

TALISMAN Business Acceleration System



TALISMAN

Business Acceleration System

The Sales And Marketing
Business Growth System
That Should Have Come
With Your Business!

VOLUME 2

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It Continues Here...

Welcome back to TALISMAN, one of the most powerful business acceleration systems available in the world.

As expressed in Volume 1, the purpose of TALISMAN is to give you step-by-step, practical instructions you can **apply and implement immediately** into your business, so you too can build a successful enterprise in the shortest time possible.

The TALISMAN System Work Pages

As before you will find a Workbook section at the end of this Volume.

Again, it is vital that you continue to complete and implement each TALISMAN Module to your own business simply by following the simple step-by-step instructions.

SECTION 3: GETTING RESULTS

Module 13: Sales Conversion

How You Can Convert Up To 90% Of Leads Into Clients Or Customers Without Spending More Than The Cost Of A Few Stamps

Introduction

Many of us spend a considerable amount of money to generate leads. And we put all our efforts, time and money into the lead generation tools that get us these leads.

Unfortunately there's no point in having a brilliant lead generation system that brings in dozens or hundreds of leads each month if you only convert a small percentage of them – you're wasting a massive opportunity!

Even if you sell a high priced product or service, and one or two clients or customers from a total of 100 or more leads is profitable business for you, just think what your business would achieve if you converted 5 or 10 or 15 times this amount?

Concentrating more on 'converting' your leads into clients will ensure two things:

1. You'll literally transform your business overnight.
2. You'll maximise the investment you make on ALL your marketing.

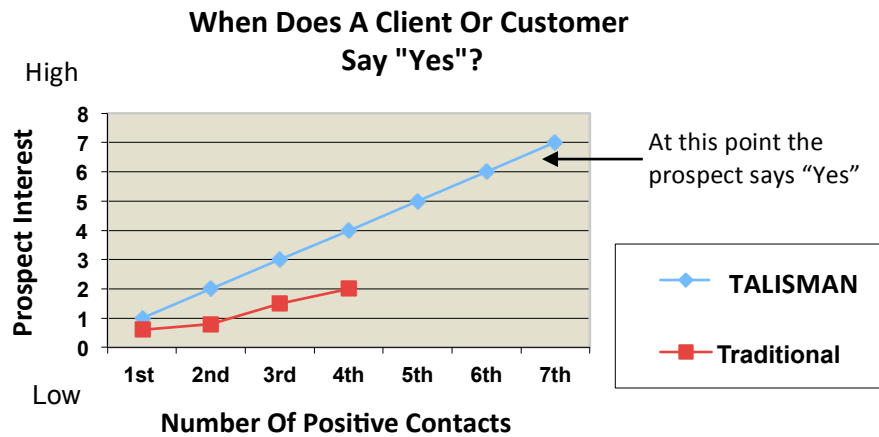
The good news is that putting in place a system to convert more leads into clients or customers is simple and costs very little.

What is a Sales Conversion System?

In simple terms a sales conversion system is a system you use to ensure you generate more clients or customers from the number of leads you generate.

It starts the moment you receive the lead, right through to the point where that enquiry becomes a client or customer.

Here's a simple explanation of why you need a sales conversion system...



What this chart shows is that your prospect must reach a certain level of interest before he or she is prepared to say, "Yes" and buy your product or service.

Therefore what you need to do is increase the prospect's interest each time you make contact with them. A contact can be a meeting, a letter, a phone call, a fax, an e-mail – or any way in which you make contact with your prospects.

On average it takes 7 positive contacts ('The Rule of 7') before your prospect says, "Yes." By using TALISMAN sales conversion, these steps are automatically built into the system, which increases your chances of getting a positive result with the vast majority of your highly targeted prospects.

Traditional marketing techniques don't advocate this number of contacts, which means the prospect will only occasionally rise to the level of interest needed before they are willing to buy.

It really is this simple.

No matter what business you're in, there are several easy identifiable steps between the lead coming in and when the prospect says, "Yes."

Your sales conversion system focuses on each stage, and as a result many more leads turn into clients or customers.

Why Don't 99% Of Businesses Have A Sales Conversion Process?

There are four reasons why:

1. People are too busy working in their businesses to take time to develop a system.
2. People simply aren't aware of the importance of a sales conversion system – even though it makes total sense.
3. People just focus on generating leads and enquiries from their marketing activity, and are content with the number of enquiries that turn into clients or customers – they don't realise how much business they're losing out on!
4. People don't even know what their sales conversion rate is (the percentage of the clients or customers you get from the total number of enquiries received). Do you know what yours is at the moment?

Because people don't know their sales conversion rate, they automatically think they're doing well. In most cases the opposite is true!

Typically the average sales conversion rate for businesses without a sales conversion process is between 15% and 30%.

Why Is A Sales Conversion Process So Powerful, And Why Must You Have One?

Let's just take this hypothetical but very realistic situation...

Let's say at the moment you convert just 20% of your leads into customers. Your average order is £1,000, and you generate 10 leads each month. Look at the table below and see the effect a sales conversion system can have on your business in just 12 months:

Conversion Rate	Enquiries per month	Clients per month	Average order (£)	Annual income (£)
20%	10	2	1000	24,000
30%	10	3	1000	36,000
40%	10	4	1000	48,000
50%	10	5	1000	60,000

Improving your sales conversion rate from 20% - 30% results in a growth of 50%. Doubling your sales conversion rate from 20% - 40% results in a 100% growth in new business. That's why your sales conversion process is so powerful and so important.

By the way, if you think it's difficult to improve your conversion from 20% to 40%, or 30% to 60%, or more – it isn't!

One accountancy client improved their sales conversion rate from just under 20% to 90% in 6 short months. That's converting 4 enquiries out of 5 into clients as opposed to 1 in 5.

Another client, a coach holiday and hire company, increased its conversion from 20% to 80% almost overnight!

Remember, improving your sales conversion rate is achieved without any extra cost, or additional success from your marketing. And that's the beauty of it!

The key to improving your sales conversion rate is first to find out what your sales conversion rate is at the moment. We're now going to assume you don't know what your sales conversion rate is.

Let's look at how you can work it out...

How To Calculate Your Sales Conversion Rate

Your sale conversion rate is expressed as a percentage of the total number of clients or customers generated from enquiries, divided by the total number of enquiries received...

$$\text{Conversion Rate (\%)} = \frac{\text{Total No. of Clients Generated from Enquiries} \times 100}{\text{Total No. of Enquiries}}$$

So if you generate on average 100 leads per month and get 20 new clients from this total number your conversion rate is 20%.

Now you know what your conversion rate is we can start the simple steps to improve it, and quickly grow your business at the same time.

Preparing Your Sales Conversion System

Before we take you through the steps you need to take to prepare your sales conversion system, take a **look** at how a typical sales conversion system works and falls into place.

The moment you receive a lead your sales conversion system 'kicks' into operation. At this point you make personal contact with the prospect and ask several 'Qualifying Questions' to determine the quality of the prospect.

Your prospect will be good, average or poor in quality. The quality of the prospect determines what 'action'

you take next. Hopefully the prospect will be 'good' and you'll set up a meeting.

