life they have lived, the people around them and the knowledge they have acquired. I believe it is ok to have your opinion based on the life you have lived and what you have seen and heard.

I have not walked in your shoes therefore may not understand why you think the way that you do. And vice versa of course. And that's ok, right? ☐

If you decide to have an open mind and ask me my opinion, I will tell you, but I certainly won't force it on you and expect you to agree with everything I say.

Then it is obviously up to you to make the decision.

I tend to think that our relationships with each other need some protection to stay healthy too. One way of ensuring that they do is by allowing 'healthy' debate. We can all learn from each other. It only remains healthy when we allow people to disagree with us, and then explain why.

I don't know about you but I have learned a lot by being open to hearing what others have to say. I am surprised a lot by how everyday people teach me. I learn from them and they open up to me because I treat people with respect, no matter who they are.

There is no need to shame or blame people who feel differently to you.

One of the ways of feeling like you can allow others their view on things is to come from a place of love with all people.

It brings us together, and reminds us of who we really are and how we are connected to each other.

Do keep in mind that they may not have all the information, or may be heavily biased in some way due to others around them or something they have experienced.

And again, maybe just let them be where they are at.

They are there at that point in their lives for a reason. Healthy relationships are the essence of every interaction inside our families, inside business and inside our own minds (ie. a healthy relationship with ourselves).

One thing that really helps is being around other people who are authentic, like hopefully you are too. If people feel valued and appreciated and able to be themselves in their work, whilst being held accountable to the company values (and hiring is based on being a good match to those values), then it usually works out really well for everyone.

A friendly, open atmosphere where communication is up front and healthy, ideas are encouraged, healthy boundaries are firmly in place, it is ok to make a mistake and be honest about it when you do, then offer to help resolve it....this is the kind of culture people really want to be in.

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I believe it is wise to be more open to LISTENING than ever before, right now.

Listening is a skill generally not taught, but one I consider one of the most important skills to learn. Good listeners have healthy relationships and become very intelligent, well-informed people (assuming they choose to listen to a wide variety of healthy people and then make their own choices based on what they are trying to achieve).

Perhaps we could all work on listening even better, and striving to achieve 'healthy' everything in their lives.

Healthy relationships,
Healthy body,
Healthy minds,
Healthy environments,
Healthy debate Etc

Where it is not a healthy relationship (ie. opinions are being forced on you), and you will know it, it might be time to take stock of who you are spending most of your time with, and potentially change it up a bit.

We all have 'shitty' thoughts, and some of them really suck. The more we care, the harder we can be on ourselves.

Repetitive thoughts about ourselves, our partners, what might go wrong, who might not like us the way we want them to, thoughts about not having enough time to do what you really want to do right now etc. tend to come up, fairly often in some.

The quality of our lives and relationships really depends on which thoughts we choose to take on as beliefs.

I think having the willingness to be honest with yourself and others, as much as you can really helps you feel ok about who you are and helps you sleep well at night.

Having the ability to chat with someone genuine, that you feel comfortable with, about your concerns, worries, but also your accomplishments in spite of your worries, is very healthy.

One thing I don't think we focus on enough is positive encouragement.

What I mean by this is thinking of the things you have achieved or that have gone well or right and giving yourself a bit of a pat on the back (along with everyone else who is working hard to achieve their goals around you – a very important point I might add). It is not a good idea to take credit for a team effort.

A good question to ask yourself every now and again is where am I letting myself down? If you believe you might be, then ask yourself, how can I sort this out?

Do I need to physically put something in my schedule, or have a hard conversation perhaps or work out a call cycle to visit or call your Customers to keep yourself accountable to your customer acquisition each week?

I am not saying you have to announce all your mistakes to people you don't know, but maybe they do need to know that you feel like you have made some along the way and that this is ok. It is going to happen to them to.

How many of you reading this right now are parents?

Whether you are or not, if we look at how we mentor children, it is a fine line between forcing (because we understand what good for them) and guiding them.

My suggestion is to aim for healthy guidance as much as possible in every interaction with everyone in your life, and also ask for feedback.

Healthy guidance creates healthy discussions, which creates healthy relationships, healthy people and healthy environments.

It's a very good idea to check in with your team and the people around you on a regular basis to ensure that they have actually bought into the company values and are the right fit for the role and culture.

Model leaders I admire as though they were my board of directors

If you could have anyone on your team, potentially as a director, who would it be?

Sometimes, as someone who is trying to do things they have never done before or perhaps even do things that have never been done before, it is not always easy to formulate your thoughts into an action plan.

Therefore, is a good idea to find someone you trust to bounce your ideas off, or help you put them together in a way you may not have managed all on your own.

We have so much going through our heads, it is good to be able to talk things through to get the clarity we need and perhaps discuss the upside and downside of situations so we can work on.

When working through something in your head you can view it from three perspectives.

The first perspective was being in it, experiencing as yourself.

The second is to have experienced it as someone else looking on in a caring way, a third party perspective.

The third is in hindsight. Is it possible to see it differently to what actually happened, possibly in a way that supports your goals and vision?

Thinking about what has happened in the past, to help put some perspective around it....

.....or perhaps what information you have so far about a situation you want to make happen in your future, can be enhanced by imagining what a mentor or someone you look up to and respect, would tell you.

When I am thinking about getting a 'third party' perspective, I can't help but want to find people that value and help people in their roles and lives. This is because I feel that valuing and believing in people is a key component to the success of any situation or project.

Create a team of experts around you

If I was going to invest in a business, or perhaps get my financial house in order, then one of the first things I would look at doing is to hire a financial planner and perhaps an accountant based on a recommendation from someone I trusted and also through my own research.

Relying on people who are experts in their particular fields, can cut costs long term and increase desired results, even if you have to pay up front to get their advice.

A good example is that in running a wine business.

The insurance did not cover us for deliveries. Therefore, we told someone not to do deliveries and leave them to the courier, but that cost us a fortune and so the sales rep still decided to do some, but we didn't have the public liability cover to do this.

Now the interesting part was that the manager thought the problem was that the sales rep wasn't listening and still did the deliveries even though they had told him not to.

On reflection with a third party consultant, they worked out that it was really the insurance policy that was the problem! They needed one that allowed the sales rep to make the deliveries and cut costs.

Communication breakdowns are the biggest causes of relationship breakdowns. This is why I believe a huge focus in schools and organisations should be on creating systems to require people to communicate better. Unfortunately, a lot of systems become so technologically based that they get in the way of personal 1-on-1 communication.

Feeling like you are constantly being let down by people can lead to mental health issues.

High achievers, those that are perhaps at the top of their field or are attempting to do things that have never been done before are usually the ones who find it the hardest to reach out for help.

They may also find that it is very hard to find someone at their level that they can talk to that can help them talk through the thoughts that might be holding them back, and also help them work to put their ideas and thoughts into some kind of action plan and then tie that to their desired outcome.

Many need to talk things out to become clear on who they are in relation to what they are doing or trying to achieve and also need constant reassurance that they can in fact do something they may never have done before.

It can be damn scary trying to break new ground in your career or doing something you have never done before.

It can also be damn scary working through things with a partner or person (in life or business) you feel may not see things your way.

Here is the one thing we all want from our life partners, and that is the scariest love of all, unconditional love. We want them to love us through anything we may go through or face in our lives. It is also incredibly hard if we have partners that are quite different from us, but the key here is recognizing that this is good because you both bring different skills and view points to the table, but it may not always be smooth sailing.

It is very easy to get so scared, that we can make other people out to be the problem (which sometimes they are or sometimes they are not).

This fear or inability to get the emotional support we need can manifest in emotional issues like anger, blame, swinging from highs to lows, or even substance abuse or feelings of wanting to self harm in extreme cases.

Most people want those around them to understand them in the way like they understand others.

What we want to know is that people have our backs. We also want to know that they will do their best not to let us down.

However, humans can be fickle. If they are not getting enough sleep or are overwhelmed, or going through some kind of trauma, they can let us down. No matter how much we think we know people we are in a relationship with, or how well we interview for a role, people can still let us down.

One of the biggest problem we face is that we feel misunderstood.

People want acceptance and love so perhaps they can actually feel better about the parts of themselves they do not find so loveable.

People are more motivated by their own unique set of values. A great example is someone who needs to study and has someone with them that can somehow link their need to good grades with the ability to potentially feed their family in the future.

CSO – Chief storetelling officer – communicate my vision & be consistent

We may not think our lives are that interesting. I remember being in a room with Brendon Burchard and he said something similar about his own stories, something along the lines of, he didn't think his stories were that interesting, which I found surprising considering his following on the internet.