Alternatively the prospect may be 'average' or 'poor.' In these cases you'd either send a 'Further Information Letter' or decide they aren't a prospect after all.

Your Further Information Letter will 'move' a 'poor' or 'average' prospect closer to becoming a 'good' prospect.

Having arranged a meeting with your 'good' prospect you send a 'sowing the seeds' letter. This confirms the meeting and gives the prospect additional information on what to expect from the meeting. This heightens his or her interest further.

When you meet you go through the 6 stages of the 'Alchemy TALISMAN Sales System' process. The meeting goes well – you've raised the interest of the prospect even higher (they're almost ready to say 'yes'), but the prospect needs a little time to decide. You agree to call him or her back in 3 days time.

In the meantime you send your 'secret weapon' your 'Sales Conversion Letter'. Now the prospect can't say 'no.'

You call back in 3 days' time and you've got the business!

Before you reach this 'nirvana' there's a fair amount of 'preparation' to be done.

So what parts of the sales conversion system do you need to prepare?

- Pricing Your Product or Service
- Case Studies
- Qualification Questions/Telephone Conversion Device
- Sowing the Seeds Letter
- Further Information Letter
- Future Contact Letter
- The Alchemy TALISMAN Sales System
- Sales Conversion Letter
- Follow Up Sales Conversion Letters

- Buyers' Remorse Letter

Please Note:

When we refer to the 'Alchemy TALISMAN Sales System' process, the 'sales appointment' is the opportunity you have to 'sell' your product or service to the prospect.

If your product or service is sold without meeting the prospect in person, you still need to convince the prospect to buy. The 'sales appointment' just takes place on the telephone, on your web site, or by email for example.

Conversely if you have to meet the prospect in person the 'sales appointment' is the one-to-one meeting you conduct at the prospects business premises or their home, your premises, or a neutral location such as a hotel.

Also, if you sell high priced products or services you may need two meetings. We'll also be covering this with you.

Let's now take each stage in turn and we'll show you step by step what to do...

Module 14:

Pricing Your Product or Service

How To Grow Your Business Overnight By Setting The Perfect Price

Introduction

Price your products or services too high and you won't get the business; price them too low and you'll wish you hadn't got the business; set your prices without testing and you could be losing thousands each and every week!

Pricing your products or services is the one area where you can literally grow your business overnight. In our experience many businesses charge too little for their products or services. There are only two factors to consider when setting your price – **value and profit**.

Before we look at how to set your perfect price, you need to understand the following:

1. The first important thing to remember is...

The ranges of prices that people willingly, even happily, pay for the same product or service can vary greatly from one supplier to the next. Why? Because people on the whole buy on value and NOT on price!

2. As a rule, people automatically value your product or service more if you charge higher. The opposite is also true!

This may surprise you, but think about it...

You go to two different restaurants on two different nights.

The first restaurant has a low-priced menu. Although you may think "great, a cheap meal," you will start having some doubts about the quality of the food and the service – even before you enter the restaurant.

You keep these doubts hidden until you wait ten minutes to be greeted. You pass this off as "one of those things," but your doubts are starting to come to the fore.

You are seated at your table. The table is still dirty from the previous diners. The waitress comes and takes down your order. She has to keep asking you to repeat what you wanted. You really are now worrying. Not surprisingly your order comes and it's all wrong, and so on.

The point here is as soon as you saw the menu the doubts started, purely because the price was low. If you'd had a good experience then you'd be surprised and you'd definitely go back. The second point here is this – the restaurant should charge more if they serve you well and you have an enjoyable experience.

The second restaurant you go to is different – very different. The menu is very expensive. In fact, you've never been to a restaurant with prices so high. However, you automatically think, "It must be good if they charge these prices".

As long as you are treated exceptionally well and your food is excellent you would never quibble about the bill. The point is that as soon as you saw the prices you perceived the restaurant to be good even before you entered!

If you'd had a bad experience you'd never go back and pay those prices. The point here is this – although the restaurant charged high prices, they demonstrated to you with their service and food why they charge high prices.

It's exactly the same with the prices you charge. If you charge too low, your prospects will automatically think your product or service can't be that good. On the other hand, if you charge high prices you'd better make sure your clients or customers receive excellent value from you – because that's what they'll expect.

That's why in Volume 1 we explained very clearly how you add massive value to your business by focusing on the following things:

- USP
- Benefits
- Risk Reversal
- Testimonials
- Irresistible Offers

They all add considerable "value" to your product or service in the minds of your prospects and clients!

3. You can never determine your prices/fees - you must let your prospects and clients or customers make that decision for you

Many of us decide our prices or fees, and then expect our prospects and clients or customers to pay for them. There is, however, a fundamental flaw with this process.

You cannot determine how much people are prepared to pay – you need to first find out what people are prepared to pay, and set your prices/fees accordingly.

This may surprise you, but you will make much more money and increase profits if you test your prices with your prospects and clients or customers. If you don't do this, how can you gauge how much they are truly prepared to pay?

We'll explain how easy this is to do shortly.

Understand these principles and you'll never go wrong when you start setting and your prices/fees!

How Do You Know How Much To Charge?

The first step is to find out the minimum price or fee you are prepared to charge. This is a critical figure, because it determines a MINIMUM starting point. You must be clear that at this 'lowest' price you can still make a profit. Once you've determined this, you can then look at "how high" you can charge.

This figure is the minimum price you can charge and still have a successful business. You can now decide whether or not you want to raise this figure by increasing your profit margins (easy) or increasing your activity rate (not as easy). Take a look below at the effects of Optimal Pricing - that is, pricing too low against pricing too high.

Optimal Pricing

In reviewing the step above, it is useful to know, and indeed crucial to consider, the effects of discounting or reducing your pricing as well as the effects of increasing your pricing.

1. Reducing Your Prices

Trying to hold or gain market share on the basis of price discounting is the lazy man's competitive strategy. **It is applicable in only one situation and that is where you have a definite cost advantage (either fixed or variable) over your competitors**, and your product or service is one where customers are very price sensitive.

The following table indicates the increase in sales that is required to compensate for a discounting policy. If your gross margin is 30% and you reduce price by 10%, you need volume to increase by 50%

to maintain your initial profit! Rarely has such a strategy worked in the past, and it's unlikely to work in the future.

If Your Present Margin Is:									
And you reduce price by	20%	25%	30%	35%	40%	45%	50%	55%	60%
2%	11%	9%	7%	6%	5%	5%	4%	4%	3%
4%	25%	19%	15%	13%	11%	10%	9%	8%	7%
6%	43%	32%	25%	21%	18%	15%	14%	12%	11%
8%	67%	47%	36%	30%	25%	22%	19%	17%	15%
10%	100%	67%	50%	40%	33%	29%	25%	22%	20%
12%	150%	92%	67%	52%	43%	36%	32%	28%	25%
14%	233%	127%	88%	67%	54%	45%	39%	34%	30%
16%	400%	178%	114%	84%	67%	55%	47%	41%	36%
18%	900%	257%	150%	106%	82%	67%	56%	49%	43%
20%		400%	200%	133%	100%	80%	67%	57%	50%
25%			500%	250%	167%	125%	100%	83%	71%
30%				600%	300%	200%	150%	150%	100%

2. Increasing Your Prices

On the other hand, the next table shows the amount by which your sales would have to decline, following your decision to increase your prices, where your gross profit is reduced below its initial level.

At a 30% margin and a 10% increase in price, you could sustain a 25% reduction in sales volume before your profit is reduced to the initial level. You would have to lose 1 out of every 4 customers!

To Produce The Same Exact Profit, Your Sales Volume Must Be Reduced By:									
And you increase price by	20%	25%	30%	35%	40%	45%	50%	55%	60%
2%	9%	7%	6%	5%	5%	4%	4%	4%	3%
4%	17%	14%	12%	10%	9%	8%	7%	7%	6%
6%	23%	19%	17%	15%	13%	12%	11%	10%	9%
8%	29%	24%	21%	19%	17%	15%	14%	13%	12%
10%	33%	29%	25%	22%	20%	18%	17%	15%	14%
12%	38%	32%	29%	26%	23%	21%	19%	18%	17%
14%	41%	36%	32%	29%	26%	24%	22%	20%	19%
16%	44%	39%	35%	31%	29%	26%	24%	23%	21%
18%	47%	42%	38%	34%	31%	29%	26%	25%	23%
20%	50%	44%	40%	36%	33%	31%	29%	27%	25%
25%	56%	50%	45%	42%	38%	36%	33%	31%	29%
30%	60%	55%	50%	46%	43%	40%	38%	35%	33%

How To Set Your 'Perfect Price'

Okay, now you know what your minimum price is and the effects of increasing or reducing your pricing – are you surprised? Hopefully not, but don't worry. We're now going to show you a simple and very effective way to set the 'PERFECT PRICE' for your product or service.

There is no accurate scientific method to achieve this. However, by far the best method is to 'test.'

It is very simple to test your prices/fees. In fact, you should be testing your prices at least two to three times a year. If you don't test, you could be **losing** thousands in revenue each week.

So how do you test your prices/fees? There are four easy and proven steps...

1. Decide on two additional price points.

You already know your minimum price. You need to think of **two** more prices to test. Once again there is no scientific method to this. As a **benchmark** we always suggest price increases of 20% and 40%. Therefore, if your minimum product price is £500 you would test prices of £600 and £700.

By the way don't 'mess about' with small increases like 5%. It's not worth your effort.

2. Test.

Try your minimum price on the first **ten** prospects, the first test price on the next ten prospects, and the second test price on the ten prospects after that

See what happens. Which price point works best? You might surprise yourself! That's as "scientific" as you ever need to be!

3. Go with the price that works best.

Once you've carried out your little test, make sure you go with the results. Remember, an increase of just 10% on your prices can result in an increase of profit of up to 40%.

Remember – the key to all this is PROFIT based on the lifetime customer value (Manual 1). At higher price points you may or may not get more customers, but because of the

increased margins the higher price point may be much better.

4. Keep testing.

Don't settle with your new price. Keep testing. Twice a year is a good guide but don't do it more than three times a year.

And, don't forget to use the two Optimal Pricing tables as a reference point.

Module 15:

Case Studies – Adding Proof, Credibility And Believability To Your Sales Message

The Simple Cost-Effective Way To Prove To Your Prospects You Can Achieve Everything You Say You Can

Introduction

We live in a world full of sceptics. We're all sceptical. We see thousands of advertising, promotional and marketing messages every day, and we've learnt that these messages can be misleading. We need to be convinced.

Providing detailed and specific case studies is an excellent way to convince and prove to your prospects and clients that you can achieve what you are telling them.

Use case studies in your marketing literature and sales presentations. Blow them up and parade them in your office, showroom and anywhere your prospects and clients or customers may see them. Case studies are very powerful in getting prospects to say, "Yes! I believe you can solve my problems".

Better still they cost you very little to produce. The biggest investment you'll make is sitting down and writing the case studies. This is, however, a small 'price' to pay.

Here's what case studies can do for you...

- Help convince the prospect you can achieve everything you say you can
- Demonstrate you have the expertise
- Offer "live" proof
- They give you increased credibility in your market place
- They "sell" your solutions to the prospect in a very subtle but powerful way

Let's now look at how to write and present your case studies...

How To Develop Your Own Case Studies

Writing case studies is simple. There are just 7 easy steps you must take to construct powerful and persuasive case studies...

STEP 1

Write down your USP and the main problems your product or service solves for your clients or customers.

This is the most important stage. You must focus your case studies on how you deliver your USP, and how you solve the specific problems of your clients or customers.

Why must you do this?

Think about it...

What is more persuasive? You telling people what it is you do that no other company can deliver, or telling people about something general, that several competitors can also deliver!

Remember, although your case study is a subtle “sales” tool, it has one purpose – to help you get the sale. By focusing on the things that the client or customer wants and needs, your message is much more powerful.

You already know your USP and the problems you solve, so quickly move to Step 2.

STEP 2

Attach specific examples of how you’ve delivered your USP and solved the problems of your clients or customers.

This part is simple. Just write down the specific instances of how you’ve delivered your USP and solved the specific problems for your clients or customers.

Don’t just write down the first thing that comes into your head. Go through your client or customer files. Write down as many examples as you can, alongside your USP and problems.

STEP 3

Choose your case studies.

Ideally, you should have at least one case study for your USP and at least one case study for each problem you solve. Simply go through your list and decide which ones are the most powerful.

If you can answer “Yes” to the following questions, you have the makings of an excellent case study:

- Does it demonstrate exactly how you achieved the USP or solved the problem?

- Will the client or customer mind you featuring them as a case study? (In almost all cases – the client or customer will be happy for you to case study their situation)
- Can you get a testimonial from the client or customer? (Adding testimonials to your case studies is a must!)
- Is the case study recent? (Although it doesn't matter too much about this, the most recent case studies are usually more relevant)

STEP 4

Follow this simple outline plan.

When writing your case study, follow this simple plan and you'll 'whiz' through it:

1. Give your case study an impressive title that relates to your USP or a problem you solve

Creating your case study title is no different than creating a headline.

2. Outline the problem you solve

The first part of your case study is to outline the problem. Describe it fully and in detail. By doing this your reader will automatically connect with what you're saying.

3. Provide the background information

As soon as you've detailed the problem you now need to specifically relate this to your chosen case study. Give the full background. Explain what the client or customer does and why they had the specific problem.

4. Explain the method and solution

The next step is to explain how you went about solving the problem for the client or customer. This is a very important part of your case study.

5. What was the result?

Having detailed the “process” you used to solve the problem for the client or customer, now you need to outline the results you achieved.

Be as specific as possible here. Don’t forget although your product or service may have solved the main problem identified in your case study, there will be other results worth mentioning.

6. Add a testimonial or two

During the result stage you should include one or more testimonials from the client or customer. This adds even more credibility and proof that you achieved everything you say you did.

STEP 5

Use an editorial style format.

How you “format” your case study is very important. The best method by far is to use an editorial style (see the following examples)...

- Use two or more columns per page
- Put the title at the top of the page in big bold letters
- Use short sentences
- Vary the lengths of the paragraphs
- Indent paragraphs

STEP 6

Don’t forget your contact details.