Having said this, I think we can all tell some incredibly moving stories about our experiences to highlight key points to staff, suppliers and the people around us.

We can all draw on these at any point in time. I say this because the stories are what make us individuals. They are what make us memorable to others.

At the level of a CEO, CFO, COO, the focus in on quality staff, but also being engaging when entertaining and attracting, and retaining Clients. Stories are an extremely intelligent way to do this.

The reason is that people may not remember a face or a name, but they do remember a story that is unique to someone. You can make quite and impressions, hence the reason, I call this role CS).

Mentor others and help them identify and draw on their strengths and talents

Once you have been able to achieve something in your life, like perhaps doing a million dollar sale or building a business, running a great event or managing a team or being a great parent, you then have the opportunity to mentor others on it.

As a Mother, sometime I get to hang out with my kids and watch cartoons. We like the Disney movie 'Cars' and one of the reasons we like it is because, Lightning MacQueen needs to realise that he can't be his best without a team around him. He also finds a mentor that helps him drive on 'dirt' tracks without skidding off, which he couldn't do before.

Ultimately, he realizes, that is not just about winning anymore, it is about how he treats people along the way.

In the sequel, 'Cars 3', he is trying to compete against more modern cars, and is being trained by a 'women trainer' who always wanted to be a racer. He realizes that he can't keep up with them anymore, but that she can, and he decides to give her a chance at her dream by becoming the mentor, and helping her win the race using the techniques she taught him and holding her accountable to them!

I like the word mentor because to me, it means I have already done what I am helping others to do. We also tend to do more for others than we will do for ourselves which is why it is a good idea to tell a mentor what you want to do, create an action plan with them and ask them to hold you accountable to it.

If you do this you are far more likely to get it done.

Rather than spinning, create a realistic action plan to work towards

One of the best ways to create a business that allows you some freedom is not only by getting the right people on board, but it may also be to create incredible systems that allow this to happen.

Automation utilising an excellent Customer Relations Management System (CRM) is imperative. We also require it to monitor our sales and track our activities, particularly those related to Sales and Marketing.

In addition we also need a Accounting software like Xero (which works well on Apple computers – I have a Mac and I love it because of the ability to download or upload files to between my phone and computer) or MYOB perhaps.

These packages allow you to do things like single touch payroll, invoicing at the click of a button, and getting a snapshot of your financial ingoings and outgoings, including your profit and loss and balance sheets etc.

There are processes you need around client attraction like creating funnels to drive Clients towards utilising lead magnets, and we have all heard of Clickfunnels amongst other software providers (many I have listed on our blog).

We go through all this in our trainings and in our mentoring contracting services on our website. www.wizandbiz.com

Making sure your website, and the branding on the website is up to scratch to ensure client attraction, conversion and retention is also extremely important.

Also, when I heard the CEO of Ontraport speak at a seminar called Business Blueprint, run by Dale Beaumont and his amazing team, he stated that when they tried to utilise a webinar, it didn't work out so well.

He then asked someone who was an expert how long it took him to create a webinar that actually converted and he said that he tweaked it over a period of 10 months which blew me away. We do this sort of work for our Clients.

Keep my sense of humor at all times

Your brilliance could be being able to sort of know where people are at with one or two looks, and being able to sense their mood and what's on their mind.

Being able to put people at ease and make them laugh is an enviable and attractive quality.

In my opinion, having a sense of humor when things don't quite go right or actually go completely wrong, which may happen on occasion, is imperative to ensure your team and Clients stay with you.

Laugh along with your peers or team and you are much more likely to keep them.

Defend those that are absent

If there is a situation where someone couldn't attend a meeting you are in with a Customer or is not with you when you are talking about them or their work or family, I like to think of this as an opportunity to show my faith in them (assuming that I do believe in them).

What I mean by this is that if someone says something about them that is perhaps negative or is assuming something happened that may not have, I think this is an opportunity to defend them until they have the chance to defend themselves.

I like this because it is what I would like people to do for me if I was the one that was absent! I tend to think that if we can do for others what we would want others to do for us, then we are creating a great culture which is so important in our homes and businesses.

I also feel that people like to have a positive impact, and I think that inspiring a sense of faith in our teams and partners, children etc, it sort of has this effect on the person we are talking about, where we are really saying, we believe in them enough to give them the benefit of the doubt.

IF you want this point in a very simple statement, it would be 'Never Assume Anything' about anybody or anything, especially when it could be detrimental to them or a situation.

Also, treat people the way you want to be treated perhaps.
I seem to remember a similar statement in the Bible.

Listen more than I speak

What I believe also needs to be taught is to trust our instincts more when it comes to the people around us.

Are they in a place where they are ready to hear what I have to say, or should it wait until they have their guard down over a coffee one day, and seem in a space to be willing to listen to what I have to say?

Using your senses to gauge who people ready are, where they are at (in terms of stress levels, demands on them, emotional, physical and mental health etc).

There is also a difference between the way men and women communicate. My husband wants me to get straight to the point, but it takes me a while to figure out what the point is! Sometimes I only figure it out by talking it through!

Come to think of it, maybe that is the point! I.e. Arriving at the best point after having had the chance to talk about the possibilities and drawbacks?!

Be patient, have faith the outcome will be achieved as long as there is focus (do the basics every day), it is the journey that matters (life's rewards only show up at the end of the journey)

Faith comes up a lot in my work.

The reason it shows up is because we actually need to believe in the possibility of things working out for us no matter what our present reality is showing to the contrary.

I have mentioned rituals in earlier chapters, and I believe that if we actually build those into our every day lives, then they will get us through and ensure we stay on track - half of them are unconscious.

Parking a street away from the house before I came home is a ritual I started because I read something in a book, 'The Power of Full Engagement' about the fact that energy management is the key to life, not time management.

The reason I parked in the street is because, as it told the character in the book to do, I wanted to disconnect from my day and reconnect to what is most important to me, so that I didn't drive in the driveway still holding onto any baggage from my work day and accidentally take it home to my husband and kids.

By building in rituals, many of which become unconscious over time, we are able to find the wood through the trees by hanging in there for dear life with both hands.

I think you will find that this is what most Entrepreneurs and business owners, and many sales staff have done while they were building their companies.

I also saw someone speak at an event and she said that the "Rewards come at the end of the journey" and I would continue this when I also say that making sure there is play in your work and enjoying the journey too, is also extremely important.

No excuses

Resilience. This became a very big deal in the recent pandemic of 2020/21. I believe that this is what gets people through.

I had already started a website called "Resilience Rituals" built a year before the pandemic started because I had identified that these elements, ie. "Resilience" and "Rituals" are ridiculously important to those who want to live an incredible life.

I define Resilience as the ability to 'get up' when you fall down, over and over and over again. Or it could also feel like you fell into big friggin hole and had to climb your way out of it.

It also helps when you have good people around you to assist in pulling you out of that hole, and you may need more than one in case they accidentally fall in there with you.

Who is dependent on you making it to your destination.
Do you have children? A spouse that loves you?

Well, in the movie City Slickers, the main character is going through a mid life crisis and another character called 'Curly' who said that there is 'one thing' in life that you need to keep in the forefront of your mind, and it is up to you to figure out what that 'one thing' is.

You may get a few scars, but you will never forget who you are or what matters to you.

Ask 6 times in 6 different ways

Imagine as a kid that you wanted some ice cream or something that you really like, and you asked your parents to get some and they said no.

I believe if you are like most kids, you will not stop at asking them once. You will continue to until you somehow convince them that you need that ice cream so incredibly much that they cannot resist giving it to you.

It doesn't change much as you get older, you just have to find different ways to get in front of the right person. There must be some thought that goes into this marketing process.

Did you not know that sales and marketing is actually something we all do on a daily basis. We are constantly promoting ourselves to the people around us.

This is why I teach young people to utilise the 'elevator pitch' which basically tells others in the time it takes to ride an elevator to the top floor of a building, who they are, what they do and what they want the outcome to be of their conversation.

For instance, if you wanted to be prompted in the armed forces, you would have to take a training course.

Back yourself

Sometimes, you will only get one chance to clean up a mess you made and well, I suggest you take it or the consequences may hurt down the track.

If you mess something up, it's ok, if you realise, that you will never make that same mistake again....
....and if you do happen to find yourself doing something similar, make sure there is someone there who knows how to pull you out of a situation and remind you over and over again, not to do it.

It matters that you are consistent as this breeds trust.
Complacency is the enemy of trust.

My whole life, I was up for anything (within reason, that would not cause myself or another any harm), especially a challenge that I felt was worthwhile because of the outcome that it might have on myself or another.