On each page of your case studies you must include your contact details (usually at the bottom of the page).

Include the company name, address, telephone number, fax number, e-mail address, and website address. You may even

be able to fit in your USP.

Often people will keep your case study for future reference. It may be the only thing they have with your contact details on – so make sure you don't forget to include them!

STEP 7

Printing your case study

You now have two choices. You can simply print your case studies on good quality paper straight from your PC onto your laser printer, or get them professionally designed and printed. Of course the first option is more cost-effective, but the second option looks more impressive.

In fact, the most important thing is that you've actually got your case studies written. How they are presented is important, but they will be effective as long as you've followed the simple steps outlined in this TALISMAN module.

What we'd suggest in the first instance is to print them out yourself and see how it goes. You may decide at a later date you want to get them commercially printed.

You've now successfully created the perfect case study. Now let's look at how to use your case studies...

Getting Results With Your Case Studies

Okay, you've written your case studies you've printed them out – how do you use them effectively?

As you'd expect there are many ways you can use your case studies. Here are some of them...

- 1.** Put them on your website.
- 2.** Include them with your sales letters
- 3.** Send them out every 4-8 weeks to prospects with a simple covering letter stating the problem you've recently solved for your clients
- 4.** Include them in your brochures and sales materials
- 5.** Use them as part of your adverts

6. Blow them up and parade them in your office, showroom, reception and anywhere your prospects and clients may see them

Examples Of Case Studies...

Example 1: Structural Engineer

New Site Access Avoiding Low Bridge

Project Description

- New 40m span two-lane bridge.
- Incorporation prefab bridge deck, supported on reinforced concrete, piers, and abutments.
- 400m long road realignment to accommodate entrance splay to bridge.
- New on site traffic management system for freight terminal facilities

Project Value

£300,000

Our Responsibilities

- Bore Holes.
- Site Investigation.
- Design of all roads, earthworks, drainage and traffic management system.
- Feasibility study, budget costing, structural design and working drawings for bridge abutments, piers and pile foundation.
- Supervision of construction via site visits.
- Contract management.
- Liaison with statutory authorities.

Program

- Instructions received in mid-March.
- Bridge completed and in full use by 17th May.

The Client

The Jones Group Ltd
Low Lane
Leeds
Yorkshire
L1 1AB

What the Client said...

"The work was completed 12 days before the deadline, despite poor weather conditions. Mike Jones & Partners were always willing to keep us up-dated on a daily basis and worked extremely hard to overcome the difficulties that unfortunately do arise during these projects."

(Please note: This case study was produced including photographs of the work at staged intervals).

Example 2: Heat Exchanger Services

Heat Exchanger Re-Manufacture

Client:

Taylor Insulation

Project:

Thermally and Mechanically Designed Pollution Control Heat Recovery Unit

Background:

The client had regular mechanical breakdowns in their Pollution Control Unit. The pollutants in the unit were causing these costly downtimes, primarily because of two reasons:

1. Thermal stress
2. Incorrect use of materials in the actual unit

We were asked to re-manufacture the unit to increase overall efficiency.

Solution:

Because of the increasing downtime caused by the malfunction of the Pollution Control Unit, we only had one week to re-fit it. Despite this, we completed the job on time.

Prior to our work on the Pollution Control Unit, it was having a re-tube every 6-8 months. In the 6 years since our re-manufacture the unit has only been cleaned twice, and no major work has been carried out.

What the Client Said...

"I have to say I didn't think you would do it in such a tight schedule. I'm delighted to say you did. By keeping on time you saved us many thousands of pounds. Thank you for your extremely hard effort."

(Please note: This case study was accompanied by "live" photographs of the work in progress)

Module 16:

Qualification Questions

Asking The Right Questions To Ensure You Don't Waste Time With Poor Quality Prospects And To 'Arm' Yourself With Valuable Information

Introduction

What are qualification questions?

They are a series of short questions you ask the person enquiring (prospect or suspect), to determine and gauge the level of interest in your product or service. These can also be used as a 'conversion device' because they 'qualify' the prospect and can then be used for closing the sale.

Why do we need to ask these questions in the first place?

Good question! There are three main reasons for asking qualification questions:

1. They help you determine the quality of the lead.

The person enquiring could be a 'good,' 'average,' or 'poor' prospect. Clearly you don't want to spend time with a poor prospect, and you'd be foolish not to dedicate more time with a good prospect.

A **good** prospect is someone who is very interested in your product or service. They either have an immediate need for your product or service, or they've been let down by their current provider. You must spend time with this person.

An **average** prospect is someone who is interested in your product or service but they are not quite ready to buy. You may consider it's worth spending a similar amount of time with this prospect as you would a good prospect.

A **poor** prospect is someone who is just requesting more information. They have no immediate need for your product or service. Spending time with this prospect at the moment would be poor management of your time – time you should be spending on your good prospects!

The important thing to remember is your time (or whoever is doing the "selling" in your organisation) is expensive. There's no point in spending time meeting with a prospect that really isn't ready to buy outside your normal selling

cycle (this is the approximate time it takes for a prospect to convert into a client or customer).

If you don't ask qualification questions you'll never know if the prospect is good, average or poor!

2. One of the questions enables you to establish how your individual lead generation tools are performing.

We'll cover this shortly but one fundamental question you must always ask (and many people don't) is this – "How did you hear about us?"

This simple question gives you an instant picture of how interested the prospect is in your service, and just as important, it also lets you know how well each of your lead generation tools are working.

3. Because the prospect has been "moved" to respond to your lead generation efforts, they are prepared to be asked questions about their current situation.

By asking questions, even at this stage, you have the opportunity to find out important pieces of information to help you eventually 'close' the sale. It's an opportunity you can't afford to miss – yet many people do!

The Types Of Questions You Need To Ask...

Remember at this stage your objective is to ascertain whether the prospect is good, average or poor.

Don't ask any more questions that don't give you this answer (other than asking them for their full contact details) – first name, initials, surname, business title and company name (if relevant), full address, postcode, telephone number, e-mail and web address.

Please Note:

If you've targeted your prospects correctly almost all of them will fit into the category of 'good' or 'average' prospects.

However when you use certain lead generation tools such as Pay Per Click advertising, you have little control over who replies to you. It's in these cases where it is even more important to determine the quality of your prospect!

The first thing you need to ask yourself is – what makes a good prospect for my business? You’ve already established this when you identified your niche market(s).

These are the sorts of questions that can differentiate a good prospect from a poor prospect...

- **If you sell to businesses - what is the size of the business?**

If you sell a high value product or service this may mean small companies simply don’t have the budget for your product or service. It’s better to find out now than spending several hours meeting the prospect after which they say they can’t afford your services.

- **If you sell to consumers - what sort of housing / accommodation do they live in?**

- **What’s the title or responsibility of the prospect?**

- **Get to the decision maker.**

If the decision maker for your service is the Managing Director or CEO, you don’t really want to be spending time with the office junior. The closer the person to your decision maker (or makers) the better.

Having said this, you’ll know yourself how most businesses ‘buy’ your product or service. It may be that the responsibility of gathering the information is given to a person not actively involved with the decision-making process. You must, however, find out how the buying decision is made.

Alternatively if you sell to the consumer, the male may be the decision maker or the female, or it may be a combined decision depending on the product or service you sell.

- **How many other people have the prospect contacted?**

If the prospect has contacted four or five of your competitors you may take the view it’s not worth dedicating a large amount of time with the prospect. On the other hand if they’ve only contacted you, then the chances are you’ve got an excellent chance of picking up their business.

Also this question may help you find out who your prospect has contacted.

As long as you’ve done your research you’ll know how you compare with your competitors.

So even if they've called four other people you may take the view that your chances of securing the business are good.

- **How soon are they looking to make a decision?**

This question gives you the time frame you're looking at. If there's no immediate need then you'll know they are not a good prospect.

- **Were they recommended to you?**

If they were recommended by a client or customer, friend, or colleague the chances are they'll be a **good** prospect.

- **Are they happy with their current provider?**

If they answer "no" or give the impression they're not happy, then you know you've got a good chance of getting their business.

- **What is their address?**

If the location of the prospect is important to you, then this question is critical. For example, when selling to consumers you may be selling a product or service, which is bought by more affluent people. You wouldn't expect a person living in a 'poor' area to be a good prospect.

There are many more qualification questions you could ask – it really depends on your current circumstances. It won't take you long to **identify** what these questions should be.

Once you've decided on your qualification questions, we recommend you put them onto an '**Enquiry Sheet**.' Putting your questions on paper (or on computer) in this way ensures no vital information is missed out.

IMPORTANT: Everyone in your business who 'sells' your product or service needs to have copies of this 'Enquiry Sheet'. It is imperative that your 'customer-facing' staff are familiar with its function and complete one for every single enquiry that is made to your business.

Please Note:

If you sell a product or service that is sold when people phone your business (for example printers, restaurants, hotels, taxi and coach operators, carpet cleaning and so on), your 'Enquiry Sheet' becomes a 'Telephone Sales Conversion Device.'

An example of an enquiry sheet (conversion devices) are shown below (there is another in the Business First Aid Section in Volume 1.

<p align="center">Qualifying Questionnaire & Phone script for in-coming calls:</p>	
Date:_____	First Name:_____ & _____
Surname:_____	Ph:_____ (H)_____ (w)_____
How did you find out about us:_____	
Have you had a bitumen driveway constructed before;_____ By whom:_____	
Were you happy with it? (why yes - why not)_____	
When were you thinking of having it done?_____	
Do you know how a bitumen driveway is constructed?_____	
What sort of soil and drainage do you have on your property?_____	
What sort of vehicles use the driveway?_____	
<p>When would be the best time to talk to you and your partner, as I have a number of colour options and surface finishes to show you. It may be better if you are both there. I also have a video on how a driveway is made and some examples of finished driveways that we have done. When would be the best time to see you both??</p>	
Appointment Date:_____	Day:_____ Time:_____
Notes:_____	
<p align="center">How to overcome price shoppers if they insist:</p>	
<p>"Well I can give you an approximate price range right now, however the final quote will always depend of the layout of your property, drainage, access to site, soil porosity and type. These are things that I cannot tell you until I see your property and can evaluate the best construction method to suit your property.</p>	
<p>I must mention that while we are not the most expensive company, we are not the cheapest either. Our prices range from £8 per square meter to £28 per square meter depending on the soil and type of quality finish you choose. What we aim to do is give you a quality driveway that'll suit your property and landscaping colour scheme at a reasonable price. Is that the sort of thing you are after???"</p>	
Wait for reply:_____	
<p>"When we come out to see your property, you will also get the chance to see a video with example of work we have done for others and the different colours and finishes of our driveways. "</p>	
Notes on site, colour and finish_____	

_____ Who took the call_____	

Let's move on...

You've asked your qualification questions and there's now only one of five possible outcomes. We've listed below each outcome and the corresponding response you need to take...

Outcome 1: You can sell your product or service over the phone (use conversion telephone script above), by mail, or through your website etc, and you've immediately turned the prospect into a client or customer

Response 1: Send 'Buyers' Remorse Letter'

Outcome 2: You've agreed to meet them on a one to one basis (good or average prospect)

Response 2: Send 'Sowing The Seeds Letter'

Outcome 3: You've agreed to send them further information (average or poor prospect)

Response 3: Send 'Further Information Letter'

Outcome 4: You've agreed to contact them in a few days' or weeks' time (poor prospect)

Response 4: Send 'Future Contact Letter'

Outcome 5: The prospect is not right for your product or service at all. In fact they wouldn't even be classified as a "prospect"

Response 5: You try to be as helpful as possible without taking too much time (you've maybe even recommend another company that can help). Finally, thank the person for calling.

Now let's prepare each response...

Module 17.1:

Responding - Buyers Remorse Letter

The Simple Letter You Send Straight After The Sale Is Made, To Cement The Relationship With Your New Client Or Customer, And Reduce Any Doubts ('Buyers' Remorse') They May Have

Introduction

First let us explain what buyers remorse is. We'll use a simple example to explain.

You are looking to buy a new car. You go to a few local dealerships to look at the models you like. You then test drive a couple of your favourites.

After a few days, you decide on the type of car you want. You go back to the dealership and choose from the various options that are available – colour, interior décor, Satellite Navigation and payment terms for example.

You finally make all the decisions and sign on the dotted line.

At this very point you're delighted. You've taken the time and effort to choose the perfect car for you. It's been a hard but worthwhile decision. The salesman tells you when the car can be delivered. You shake hands and leave the garage, feeling pretty pleased with yourself.

Then, a few minutes later, doubts start coming into your head. Have I chosen the right car? Will my husband/wife like the car? Is the interior décor OK? And so on. These doubts and fears are termed 'buyers' remorse.'

Clearly I've chosen an example to which we can all relate. And I hear you say, "Well that's understandable when you buy a car. It's not like that when people buy my product or service. For starters a car can cost from £10,000 to £70,000 – or more".

Actually it's exactly like that!

Whether you sell direct to the consumer or to a person in a business, these very same fears and doubts occur just after the sale is made.

These fears and doubts are dependent on the cost of the product or service (i.e. they increase the higher the price), but they exist for every product or service imaginable, irrespective of how much you charge!

Now, we're not saying your new clients or customers would decide to cancel on you, but it does happen.

Take the finance industry. In some countries there is now a two week 'cooling off period' when any type of policy is sold. This time is given in case the new client wants to change their mind once they've had a chance to think about it (buyers' remorse), and to prevent heavy-handed sales techniques.

It doesn't do you any good to convert a prospect into a client or customer if they don't follow through with the payment!

So your 'buyers' remorse letter' is the simple process of re-selling your product or service and your company to the client or customer – reassuring them they have made a shrewd decision in choosing your product or service.

Question: Can I Use An Email Instead Of A Letter?

This is a good question.

In some industries an email will serve the purpose but we would still recommend sending an actual mailed letter through the postal system. One of the biggest reasons for this is that the impact of a letter shows the client or customer that you have gone the extra mile and spent time, consideration and money (albeit low) to write to them. This adds to the positive perception of you and your company in the eye of your client or customer.