How we perceive ourselves really matters.

In order to have self respect and honour others and yourself, you have to decide to be real. What I mean by being real is making a commitment to yourself that you will honour what you know to be the truth, and utilise your instinct.

The whole 'mattering' thing keeps coming up when I talk, and I think Brendon Burchard was actually onto something very important with his slogan "Live. Love. Matter."

Good people carry massive loads on their backs in their lives because of what it takes to be an upstanding citizen in an uncertain world.

I think there is a real problem in our society and that is that we do not appreciate enough, in my humble opinion, the contribution that normal everyday people make to society.

For example, those that worked in the food and beverage sector and who had to get out of their beds ever day to ensure that the supermarkets were full of staples like fresh food (and yes, toilet paper, which many people seemed to start fighting over for some ridiculous reason) became the heros of the Covid 19 pandemic and various intense storms, along with all the emergency services units.

I also include the Defence Forces in this as, well, they are always on high alert.

The above people relentlessly kept turning up at work while many were at home, scared to do go out, for a very good reason.

Having said this, we all endured lockdown after lockdown, and everyone dealt with it in their own way, which is fine. I am simply pointing out the fact that it may have taken a toll on the above people more than we realised.

Thankfully they backed themselves and were also backed by the Government for a very good reason and that reason is that without them...

....well, let's just say that, letting them 'go down' was not an option.

My appreciation of all of them is sky high because I know what it takes to keep turning up, even in the face of fear of the unknown, when you want an outcome but need to work very hard to make sure that outcome is achieved, on your own or as part of a team.

Backing yourself and others, especially when the chips are down, is what being in business is all about, especially when it comes to Sales and Marketing.

I say this because well, without sales, we have a big problem.

Be the difference I wish to see

Using euphemism's are a great idea, especially if something seems more painful than it perhaps should be, to of you need to take an edge off a situation, it is not a bad idea to call it something else, than you would if you were a grown up.

Many times I have changed words in my mind and in my memory of a situation to change the impact it had on me. It actually works so well.....maybe try it sometime.

Use your heart, it is there for a reason.

Tom Corley, **Author of " Highly successful Habits"** also mentioned to me, when I was about to interview him that he couldn't work out why some of his articles were so popular and I said to him I believed it was about heart. Moving people.

We all want to be moved.

Be prepared to have the hard conversations (be warned that there are some swear words in this bit for good reason!)

Courage under fire – can very much change a person because you have to become the kind of person that will withstand the heat, no matter what, even if you are petrified inside that you might say something wrong or upset someone, but who also knows that while the truth can hurt short term it is likely to help to stick to it long term??

High level pressure is different to having anxiety, it comes from sort of being willing to live outside your comfort zone. It can be exhilarating at times to exceed your own limits but is also where some scary shit can happen.

I have had the most incredible mentors throughout my life, many who were men and women. These people, thorough their examples, lives incredible lives, and people like me loved them, because they were willing to do things that have never been done before, and put themselves out on a limb for people they believed in.

Ultimately what is at the basis of all human relationships is love. I believe this love can be felt from miles away, and is particularly felt when two people who care for people with a level of depth rarely seem but felt...

I want to honour the people that are so amazing and courageous in my life. So much so that they inspired a love in me so deep that I couldn't help but love every human being I met in such a way that I understood their willingness to put themselves 'out there' under very tough situations on occasions.

I loved them in their joy and their pain because I had felt it all myself at various times. I also cared so much for people that it inspired me to love them even more for their incredible examples of living through things that only a human being can live through.

Chaos and Certainty OR Challenge and support go hand in hand

This builds on the previous point in that too little challenge makes for a mundane existence.

I personally would prefer that people were honest with me to the point that it may challenge my beliefs, so that I can become a better version of myself perhaps.

We all have things that we don't want to do and we hear things that we don't necessarily want to hear, but may I remind you that in these moments, we can choose to take in a big deep breath, and instead of reacting negatively, be open to the potential of learning something new.

The key to having the ability to change is to have a changeless sense of who you are, what you are about and what you value.

I was told by an old friend recently that 'The Only Constant is Change'.

Why should I take your advice, I hear you asking me?

After graduating from University with a Double Degree in Electronic Engineering degree and Business Marketing & Management after five long, long years of full time study and two part-time, and living as a broke student doing 3-4 part-time jobs at once to have enough income coming in, I found myself accepting a role as a graduate as a Sales and support Executive where I worked as part of a Large Corporate Sales Team in a Telecommunications company, the largest at the time in Australia.

I actually signed up for my first sales role was when I was just 12 years old, going door-to-door on behalf of a well known cosmetics Company so have 32 years of experience to date.

This team looked after multi-million dollar blue chip manufacturing companies such as Cadbury Schweppes, Toyota, Holden, NEC and a number of others.

Going on Client visits, I understood the power of what I was learning, I really started to love doing deals, building relationships and looking after my Clients by making a positive difference in their lives and businesses.

I followed this career and allowed it to become my focus, putting my Engineering training to one side, and I tried my hand at Account Management and Business Development in different Industries.

I worked in a smaller company, a high profile Australian football club called the Hawks, as a Corporate Sales Executive, selling Corporate Hospitality & Sponsorship opportunities, which allowed me to understand how to sell to SME (small to medium enterprise).

The honest truth is, after studying so hard for six years while working, I wanted to do something fun for a while!

So many people told me beforehand how tough it would be to sell this kind of product but I wanted to do it anyway...and geez it was fun! Part of the job was to entertain our Clients on game day by hosting events and interviewing the football players in front of the crowd.

One of the things I had to do was to someone out into the middle of the huge stadium full of 40,000 people cheering loudly, my heels sinking into the grass as I walked, at the start of the match, when they won the opportunity to toss the coin, and so many other awesome perks!

These are memories I will never forget.

This is where I learned how to use inspiration as a tool in Sales, linking the products I could provide to a Client's enjoyment and passions (and those of their Clients, whom they could entertain at the football!)

In addition to the above roles, I spent six years full-time in a National Account Manager role for two different recruitment companies, one of which was ranked in the top five largest in the world, not that size matters!

I then decided it was time to take my knowledge and start teaching others how to do what it is that I do, as I was asked all the time by people I know.

Throughout my career to date, I have I worked with Clients including Australia Post, Visy Industries, all sectors of the Government (Federal and State, Local and not for profit), National Australia Bank, Westpac Origin, Optus, Fosters, Linfox, Pacific Brands, just to mention a few.

Therefore, I have had a lot of exposure to a lot of big players and different industries.

I am not saying any of this to impress you, but to reassure you that you are hearing from someone who has learnt these secrets, the wisdom in sales and Business by literally being in high level Sales roles and interacting with Clients, across many different industries every day.

So, I know with absolute certainty that I can offer you some real insights and more importantly, strategies that you can use straight away that will make a huge difference to your results.

Below are the actual 12 Steps to Attracting and retaining Clients, online and offline.

1. TARGET

Let's kick it off and talk about a scenario.

So your customer has a problem. We shall assume that they do not yet have a solution.

Here is a quote from Einstein for you:-

“Within every problem is an incredible opportunity”.

So true in any sort of Sales and marketing process.

To give you an example of this. .. I first went out to see one of the large blue chip Clients I mentioned previously, and initially I didn't get a really warm reception to be honest. They did however warm to me by the end of our meeting because I used the strategies I now train people in.

I found reasons to go back and see my Clients, ways to help them. I was asking questions, delivering upon promises, bringing Colleagues from my business along with me, who were also able to contribute valuable information to them to assist with the challenges that they were facing at that particular point in time. I built the relationship bit by bit, with each of the decision makers I met, along the way.

By following the information below, I managed to get the Client to sign, without going out to market to any additional suppliers, a contract for a very large division of their business, worth approximately twenty million dollars in revenue to my Company, annually.

A little further down the track with this same Client, I asked for an opportunity to pitch for the business for another division of this huge, well known Company.

By following the system outlined below and prior service and sales delivery, the tender was issued to me and shortly after, the Company I represented was awarded sole supplier status for approximately \$54m annually worth of business (in addition to what we had already won ie. Approximately \$70 million plus in total from this one Client).

I received an email from my CEO after the win was announced, and she said “. . .This (deal) has all been built off the wonderful relationship that you created (with the Client).”

She understood that the relationship and trust that I had built with the Client was the key reason I won the sale, as she had been in sales herself at one point in her prestigious career.

Sales and Marketing ultimately comes down to your ability to build relationships. This is a simple version of what sales is.

If you can build relationships with people, you can sell.