By sending your buyers' remorse letter...

1. You can **wipe out** buyers' remorse
2. You can dramatically **reduce** and even eliminate clients or customers cancelling with you.
3. You make the client or customer more **receptive** to your next offer.
4. You develop a **closer** relationship with your client or customer.
5. You can solicit **referrals**.
6. You can turn the initial sale into a **renewable** annual contract by adding more products or services at a discount.

7. You get the chance to immediately **up-sell** to the client to some more expensive product or service that you make available exclusively to them at a preferential price, or terms etc., if they buy it within, let's say, 30 days of the original purchase. If you do it right, about 25% to 35% of all clients or customers could respond, and added profit will be considerable.
8. You can explain the use of the product or service so it will be used more **often** and re-ordered more frequently.

Therefore what your buyers' remorse letter has to do, as a minimum, is comfort the new client or customer, reassure him or her that they've made a good decision, and then tell them again why they've made the right choice.

By doing this, you counter any fears and doubts they may be experiencing.

In a way, what you're doing is giving them a pat on the back for making such a well-informed purchase.

It's as simple as that.

What You Must Say In Your Buyers' Remorse Letter

In simple terms, your buyers' remorse letter is a "thank you" letter. It's a letter that thanks the person for becoming a client or customer and for buying your product or service.

However, it contains one vital ingredient that "thank you" letters generally ignore – it tells the client or customer **why** they've made such a great decision, and what they'll receive as a result of their purchase.

Here are the elements that make up a **successful** buyers' remorse letter...

STEP 1

Check to make sure you have the correct contact details and the spelling is correct.

There's nothing more infuriating to someone than if you get their details wrong. So double-check the contact details.

Don't assume anything. If you are in any **doubt** ask the person to spell out their name and address details. (Incidentally, you should have done this when you took the prospects' details on your enquiry form).

STEP 2

Personalise the letter.

You should always address your new clients or customers personally. Getting a letter that says, “Dear Client” or “Dear Valued Client” isn’t very personal, and there’s no excuse not to say, “Dear Mr Jones,” or “Dear Julie.”

It doesn’t take much effort to use the name of the client or customer. So make the effort. After all, you’re trying to cement a strong and long lasting relationship.

A nice touch is to use their name two or more times throughout the letter. Again this technique isn’t used often, and always has a positive effect on your client or customer (we all like hearing or seeing our name).

STEP 3

Thank the person for buying your product or service.

People like to be thanked. It makes them feel good. Thanking them immediately makes your client or customer feel better about you and your business.

STEP 4

Reinforce your USP

As soon as you’ve thanked your new client or customer, reinforce your USP and add any other relevant benefits.

STEP 5

Tell them what’s happening next

Tell your new client or customer what will happen next. For example, if you’ve planned a meeting, confirm the appointment time and date, and explain in brief details what you’ll discuss during the meeting.

STEP 6

Your opportunity to sell additional products or services

As we mentioned earlier, your ‘buyers’ remorse letter’ gives you an excellent chance to sell other products or services to your client or customer. Because they’re in a positive state of mind about you and your business they’ll be more receptive

to other offers.

Include all the relevant details necessary to sell other products or services to your client or customer.

STEP 7

Thank them once again

Thank your new client or customer once more and finish with a warm sign-off such as, 'Kind Regards.'

STEP 8

Always sign your letter in blue ink

Don't forget to sign your letter in blue ink. Don't ever let anyone "pp" the letter for you.

STEP 9

Send the letter out no later than 24 hours after the order

This is very important. You want to reduce buyers' remorse at the earliest opportunity. If you send this letter out 3, 4, 5 days later you'll have missed your chance.

Here's an example of a successful buyers remorse letter including all the steps above...

It's Time To Save Loads Of Money And Stacks Of Time, And Improve The Quality Of Your Creasing Work, Using Your Very Own Tri-Creasing Devices...

Dear <Name>

Thank you for your order.

Welcome to the new world of high quality creasing - without fibre cracking!

I want to re-emphasise that you have the best and only product of its kind available to printers and print finishers. No other products on the market have successfully eliminated fibre cracking.

The enclosed instruction sheet explaining how to use your devices should be self-explanatory. However, if you or any of your operators have any questions please call us at <number>. Alternatively phone Paul Barrett (our National Sales technician) on <number> (normal business hours). Paul is always on hand to give great advice and offer solutions.

Once you've read this letter I urge you to start using your devices. The sooner you start the quicker you'll be able to witness the true benefits of these revolutionary products.

The important thing is to use them. Don't let the devices collect dust on one of your shelves for a few weeks. Put them into action and within no time you'll have paid for the devices many times over.

Customer Special Offers...

I've also taken the liberty of enclosing our product brochure showing our three main products - Tri-Creaser, Spine-Creaser, and Micro-Perf. You'll see that for existing customers we offer a FREE 30 day trial for the Spine-Creaser.

Plus...as an added bonus, if you order a Micro-Perf within the next 30 days we'll let you have it for just £497 + VAT (£100.00 saving).

Thanks again <Name> for your order. And remember - please call us at <number> if you or any of your operators need any help.

Kind regards

Mike Jones
Managing Director

P.S. Don't forget, the saving of £100.00 is only available for the next 30 days. Thank you.

So there you have it, a simple but very effective buyers' remorse letter.

Module 17.2:

Responding - Sowing the Seeds

Message

A Simple Way To Thank Your Prospect And Start Raising Their Interest

Introduction

Okay, so you've agreed to meet your prospect. Your 'sowing the seeds' letter or email is what you send to confirm the meeting. You then inject a small amount of information to raise the prospects interest.

Let us tell you a little secret about your sowing the seeds message...

Very few people send a letter or email confirming a meeting, and those that do - don't do it properly.

Therefore, when you send your sowing the seeds message, you'll automatically gain a significant advantage over your competitors, and start to raise the interest level of your prospect at the same time (remember the chart on Page 6).

Question: Can I Use An Email Instead Of A Letter?

An email is preferable for your 'Sowing The Seeds' message regardless of the industry. It is quick, simple and acceptable. It is also convenient for both parties particularly if the meeting is immanent.

The only exception could be in some business to consumer industries where an email may not be read – this may be because of the lack of computer access, economic conditions or skills.

Let's now look at what you need to include in your sowing the seeds message...

STEP 1

Thank the prospect for agreeing to meet you

As mentioned earlier, people like to be thanked. However, this very simple courtesy is becoming less and less common. Your prospect will appreciate you more for doing it. Just like

you did with your buyers' remorse letter, thank them at the start of your message and thank them at the end.

STEP 2

Confirm the time, date and location of your meeting

By doing this you reduce the chances of the prospect failing to turn up for your meeting. It also cements both parties commitment to the appointment.

What you want to avoid is planning your day around a meeting only for it to be cancelled as you arrive at the prospect's house or premises. Confirming the appointment time and date in your letter helps to reduce this from happening.

STEP 3

Give your prospect a sneak preview of your USP and other benefits (specifically the ones they're interested in).

Remember the chart again on page 6. Each interaction you have with the prospect is geared to raise their interest. Every time their interest is raised you're closer to getting the sale.