Another way of putting this is any kind of Sales is done through Building a Relationship.

So, your marketing needs to nurture that relationship.

Technology must be used effectively to enhance relationships with our Clients, not get in the way of them. If you market your business on the internet then your goal is to build a community, rather than just 'a list' of people to sell to.

It is important to consistently build upon that relationship by offering value, and letting people know who you are and what you stand for.

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Even the best social media experts will agree that if you are to engage with your audience, and focus on building that relationship, they love to be acknowledged and if you do this well, they will keep coming back and are more likely to promote you.

My Client took me aside after she announced our Company had won the massive multi-million dollar deal I had been working so hard on, and said "...the reason we chose you, is because we knew you would make us look good to the rest of our business. . ."

They obviously had objectives that they needed to deliver upon, and they were under pressure to deliver on them internally, and I was able to determine their required outcome and assist them through the process of achieving it.

I was able to guide them through it all as their trusted advisor. They knew that they could rely on me and the team that I had built to service them.

You cannot underestimate what this means for a Client.

All deals are the same in this respect.

So, now I will let you in on the steps and philosophies that I utilised to make that deal and many others like it happen, so that you can do the same....

First you must identify what it is you wish to achieve.

Financial Business objective

Let's work backwards....

What profit do you wish to achieve in the next 6 months/12 months (take home – in your pocket?)

What do you expect your expenses to be each month? Include hiring staff etc. (good idea to have a budget mapped out as otherwise it is easy to fall into a situation where you have no monthly cash flow (and become insolvent & unfortunately therefore fail in business) if you are not aware of these figures up front.

Add your monthly expenses to the monthly profit you wish to bring in and voila, you have the revenue you need to bring in.

Example:

Monthly profit: \$2000

Expenses: \$1200

Revenue = \$2000 + \$1200 = \$3200 monthly revenue required to achieve \$2000 profit

What is your product or service worth to buy? Ok, now divide the revenue with how much your product or service is worth and you have how many you need to sell each month to make your revenue, cover your expenses and make your desired profit each month.

Product: \$200 each

Revenue /Product = monthly sales required

I.e. \$3200/\$200 = 16 products need to be sold each month to achieve \$2000 profit

Note: If you have multiple products at differing price points, budget based on past performance how many of each you wish to sell, always remaining slightly out of your comfort zone in order to grow! If you are new to business then it is a good idea to create a budget based on how many of each product or service you aim to sell and tweak it based on your performance each month).

You now have your financial target and know how many products/packages you will have to sell each month in order to achieve the desired profit.

The benefit of this is you know how many deals much be done each month.

Now, this is where it gets interesting. How many Customers do you need to approach in order to sell 16 products?

Well that all depend how well you follow the below formula!

This applies to all sales, any value of deal, corporate or small to medium business Clients, and whether you are a one person operation or a large organization with multiple employees. Also, for Business owners, it is a great idea to set yourself and your team a Sales or Revenue target to strive for. Setting one that is continuously slightly above past performance on a regular basis, will ensure that your business will grow over time.

Know your niche

To a large extent, sales is a numbers game.

Not everyone is going to be ready to buy your product when you present it to them. Having said that, even if you do encounter a rejection, you want to do your best to turn the No's into Yes's.

And the way you do this is by researching and really seeking to understand what motivates your Customers and target market, what drives them, who they are, what their challenges are etc

It is not about trying to convince a Client that is not your target customer to buy.

It is really important to do some market research and define your target market. You have probably heard this before but it has never been as important than it is today due to so many people being in the market. The last thing you want to be is a generalist, selling to everyone.

Also, you want to enjoy working with the Clients you are working with so also give this some thought....are these heart-based, socially conscious women aged 30-50 that you want to work with or are they established business men in their 4-60's who are driven by success and lavish lifestyles?

Obviously how you communicate to the two in your marketing would be very different.

If you have targeted the right customer ie. Someone who has a real need for your product or service, they will buy at some point, if not from you, then someone else.

So, take the time to do the research and make sure you are targeting the right Client's in the right market segment.

Then, it's about building a relationship with them, by becoming trusted advisor and letting them know who you really are and that you do genuinely not only understand what they are going through because you or your Clients have already been there, but also that you can help!

This can be done in a variety of ways now in our current online world which we will talk about more shortly.

Define the specific need that your product or service fulfils

Now it is time to put yourself into the shoes of another ie your Client. Ask yourself the following questions:

Why would they buy your product or service? (Ie. Accounting software) What need does it fulfill? (The ability to track expenditure)

What benefit does it provide them? (Can assist in identifying possible savings, budget for future etc)

Only when you are very clear on how your product or service can add value to your target market, will you be able to sell it effectively.

And, in this day and age where the market is so saturated, especially online, it is more important than ever to niche and specialise rather than be a generalist.

An example would be the medical world, are you a general GP or a heart specialist? The same goes in traditional business, people want to trust you with a specific issue they want to solve because of your ability to solve it for others in the past.

2. HOMEWORK

There is a great quote from Lincoln around planning:-

“If I had 8 hours to chop down a tree, I would spend 7 sharpening my axe”.

I believe this is the key to doing anything well.

The more preparation and planning you do, the better, however, don't get too stuck on it to the point where it stops you from getting out there and taking action.

Be as prepared as possible, but don't miss an opportunity as 80% effort or readiness is good enough most of the time.

Set a self imposed deadline for yourself and stick to it, otherwise, it may never be good enough in your mind and you may waste too much time making it perfect.

Having said this, understand that preparation is absolutely key. Clients will be able to identify when you have prepared and when you have not.

When I was out meeting Clients, sometimes I was so flat out I barely had more than 10 minutes between meetings, but I took those 10 minutes to jot down some key points and questions I wanted to cover off.

This at least gave me an outline of what I wanted to achieve and made me think through my outcomes, rather than 'winging it' and risking potentially wasting their time and mine.

Research the industry you are planning to target

When I was working in Corporate I was asked to manage all of our Banking Clients which is included Westpac and NAB (two very well established blue chip Australian organizations). Now the only way I could add value to these Clients is by researching the Industry. I asked myself, “What do I need to know, in relation to these banks in order to talk with them and add value in the conversations?”.

So, the first thing I did was look at the Banking Industry trends overall (there are many reports you can get your hands on in relation to industry segments, IBIS is one of these for instance) and find out what has been happening in that industry affecting your Clients the last year or two. What challenges is the industry facing as a whole? What is working well for them? Ie. This was right about the time the GFC struck, which obviously affected the banking industry massively. I needed to know about this in order to sell to this Client (as I needed to take into account how it may affect my interactions with them for starters).

What is their mission or objectives?

It is wise to research the mission and objectives of each Client along with their senior management ie. who the CEO etc. is (for instance, if I was targeting Westpac as a Client then I would go to the Westpac website and look up their company mission, objectives and Management structure. All of this information is usually easy to find).

I do this so I have a clear understanding about how what I can help them with fits into their overall objectives as a Company, and I can also help my Client with making this connection in their minds, when meeting with them. It also shows them that you care enough to find out what their drivers are, which matters to people.

The individual / background info

To carry on with the above example, If you are going to be selling Accounting software, then you are best to approach the accounting department directly (or ask the contact with the organization that you are dealing with to introduce you to the

appropriate person in the Accounting department, keeping in mind that in small business this might in fact be the owner of the business).

At the end of the day, you are dealing with people. You need to really be clear on who you want to work with and service, so you can find where these people are and the best ways of getting in touch with them.

Who is connected to them?

When I wanted to reach a certain Client, I asked my network first if anyone knew the person I was trying to obtain a meeting with.

You may be surprised by who you can reach if you just ask around within your network!

Or maybe they are part of a networking group that you can also become a part of in order to meet them, and other potential Clients or partners.

Free Versus Paid Advertising

Some of them might be in particular Linked in or Facebook groups which is another option, and another way to connect with them...and the best part is that it is all free!

You can of course decide to do paid advertising to attract potential Clients, and I suggest for B2B you engage on Linked in, put a facebook pixel on your Linked In profile, and then remarket to them on Facebook.

I go into more detail about how to do this in my ***How To Grow Your Business Through Lead Generation, Automation & Systemisation of Marketing & Money (Sales) Strategies Series*** which you will get when you opt-into my subscriber list via my website here:

3. EFFECTIVE MEETINGS

Prepare for the meeting before you even ask for the meeting.

Mental preparation / state of mind

Even established Sales and Marketing people make the rookie mistake of not preparing before they walk into meetings.

I want to share a secret with you that made a huge difference in my dealmaking results.

I became great at my old role as National Account Executive when I learned to put everything else to one side & REALLY become PRESENT in meetings with Clients.

No matter how busy I was or what I was immersed in prior to going into a meeting with someone, I started to make a habit of mentally shifting gears, taking a moment to center myself, ask myself what was the purpose of the meeting, look over my preparation notes and the questions I had put together in advance (more on this shortly) and only when I had done all of this did I physically walk into the meeting.

And what a difference this made to the results I achieved! People can feel when you are really in the present with them, listening intently or if you are scattered and not really mentally in the room with them but are instead distracted by other thoughts.

You have to be very careful about 'brain noise'. It is easier to tune out to this 'brain noise' when you prepare before the meeting. It makes it a lot harder when you are not prepared.

Reasons Why

You need to have good reasons around why you are doing what you are doing.

The reason being is because when the "why" is big enough, the "how" takes care of itself.

So, why are you doing what you are doing everyday? Why do you want to sell to a Client? The answer to this will quite honestly determine your success.

You need to have a true desire to do what you are doing. You need to have a real desire to assist the Client. You need to have a desire to assist people in general.

Keep in mind that this is something that comes down to commitment. When you reach a certain level of commitment and become really clear on your reasons as to why you are doing something, the intensity of your vibration increases.

Your spirit, your soul, your life force, or whatever you want to call it begins to operate at a higher frequency. These vibrations, like invisible radio signals, are picked up unconsciously by every single person you meet.

The message is clear, but subtle, "I am committed".

I can't put more emphasis on this point. You need to decide why you are doing what you are doing, and your reason "why" needs to be a big "why". It needs to get you out of bed every day.

It needs to get you through the hard times, and there will be hard times in life and in business when you are doing something challenging but worthwhile, however the great news is that it gets easier the more you carry out these actions.

It's just like learning to drive a car. It seemed so complex initially but with practice and persistence it became second nature to you didn't it, almost unconscious! Now you can talk on your Bluetooth, eat your lunch and complete a perfect reverse park all at the same time!

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If you have a big enough reason for doing something, you will endure pain and pleasure in the pursuit of it. Everybody, whether they realise it or not, is in Sales and has the potential to be an amazing Dealmaker.

It is also about congruency in who you are, in comparison to who you wish to be.

Everyone is selling themselves to other people every single day.

And, every person you deal with will pick up unconscious messages about what you think about yourself and how committed you are to whatever it is that you are trying to achieve.

So be aware of this, and make sure you have a good enough “why”. This one secret alone, will determine your success.

Note to self:

“I have unwavering commitment to my outcome, and I will be consistent in my achievement of it, to ensure that I actualize it.”

Courage

What is Courage?

“The pain of regret far outweighs the pain of discipline.”

Action + Fear + Commitment = Courage.

It is acting in spite of fear, based on your commitment. This is another reason why you need a big enough ‘Why’ which we covered in the previous point.

I was lucky enough to be mentored by a very knowledgeable and successful, quite young Chief Financial Officer (CFO) of a large Company that I was working for at the time. I was extremely impressed with the fact that he had become a CFO at such a young age and had done so well for himself. I asked him what the most important piece of advice that he could give me was and he said something I will never forget. He said simply ‘Back yourself’!

What he meant by this is to establish challenging goals and believe in your ability to achieve them. Sure you may be fearful, especially if you have never tried it before, but this comes back to having courage. For instance, sales targets that you have to achieve in your business can be very daunting.

It is easy to look at your Sales target, or Revenue target at the beginning of the month and think, ‘Wow, I have to make that many sales or do that many deals to achieve that figure?!’ and feel overwhelmed.

However I say, having felt this way so many times in my life, put yourself to the test.

Throwing yourself into these situations is best way to learn and the ONLY way you are ever going to find out if you have what it takes!

In other words, the only person who is standing in the way of your success really is you.

If you are prepared to take calculated chances and believe in your own convictions and ability, then you will be successful in achieving your outcomes.

Dr John Demartini states:

“People & money are irresistibly drawn to energy, enthusiasm & certainty”

No matter how big the deal, don’t, whatever you do, get stuck in numbers, or let the value of the deal frighten you.

The larger the deal, the more you need to be yourself, apply the right psychology and build amazing relationships with your contacts.

“I am fundamentally convinced that most of us will never understand the various talents we have because we never test ourselves enough” Paul. C Sereno - Paleontologist

Communication

Communication is such an important tool, in building a relationship.

Think about your personal relationships with your partner. Is communication important? Absolutely!

Remember, Sales is all about building relationships. So, whatever applies to building any sort of good relationship, will apply to the relationship with your Client.

Listening skills are imperative.

The reason why you have one mouth and two ears is because you really need to use them in that proportion! Use your mouth half the time that you listen.

It is a skill that must be practiced to be a top Sales person and Dealmaker.

To be a great listener, as discussed earlier, you need to be prepared before you go into a meeting, or even before making a call to a potential Client (**and we will give you the script to use shortly**).

Therefore, before you go out and see any Client, and especially if you know what their challenges are, you need to plan.

From the research you conduct on their company, their organization, you will be able to come up with some appropriate open questions and have them written in front of you to refer to.

These questions may be in relation to their biggest challenges and so forth (I will expand on this further shortly).

We need to strive to really understand other people.

The desire to understand other people makes us great listeners. And that desire to understand makes us very good at naturally taking in the whole picture.

What is that person really saying? Is what they are saying congruent with their body language, their facial expressions etc? Based on that, do I need to dig deeper with my questions?

When you are a great listener you will be able to spend your time reading the Client's body language in relation to what they are saying, rather than missing some important subconscious information.

And you will also be able to get a really good idea of whether or not you are getting the whole story, whether there is more to talk about, or whether you should back off on a certain subject.

Listening is an art and it is important to note that there is a difference between the sexes as to how we communicate.

Females tend to be more inclined to talk over the top of each other to relate to one another. They bounce ideas off of each other. Whereas, generally men tend to sit back and let you finish what you are saying, and then speak, and they generally loathe being cut off.

Therefore, it is best to get into the habit of doing your best to practice letting your Client (male or female) speak fully and wholly and let them finish what they are saying without jumping in on them.

I also encourage you to pause before speaking, after they have spoken, as they may add some more important information that could assist you in gaining the sale. The more 'space' you give them to speak, the more they are likely to share additional information with you.

What it takes to be an Expert

It goes without saying that a thorough understanding of the product or service that you, as the Dealmaker is recommending to the Client, is essential.

Let's put it this way, would you want to deal with someone who not only made the effort to understand your business and become your trusted advisor and friend, who you know has your best interests at heart, but someone who is also an expert in their field?

So, I suggest you do your best to become an expert in your field, industry or niche. Don't be intimidated by the word "expert".

All you need to do to be an expert, is to know at least 20% more than what your Client knows about that particular topic. Always aim to be a couple of steps ahead, basically.

Being an "expert" is certainly something that is extremely achievable, with some effort.

If you are passionate about what you do, you will become an expert very quickly anyway, because you will no doubt be reading up on and researching your product, service and industry and the best way to service your Client.

Then, it is a case of being consistent.

Consistent in how you engage with your Client and your staff, your behaviour, your service levels. Consistent in your systems, consistent in your vision and your approach.

Consistency builds trust and if people trust you, they will seek your opinion and trust your solution....and they will buy from you.

Once they invest in you, they are depending on you to deliver the results and when you do that, they have the potential to become raving fans, which means referrals.

So, in a way, it is not hard to become the expert, it just requires effort and consistency. The effort you put in, has the potential to return massive results to you.

"If people like you, they'll listen to you, but if they trust you, they'll do business with you." -Zig Ziglar.

4. DETERMINATION — SECURE THE MEETING

Warm leads

Your main goal is to get in front of the person you wish to do the deal with.
If a physical meeting is impossible then try to gain a 15 minute phone call with them at the very least.

Regardless of whether you are meeting in person, or via the phone, the process remains the same.

Your specific Customer might be the owner of a company you want to sell your product to, or a distributor of related products, or possibly an established Client who has a need for the service you can provide, or even someone who has a list of your target audience who you want to joint venture with.

The best way to get in front of this person is to ask your established network of friends and colleagues as to whether anyone is already working with this Client, or knows this individual or even a friend of this individual, to see if they would be willing to introduce you.

Being introduced or referred by someone is extremely powerful as you are basically being endorsed by someone who has an existing trusted relationship with your target JV partner (or Client) so they are more likely to hear you out, trust you by default & work with you, from the outset.