Give your prospect some information about your product or service. Tell them why the meeting will be of value to them. Don't give too much information, just enough to whet their appetite and raise their interest.

STEP 4

Mention their name once or twice in your message.

People like to hear or read their name. Just like you did in your buyers' remorse letter, put the prospect's name in your letter more than once, and you'll set yourself apart from all your competitors.

STEP 5

Get the prospects details right

We've mentioned this already, but we can't overstate how important this is. Get it wrong and you are already in 'catch up mode.'

STEP 6

Send the message out within 24 hours

Once again the sooner you send this email or letter out the more impressive it will look, and the greater the impact. Believe us: you'll gain a significant advantage over all your competitors just by doing this simple task.

Here's a proven example of a 'sowing the seeds' email or letter...

Dear Mr Jones,

Thank you for taking time to speak with me today. I enjoyed our discussion. I've briefly highlighted below what we'll be talking about when we meet:

1. Our unique 3 month risk-free guarantee - there's no financial risk when you start using our services.
2. Questions to find out what you need and want from your accountant to help us tailor our services to your exact requirements.
3. How we can help you meet your business objectives.
4. How Morgan Smith are unique, and what this means to you.

I think you'll find the meeting fascinating. Our approach to accountancy is very different, yet highly effective. Of course the meeting is totally FREE, and there's absolutely no obligation.

Thanks again Mr Jones. I'm looking forward to meeting you on <date and time>.

Kind Regards,

Mike Smith,
Partner

Module 17.3:

Responding - Further Information Letter

One Secret Step You Must Take To Get Bucket Loads Of Clients Or Customers

Introduction

Your 'further information letter' is a 'sales letter' – pure and simple. Very few people see it as such, but for you to be very successful, this letter must sell. And that's the secret.

Whatever you do, don't make one of the biggest marketing mistakes, and send your brochure on its own, or with a covering letter saying, "Here's the information you requested." You must 'sell' your product or service in your letter.

Question: Can I Use An Email Instead Of A Letter?

Again, as with the 'buyers' remorse letter', an actual letter is preferable but you can use an email for this and even make the letter a PDF attachment to your email.

The only downside is that you run the risk of your email may go into your prospect's Junk Mail. A way around this is telephone the prospect and let them know that you have sent it and to check their email.

What Are You Trying To Sell In The Further Information Letter?

You must only concentrate on one thing in this letter, and it's this...

Decide on the next step you want your prospect to take and write your further information letter to achieve this objective.

For example, if the next step in your sales process is a meeting, then you must focus on WHY the prospect should take the time to meet with you. Nothing else matters.

Here's how to write your further information letter:

STEP 1

Get the correct details, thank them for requesting the further information, and personalise the letter (just as you

have done for your buyers' remorse and sowing the seeds letters).

STEP 2

State your USP, other benefits, the problems your product or service solves, and your risk reversal

All these factors we've already covered help to get the sale or at least move the prospect to the next stage.

STEP 3

Include testimonials and possibly a case study

As you know now, these things help to add credibility, believability, and trust. They also raise the interest of your prospect.

STEP 4

Tell the prospect when you're going to call to make sure they received the information

Let the prospect know you want to make sure they received the information. Tell them in your letter you're going to call. Don't ever leave it up to the prospect to call you!

Here's one useful and very effective tip...

On the front of your envelope either stamp or handwrite the following message in large letters...

"Here's the information you requested..."

This automatically grabs attention and your information pack will never end up being placed in the bin by a secretary, P.A., or any other person opening the mail.

How Many Times Should You Follow Up A Prospect If They've Received Some Information From You?

It's important to mention this here.

You shouldn't waste time on people who are clearly trying to avoid you. The saying is: 'Don't waste your time on time wasters'. So if you can't get any response from a prospect after the third call try this:

PA: Hello this is John Brown's office.

You: Hello. This is (your name) calling again is he in?

PA: He's not in. Can I take a message?

You: Yes, but...Excuse me what's your name?

PA: June.

You: Well June. Maybe you can help me. John requested information on our ABC Product/Service, and I've called three times and left three messages, but he hasn't returned my calls.

If he's interested in our products/services I'd really like to help him and I'll keep trying, but if he's not interested I don't want to keep bothering you or waste your time.

Could you do me a favour and ask him if he's still interested in the product/service and if so, when would it be a good time to talk about his particular needs?

PA: Yes I can do that.

You: Thanks June, I appreciate it. Today is Tuesday. Would it be okay if you could ask him today or tomorrow and I'll call you back on Thursday to find out where we stand?

PA: That would be okay.

You: Okay June, I'll call you on Thursday. Thank you.

If you get the same excuse when you next call forget about it and follow up 3 months later.

More than likely June will give you the information you asked for – either a time to call, or she'll say he'll call you and don't call him. Again follow up in three months if that's the case.

Here's a great example of a further information letter...

"Introducing The Risk-Free Way For You To Expertly Handle All Your Employee Issues And Problems - So You Can Concentrate On Running Your Business"

From staff dismissals to contracts of employment, we can handle all your HR needs to give you more time and fewer "headaches" so you can run your business more effectively - all for as little as £145 per month...

Dear <name>

Thank you for requesting our Virtual Personnel Information Pack. You've taken the first steps to eliminate your HR and personnel headaches, so you can dedicate more time to run your business and increase profitability.

So what's the purpose of sending you this information? It's quite simple really. I want you to contact me to arrange a FREE, no obligation meeting...

A meeting where I'll explain in more detail how we can help you. A meeting without strings or obligation. A meeting where you can decide for yourself if we can be of service to you. Simply call me now on <number>, or email me at <your email> or complete the enclosed Priority Appointment Form and post it back to me in the envelope provided.

However, I appreciate you're a busy person. An hour or so is a long time for you to "give up." I therefore need to convince you that this meeting will be time well spent. So let's get started...

I don't know you yet. Although because you've asked for this information pack I can assume a few things about you...

... You're concerned like most people (not us) about the "Unfair Dismissal Law," which may entitle one of your employees to leave and claim up to £50,000 ...

... You're "in the dark" about the recent "Human Rights Act" and how it will affect you and your business ...

... You're probably fed up and frustrated dealing with personnel issues and employee problems ...

... You find it difficult to keep up with the constantly changing employment legislation ...

... You get "side tracked" dealing with personnel when you'd much rather be working on your business ...

... You worry about not being fully aware of certain personnel actions you take...

... And so on ...

In fact you'll be pleased to know you're not alone. Almost all employers suffer these very same problems. So what can you do?

Option 1

You can keep going as you have been - "drudging" through the days, weeks, and months. Spending time on all these HR and personnel issues and not being able to dedicate the amount of time you really want to on your business

Or...

Option 2

You can employ a specialist HR professional. This will definitely allow you to concentrate more on your business. Unfortunately you'd have to pay a salary of approximately £30,000 for a good HR specialist, plus benefits on top. Also what happens if things don't work out? It's been an expensive exercise and then you're left to pick up the pieces and start drudging through the days again.

Or...