I have done this very successfully online by using partnerships and collaborating with other Entrepreneurs and business owners with an established list of subscribers with my target market. If you want me to walk you through how to do this, watch my Free Masterclass here: <https://wizandbiz.com/secret-strategy/>

A warm introduction is always better than going in cold, as it gives instant credibility. If your contact has a relationship with someone you know, and this person is willing to vouch for you and foster an introduction, you are already ahead of the game, as credibility and trust is one of the factors that can only be built over time.

This is why we call this a ‘warm lead’ as opposed to a ‘cold lead (where you have no prior connection to the individual you are approaching and therefore go in ‘cold’).

This is also the reason we do our best to investigate possible ‘warm leads’, as they are more likely to become your Client faster than a ‘cold lead’.

Research individual

Regardless of whether the individual you are wanting to get in front of is a warm or cold lead, it will pay to do some research about this person. You may be able to do this through a google search.

If you have a meeting with some who you know the background of, I can promise you that they will be impressed that you took an interest in who they are, and it will serve you from the perspective that you may be able to build credibility faster (as you know what interests them already) and you can relate to them on a whole new level with this knowledge.

Even if it is as simple as learning that they have 2 children and are interested in golf. If you are also interested in golf and have kids, nothing creates a relationship faster than finding common interests that you share and can talk about, especially if your contact is passionate about the topic. It puts them in a fantastic state of mind for your meeting.

Make the call

Outlined below is **my 6 step proven process you can use to make an initial cold call via telephone**, to a potential Client:

- 1) Firstly, you need to make sure you are talking to the decision maker (the person who ultimately says yes or no to the purchase). You need to research who this is before picking up the phone where possible, otherwise simply ask the person who answers who 'the manager of the marketing department' is for instance, and then ask to be put through to them!
- 2) Once you are talking to the right person, you then have to build your credibility on the call and a simple way of doing this is to talk about the Companies you have dealt with in the past. I listed the well known Clients that I have worked with in the beginning of this report to demonstrate that I had enough credibility in my Industry, to have worked with these Clients over long periods. Utilising this strategy on a cold call implies that I know what I am talking about, and because other credible Clients have listened to me, and this implies by default that I am worth listening to.
- 3) You need to be clear on what is unique about your product or service ie. What makes you different to everyone else (your unique selling point or USP), and be able to communicate this to a Client. Note: If your product is commodity based, then your USP must be based on endorsements and Client testimonials.
- 4) You then need to talk about the issues that they may be facing, and ask some quality questions in relation to these issues or challenges (more on this later).
- 5) Finally, ask for a face to face meeting to discuss the opportunity to engage with you further based on the value you believe you can provide to the Client (you would certainly want a face to face meeting for a large potential deal).
- 6) OR let them know what the next step is to engage with your Company ie. you will send them a draft one page agreement based on your discussion (if doing a joint venture or a smaller deal), or outline the action you will take in order to add more value to them ie. organising a meeting with yourselves and a third party on a particular date. It is always a good idea to send a follow up email outlining the steps you agreed to take on the call. Let them know when you will be following up with them again in this email so the conversation continues.

Secure the face to face meeting

My advice here is to ensure that you make it very easy for them to meet with you. Suggest you meet at their premises or a location and time that suits them best.

Let them know that you require only half an hour of their time, so they know you are efficient and effective. If the meeting does run overtime, then acknowledge this in your meeting, and ask if they are ok to spend a bit longer with you.

If you have followed all of the above steps, unless they are under serious time pressures, they will usually be happy to spend more time with you.

Dealing with rejection

Dealmakers and Sales people will face rejection in their time. You need to choose to face the rejections with Courage. Courage is not the absence of fear, it is doing something in spite of fear, as I stated earlier. And, it is a choice.

Just know that rejection is part of the process. The sooner you accept that it is just feedback that you will encounter on the way to your objective, the sooner you will be successful.

Rejection is also an opportunity learn and identify what is working and what isn't, which can be extremely helpful in reaching a flawless Dealmaking strategy.

A Great quote from Henry Ford:

“Failure is the opportunity to begin again more intelligently”.

I don't actually really believe in failure or rejection. I believe you get outcomes, and really, it is all just a feedback mechanism to tell you whether you need to adjust what you are doing, and as Henry Ford says so eloquently, begin again more intelligently.

The way I deal with rejection is to think of it like this; Rejection VS Opportunity Costs. What I mean by this is, ask yourself “What might it cost me if I don't take that action and risk possible rejection?” ie: the cold call, the setting up an appointment with a potential client, the completion of a follow up task from meeting with a Client?

What will it cost me if I don't do that?

Will it cost me the next sale?

Will it cost me my bonus?

Will it cost me my self confidence because I am not making any sales and therefore won't meet my target at the end of the month?

Will it cost me my business, or the security to support my family if I am not making the money I need to support them?

I never wanted to miss an opportunity to make a sale or do a deal in the future, and this is what always kept me going. If I didn't make that call, I might miss out on a possible Sale or dealmaking opportunity.

‘What might happen if I don't take action?’

Remember to ask yourself this important question and adopt this rejection VS opportunity cost psychology of success. It is a good perspective to have and it makes it easier to deal with so called ‘rejection’.

5. ESTABLISH A RELATIONSHIP

Ok, so you have now secured a meeting with your Client and have followed the above steps and are ready to go out and see them face-to-face.

Build rapport

Your Client needs to become your friend and it is wise to take a genuine interest in them. To be able to do this, you need to get to know them and build rapport from the moment you first interact with them. When you meet them face-to-face, before you jump into business, take the opportunity to create some rapport ie. A bond or connection with them from the outset.

There are so many ways you can build rapport with Clients, but one very simple strategy to use it is to find out something they are interest in, and chat to them about it. I touched on this earlier in ‘research the individual’.

Now it is a case of observing them and their offices or environment. For instance, if you see a picture of them playing tennis on the wall, or a trophy perhaps, ask them about it and if you happen to be a keen tennis player yourself, express your genuine interest and ask them how often they get out to play, if they compete or do it for fun, and what they enjoy about the game. It is a great idea to get them talking about something they enjoy up front as it breaks the ice, shows that you have things in common and are also ‘human’ and are actually interested in ‘who they are’ not just what you can sell to them! It also helps build on the relationship you began when you spoke with them earlier to secure the meeting you are currently in.

This small strategy is the difference between a good dealmaker and a mediocre one, believe me! One of the biggest issues with dealmakers is that they are so keen to get a sale that they can come across and pushy and ‘in your face’ because they launch in with gusto about their product or service, totally forgetting to begin by creating a relationship with this person, to slow it down, ask questions and listen intently to their prospect from the moment they meet them.

Establish credibility

A great way to do this is to reference other Clients you have worked with that they will recognise, or tell them about a successful project that you have recently undertaken, or some great results your product or service has received. For instance, if you were selling wine, you might reference the James Halliday scores your wine has been given so they know it is great quality. . .or if you are selling Accounting software, you might mention how much you have been able to save in dollars for another Client by implementing the software; Or if you are a coach, you might talk about how you had a Client with some mental blocks around their performance, however working with yourself resulted in them breaking through those barriers and achieving X, Y & Z.

The reason building credibility up front is so important is that they need to know that you have proven results and a trustworthy brand already and it is worth them investing their time and money speaking to you because you won’t waste their time or let them down.

Now, if you are new to a business, the best way to build credibility is to talk about past successes in other businesses or life in general, keeping it fairly short and to the point, demonstrating that you do ‘get results’.

Collateral / brochures / case studies

If you are able create and take with you to a meeting any supporting documentation which outlines how your product or service has assisted other Clients, this is definitely a strategy I recommend.

If you have worked with large well known Companies, then outline this in your supporting documentation, and if you have testimonials from them, all the better to include these.

A simple written testimonial from a Client that outlines how your business product or service saved them or made them money only adds to your credibility and your potential new Client’s want to do business with you, as you have the potential to be able to create the same results for them.

This will assist you also if your first interaction with a Client is through your website perhaps.

Ensure that there is plenty of information on there about who you have worked with in the past and what results you achieved for them, and make sure it is on your homepage and other web pages so that your Client doesn’t have to hunt on your site for it.

Don’t be shy about sharing your success stories.

In fact a well laid out, easy to read brochure or flyer with supporting case studies that you can leave with your Client after your meeting is fantastic, especially as they now have something to show their colleagues and management when deciding on whether they will continue to meet with them and eventually who they should choose to give their business and money to.

6. ATTENTION

Marketing touch points

Gaining a sale from a Client is about persistence.

As a guide in 2010, you needed to be prepared to ask for the persons business at least six different times in six different ways ie. a letter or brochure, phone call, a tailored proposal, a face to face meeting, a follow up call after a period of time has passed, another possible phone call outlining any changes to your offer ie. A price reduction etc.

In 2012 that number increased to 13 times! In 2019 it was at least 16 times.

Therefore, the more you can ‘appear’ in front of your potential Client or partner, the more likely they are to buy from you.

Each time they see you, your advert or your promotion or joint venture recommendation by a partner, it creates more and more credibility, and it takes this for your target market or potential partners to really sit up and take notice.

In this age where information is so easy to get a hold of, in order to stand out, it does become about repetition.

That is why television advertisements play over and over again, and why Companies use multiple marketing methods to reach their target markets.

So, don’t be discouraged if you don’t get a sale from your first meeting, or second, or third. Use them as opportunities to continue to create relationships using this formula, and be persistent.

Get to know your Client better each time you meet with them in person, nurture that relationship, online and offline, become their trusted advisor by sharing your stories (which is how people will remember you), and add as much value to them as you can (even if you are not meeting with them in person).

Eventually they will be ready to buy, and if you do all of this well, you will be the first person that pops into their minds, as the person that can help them best!

7. LEVERAGE — DEFINE THE PROBLEM OR GOAL

You will only have the leverage you need in order for the Client to take action and buy your product or service if you truly understand exactly what the problem or goal is that they are trying to achieve.

Questions to conversion

Seeking to understand the Client’s fears and frustrations, needs versus wants and developing the ability to differentiate between these, to provide the required solution is an important skill that can be developed simply, with practice.

Firstly, I must explain the difference between open and closed questions. Just to clarify, closed questions are “Yes” or “No” answer questions. Open questions are questions where some dialogue is required to answer them fully.

When questioning your Client, you should generally be aiming to ask Open questions as often as possible to encourage your Client to open up to you.

The questions may be in relation to their biggest challenges, what they wish to achieve and so forth ie. “Can you tell me about your business?” Versus “I understand you have been in business for 3 years?” which could be answered with one word ie. Yes.

Your goal is to acknowledge what you know about the Client through your prior research and then add to this through the questions you ask the Client, so that you will then ultimately be able to provide as much relevant information and value back to the Client as you possibly can.

The best way to build trust in your competence is to ask questions that actually also build your credibility. These are questions that demonstrate your knowledge, experience, and preparation for the meeting while encouraging the client to talk about their problems and / or goals.

The formula is to state an observation and then turn it into a question to the client (ie. “What are your thoughts on this?”). Your questions will vary based on the Client and industry, but may look like these:

“I am seeing some trends such as X, Y & Z across my Clients in the industry. How are these impacting on you?”

“I understand that a significant portion of your budget has been allocated for marketing costs. Is there a particular strategy you will be utilising ie. Television commercials, radio, Facebook advertising, social media, Magazines etc?”

Depending upon your goal for the meeting, you need to dig deeper in certain areas.

You are really looking to uncover what it is that keeps your Clients up at night, so that you can help them solve the problem, and ensure a good night’s sleep!

What do they value most, and what do they value least ie. What is most important to them to achieve in the short term and then in the long term?

A question such as this one below can really open up the kind of conversation you wish to then drill down into: “As you think about your business over the next couple of years, what are you most looking forward to? What are you most concerned about?”

You can then ask them further questions based on their answer to this one, and continue to drill down like this until you uncover the Client’s problem or goal they are wishing to achieve.

You are looking to uncover what it is about their businesses that keeps them up at night thinking about it (without asking them this directly).

Ensure that you ask them if they are the people who will make the ultimate purchase decision. You can ask this question by saying something like:

“Is there anyone else, besides yourself, in your organisation that needs to be involved in the decision around which Company you will choose to give your business to?”

If they say yes, then it is wise to make another appointment and ask them to bring this person along with them so you can question them also and ensure that they don’t have additional needs or wants (values) to that of the contact you are currently interviewing.

If you can uncover the above points, then you are ready for the next step below.

Gaining agreement on what the Client's problem or goal is

Only by stating back to the Client what you believe the problem that they are facing actually is, can you be certain that you have understood it correctly.

Once you believe you have uncovered their challenge, problems, or the goal they wish to achieve, you can go about helping them achieve a solution or their outcome, which is the next step. You do not want to waste time creating a solution to what you think the Client wants and then discover you were incorrect, so to avoid this, you must take the time to confirm it with them and gain their agreement.

So once you have drilled down in the meeting to find out the issues that your Client is facing using your questioning techniques, make sure you summarise it right back to them, preferably in similar language to what they have been using (in order to create even more rapport).

An example: “So just to clarify, if you could find a reputable Marketing company that was willing to take over your marketing efforts and build a campaign on your behalf within the limitations of your budget, which is \$X dollars, then you would be happy to outsource it all?”

If they say no, then continue questioning them to ensure you have it correct. It will save you a stack of wasted time and effort.

What else do you need to know to solve it, i.e. budget, resources?

It is a good idea to ask a Client what their budget is or which companies they have used in the past, and why they no longer use them. Essentially you are trying to gain as much information as possible to ensure your solution for the Client is water tight.

Also, you need to know that it is worth your time and effort to put a solution together that they have the required funds to purchase. Otherwise you can adapt your offer to their budget or let them know that you can't help them and possibly recommend someone who can. More on this in the next step.

It is here that you finish up your face-to-face meeting with your Client and head back to your office.

8. MATCH

So, now we know what it is the Client wants to achieve, whether that be solving a problem or helping them reach a goal they wish to achieve. The next step is to propose a solution that will make them want to buy from you.

Now you may have a standard offering and if this is the case, then go ahead and offer it, however as the deals and Clients budgets get bigger, I encourage you to tailor your solutions to the Clients wants and needs.

You will get a heck of a lot more Clients over the line if you do this. However it has to be worth your while spending the time to do this of course. Only you can decide if it is worth your effort.

Now, if enough of your Clients are asking for similar products or services, that they are willing to pay for, then why not take the time to develop them?

Ultimately, listen to your Clients to determine the best products and services to deliver to them.

So many people offer a 'one size fits all solution', which is ok for some, however if you are willing to tailor your offer then you will stand out from the crowd in your market.

Create a mutually beneficial deal

What you are always looking for is how to create a win - win situation with a Client, or in any relationship.

The main point of this Secret though is to ensure a fair exchange.

You must gain something as valuable from your Client as you are giving them, whether that be your fee, an opportunity to grow & expand through utilising each other's resources, or potentially an asset or a relationship that can be leveraged.

Only then will you continue to be inspired to deliver on your promises, which continuously builds trust and ultimately, an even better relationship.

Making sure you have the Client's best interests in mind

It is the responsibility of the Dealmaker or salesperson to act with awareness and integrity when eliciting crucial information from the Client in order to provide them with the best solution to their problem. This means, acting with your Client's best interests at heart.

This may mean forgoing a sale and suggesting another Company who can help them, or it may mean being persistent to ensure that they do buy from you in order to, in the end, help themselves.

9. AGREEMENT — CLOSING THE DEAL

Proposal

You are looking to try to create as many benefits for both your Client and for yourself and your business.

To be able to do this, you first must understand what is most important to your Client.

The art of great communication is to ask good questions, which we coveredbut it goes deeper than this.

Once you know what is most important to your Client (ie. what they value most), you then need to communicate back to them in terms of these values when proposing a solution.

Every human Being on the planet likes to feel understood.

The best way you can demonstrate that you really do understand them, is to quite literally summarise back to them what they have told you is important to them, not just verbally in your face to face meeting, but also in your proposal, and then outline how your product or service, or the deal you are proposing, will address as many of their needs, wants & values as possible.

Outline solution

If you create a good offer that's based on the value and the benefit it has to others, after taking all of their answers to your questions into account, you can then guide them to the best solution by saying, 'Here's what you should do about a problem, situation or an opportunity' and support it with a compelling, irrefutable set of facts.

Your proposal needs to be a supporting document to support all of the information you have gained from the Client while continuing to build your credibility.

Six steps to the 'pain relief' solution

Your focus needs to be on what benefit's you can provide for your Client, based on the issue they need to solve, to take them from experiencing pain to 'pain relief'. Outline your product or service from this perspective, ie. Match what your product or service does with the needs your Client has outlined to you.

There should be no question in your Client's mind as to whether you can actually deliver upon their needs, wants and desires (or what they value most) to ensure they sleep better at night from here on in thanks to you!

Make sure you demonstrate in your proposal that you have listened to every aspect including their financial requirements and budgets when proposing your solution.

2) There is no harm in rubbing a little salt into the wound during this process by summarising all the issues they will continue to face if they stay in the position they are in, and do not take any action to move toward the solution you are proposing.

Be aware that it sometimes takes a little pain and discomfort before someone will act. If you are uncomfortable with this, remember that you are not doing your Client any favours by allowing them to walk away without purchasing from you, if you truly have a great offering that can help them.

They may instead buy from someone else who doesn't have as good a solution or the Client's best interests at heart.

3) Take them on a journey and after pointing out how painful it will be to continue on as they have and what it is costing them physically, mentally and emotionally (without using these words as such) and then add a little inspiration into the mix ie. paint an exciting picture for your Client about how much your product or service can transform their lives if they do invest in it, and ensure you have covered all angles.

It is important to note that people don't buy an IMPROVEMENT on their current circumstances as much as they buy a RESULT, the over-riding benefit, something new, a new way of being or a transformation, a dream.

4) Why you over someone else?; What is your point of difference or unique selling point?; Do you have amazing service?; Do you have a particular feature or benefit that is unique to your Company?;

Is it the expertise you have about your Client's Industry? Is your own experience or results you have achieved for others the USP? Make sure you focus in on this and outline for the Client why this makes you the best trusted advisor to guide them through to the solution they desire.

5) Ensure that you include other Client testimonials to back up your claims. The bigger and more well known the other Client's you have worked with, the better, as this builds your credibility once more.

6) If you are working to assist them to achieve a particular goal, then if you do this whilst making them look like a hero to the rest of their organisation and peers, you will certainly make them a raving fan of yours.

So, give some thought to how you may achieve this and ensure you tell them about it in your proposal. If you do this well, they will return to use your services again and again, not to mention the referrals to other Clients that you will receive from them!

Take it to the real decision makers

When you are in the process of organizing the next meeting to present your proposal to the Client (after your initial meetings), ensure that you will be meeting with all the people who are involved in making the final decision as to who they will give their business to.

If the Client has not invited the other decision makers along, then suggest that they do. You want to make sure you only have to present your proposal and solution once, to all of the decision makers, where possible. It will save you a lot of time and effort.

Adjust process / solution / Negotiate

As for feedback on your solution and understand that it is likely that you may have to make some adjustments based on the feedback you get from your Clients at this meeting.

Ensure, through asking great, relevant questions, that you have a very good understanding of what it is you need to change, expand on or deliver so you can add this to your solution.

You may in fact need to negotiate with your Client, particularly regarding the price if they have high expectations around delivery but low expectations around the price they are willing to pay!

You may have to advise the Client all the reasons why your services are worth the price you are asking for, or you may need to adjust your solution to the price they are willing to pay.

Don't assume though that they will not pay more if they truly understand the reasons for the increased price, and see the value (ie. clearly defined results) and benefits in it for them and their organisation.

Ask for sale

You never want to draw the conclusions for Clients.

You are much better off giving your client the ammunition that allows them to make the conclusion for themselves. If I do my job correctly for anyone, they end up evolving to the decision, thinking that the conclusion is their own. This is my intended outcome because it's much more powerful if they own it rather than me.

If I own it and lend it to the Client, it's never really going to be theirs.

You want them to take an action that makes a commitment (ie. make a purchase). Your commitment to them will never be as strong as their commitment to themselves. If you have followed all of the above steps, asking for the Clients business should be a simple case of saying something like, ‘Is there anything further you would like to discuss?’

If they answer along the lines of ‘No, you have answered all of our questions’ then you could say...‘Ok great so the next step is to draw up a contract outlining everything we have discussed for your legal team to take a look over. . .we can pull it together and have it you by close of business Monday’. Or, if you have submitted a tender, then you can ask the Client when the final decision will be made and tell them that you are available if any questions come up in the meantime that they need answered.

10. KEEP UP THE MOMENTUM

Establish trust and lock it in through service / delivery

So the sale is made, the deal is done, congratulations!

Now it is a case of delivering on your promises. So many Companies get this so wrong and destroy the relationship between themselves and the Client that they have worked so hard to build.

I have my own adage about Trust:-

“Trust is like a tree branch. As a whole tree branch is very strong but if you break the tree branch, you can tape it back up, you can put rope around it and try to pull it back together, but it will never, ever, be as strong as it was before it was broken.”

Just remember this in relation to trust. You only get one shot at it. If you break someone’s trust, it will be extremely difficult to get that trust back. In fact you may never get it back fully again.

This is where honesty and integrity comes into play. And these qualities are what trust is built upon. As far as I am concerned, being transparent, being honest, being open and having integrity is extremely important in relationships with your Clients, and in any quality relationship in your life.

Keep in mind that it is not natural for most people to trust. It requires faith and it is generally built upon with people over time.

“Never esteem anything as of advantage to you that will make you break your word or lose your self- respect.”

- Marcus Aurelius Antoninus

11. EXPECTATIONS

Manage your Client's expectations and then.....

This is one of my all time top tips for sales people or anyone who wants to build an amazing ongoing relationship with a Client or someone important in their lives and that is:

Manage their expectations and then deliver way over and above what they expect!

A very important point is that I delivered on every promise that I made to the Clients I managed so they knew they could rely on me.

It is important to follow up in your communication with them after a meeting, stating what you committed to doing for them and giving a timeframe that you feel you can achieve it by and then ensuring you follow through.

However, I always took this one step further...if you commit to taking an action or delivering something for your Client, aim to do it quicker and better than the expectation you have created for them. This is especially important in servicing your Client after you win their trust and their business ie. They have paid for your product or service.

A simple example of this: Let's just say you have a report you have to put together for a Client, and it is Monday. They want the report on Tuesday. You say to them "Look I can't guarantee Tuesday but what I will do for you is get it to you by the absolute latest by Wednesday".

Then you put the report together and send it to them on Tuesday, a day earlier than the expectation you gave them and the day they wanted it.

And in addition to this, you anticipate their needs and add a whole section of additional valuable information that they will most likely need but hadn't actually asked for! This is a very simple example of one of the most important tips that I could possibly give sales people or people in the business of dealmaking and building relationships.

It is so important to manage Client's expectations, and then exceed them to the point where they are seriously impressed with your efforts and it is obvious that you have taken the time to think about what else they may need.

Don't do it the other way around, whatever you do! Just be very careful of setting yourself targets that you may not be able to achieve, and therefore let people down.

You are much better off to just talk to the Client about the reasons you feel you may not be able to achieve the objective, and then wherever possible, get it to them earlier than they expect you to. It is the ideal scenario, and it allows you to be more proactive.

You know you have more time up your sleeve if you have to use it, and are therefore will not be in such a rush and will do a better job.

Anyway, Client's will love you if you apply this strategy....I encourage you to try it and you will see what I mean. Note: *There will, of course, be times when you need to drop everything and do something urgently.*

12. REPEAT

Business Growth

Taking action is the key.

One of the best strategies is to create a Linked In profile on (which is the best social media platform for B2B) and make connections with business owners, CEO's and Entrepreneurs or those in professions which are your target market.

Then send them a message asking if they are interested in your specialty, or share a FREE resource with them.

Make the cold calls, secure the visits. Get on the phone and talk to people. Do the research and planning and it will all come together.

Just keep doing the basic actions and apply the psychology I have outlined here and you will succeed in creating successful deals that benefit yourself and your Clients.

Repeat business - Referrals

Once you have followed the Attraction and secured a Client, then don't forget to ask the Clients who have purchased from you, for referrals to other potential Clients. Possibly look at offering them a thank you gift, or financial reward or commission for any Client they recommend to you that eventually makes a purchase with you.

Sometimes an incentive can make them take the action that they might not otherwise be motivated to take.

Regardless, ensure that asking for a referral becomes part of your sales process, once you have an established relationship with your Client, as this is a very powerful and effective way to grow your Client base.

Scale utilising Joint Venture's and collaborations

I hope this information has engaged and served you.

If you liked this free report, then you will love my **“The Fastest Way To Grow Any Business”** Masterclass.

Partnerships, Collaboration or Joint Venture's (JV's) are my favourite dealmaking strategies, as they are the most leveraged and flexible forms of income generation and can be used by any Company in any industry to grow their businesses FAST with little financial investment and an absolute stack of advantages.

The video trainings outline the benefits of JV's along with the mistakes that can easily be made if you are not careful, when undertaking a Joint Venture.

The trainings give great, effective strategies around conducting Joint Ventures in order to grow your community or 'list' of Clients, in addition to other possibilities you won't even have thought of. The trainings also outline the do's and dont's of JV's in a very easy to follow series, so that you can apply this knowledge to your business immediately.

Take a look here: <https://wizandbiz.com/secret-strategy/>