Option 3

You can meet these challenges head on and let us deal with every single aspect (or as much or as little as you want us to) of your HR and personnel. This will allow you to concentrate on your "core" business activities while we take the pressure off and become your "personnel division."

So How Can You Benefit From Our Service?

BENEFIT ONE

Your first meeting is free and without obligation. So you can assess for yourself what impact we are going to make on your business without any risk or financial penalty.

BENEFIT TWO

During the initial meeting we conduct an initial "HR Audit" to highlight any gaps, weaknesses, and mistakes in your overall HR process. This means you have no exposure for potential future claims, and it enables us to tailor a package to your specific needs and circumstances.

You may want us to look after your entire HR and personnel. Whether it's hiring and firing, working time directive, offer letters, reference checking or contracts of employment - we can do it all. You don't have to lift a finger!

Conversely you may want us to look at some specific areas like employment contracts or recruitment. Either way you get exactly what you want and need. Every penny you pay us is put to good use.

BENEFIT THREE

Having completed the HR Audit we give you a full breakdown of the service you need, including costs and additional services on offer. At this stage you are still free to decide whether or not you want to proceed. The HR Audit will at the very least show you areas you must focus on with or without our expertise.

BENEFIT FOUR

You get a dedicated team of HR professionals and full access to our Call Centre for unlimited advice and guidance. You'll never again feel "alone." Pick up the phone at any time - night and day, to discuss any HR or personnel issue with us. Just think how comforting it will be to know you've got a team of experienced HR professionals working for you.

BENEFIT FIVE

You get a team of experienced HR professionals at a fraction of the cost.

What price would you put on being able to dedicate all your time to your business? What price would you put on having the comfort of knowing you'll never make a mistake with your HR and personnel? What price would you put on never worrying again about keeping up with the frequently changing employment law and other related legislation?

Because we can look after several businesses at a time, we can offer you the service of your "dreams" from as little as £195 per month!

BENEFIT SIX - You get instant action, advice, and feedback by telephone or in-person or both.

We're on hand for you whenever you need us. Telephone us at our HR and personnel Call Centre. We'll field any questions you may have, and give advice on the likes of Terms of Employment and Employment Law. Alternatively, if an issue needs a visit, we'll come to your offices and either deal with the situation on your behalf, or help you achieve the desired result. Either way you'll never be at a loss.

For example, what would you do now if let's say one of your employees turned up to work after lunch and was drunk? Would

you know exactly what to do? Would you know the correct steps you must take?

If you are a client of Virtual Personnel it's easy. All you have to do is telephone the Call Centre and speak to us. We'll explain clearly the steps you have to take, or we'll even come out and do it for you. How comforting and reassuring is that?

I think you'll agree we can offer you many solutions to your HR and personnel problems.

But that's not all...

"Start without any financial risk"

We are so confident you'll love the service, we're inviting you to try it out for yourself without any risk whatsoever.

No catch. No strings. No hidden costs.

Our Risk Free Guarantee To You

You can sample the service for two whole months. If you find it's not for you, then we'll refund the first two months fees back to you. No ifs. No buts. No questions asked!

And here's some even better news...

Even if you do decide to keep using our service, we don't ask you to sign a legally binding contract. You're not tied to any agreement. So if after those first two months you feel you're not getting value for money, simply give us four weeks' notice and you can cancel our service. If we don't match your high expectations we suffer - not you!

"No contracts"

Let me re-emphasise there's absolutely no risk. If during the first two months you don't think the service solves all your HR issues and problems we'll refund your money in full. So you can't lose, can you?

What's next?

Simply complete the enclosed "Priority Appointment Form" and either post it in the envelope provided, or fax it to me at <fax no>. Alternatively, please call me on <phone no> or email me at <your email>. We can then arrange your free no obligation appointment and discuss your HR and personnel requirements.

Please do it now while it's fresh in your mind. You know how easy it is to put these things to one side - especially when you're busy. Thank you once again for requesting this information pack.

<Name>, I'll leave you with a testimonial from one of our clients...

"Thank you. It feels like a huge weight has been lifted off my shoulders. I don't have to concern myself with any of my employee issues that used to bog me down. My business has already benefited from the extra time your service has helped to create. I wish your service had been around for the last 5 years!"

John Green - Cristal Glass Ltd

Kind regards,

Steven Black,
Chairman

P.S. Get rid of your entire employee issues and problems. Free up hours of extra time. Concentrate on running your business and allow us to take care of your HR and personnel. Call me now on <number>. Thank you.

P.P.S. I hope you find the enclosed FREE report helpful. If you'd like to discuss any of the "common mistakes" with me, please call and I'll be happy to offer any further advice.

Module 17.4:

Responding - Future Contact Communication

Another Simple Letter Or Email Adding To Your Positive Contacts

Introduction

The content of your future contact letter or email is the same as your 'sowing the seeds' message - with two differences. Instead of putting in the time and date of the meeting, you put in the time and date you'll be calling them. And you omit the details regarding your USP and other benefits.

Why omit these important details?

Well the prospect isn't in "buying mode" at the moment. But when you next speak to them and they are ready to start the sales cycle, that's when you need to start raising their interest.

Even without these details your letter or email will be positively received.

Once again never assume the prospect will call you. Take control and let them know you'll be calling them, and when you'll be calling them!

Here's a proven example...

Dear <Name>

Thank you for getting in touch regarding your commercial insurance. As agreed I will call you in two months time (week commencing 9th March) to arrange an appointment.

If you need to speak to me beforehand you can reach me on <Number>. Thanks again <Name> for your interest in our services.

Kind regards,

Jenny Abbott,
Director

SECTION 4: SELLING

Module 18:

The TALISMAN Sales System

**The Proven Sales Presentation Strategy That Builds Confidence
And Eliminates The Fear Of Selling – Resulting In Massive Increases
In Profitable New Clients Or Customers!**

Introduction

Almost universally, people treat selling like taking nasty-tasting medicine: it may be necessary, but it's distasteful.

'Selling' is still a word that conjures up the slick persuasive character that most people have no regard for.

What's important though is building up a trusting relationship. Getting the initial sale is only the first part of the relationship (as you know). The relationship has to be nurtured and developed to ensure the client or customer is continually happy, and you reap the rewards of their loyalty (Lifetime Customer Value).

Many people hate selling. Those who don't mind selling are still not comfortable with the whole process of selling. That's why we've spent many years perfecting this part of the Sales Conversion process.

The purpose of the sales appointment is simple. It is to sell your product or service to the prospect (or client or customer if re-selling to them).

The Alchemy TALISMAN Sales System has been developed to rely much less on sales technique, and more on your own ability as an expert in your profession or industry.

Although your fear of selling may not be totally overcome, we guarantee that you or your sales team become more successful and confident in any selling situation!

Once again it all comes down to preparation. The Alchemy TALISMAN Sales System has 6 main parts to it. You may even be surprised that you can actually structure the appointment into a logical and step-by-step process.

So let's first explore why you must use a sales appointment process...

Why Bother With A Sales Appointment Process In The First Place?

Despite what you may think, successful selling relies much more on a process rather than on sales technique. The people who follow a logical sales process are almost always successful. Of course, some people get by on pure sales ability but even they have a process they go through – even though they may not know it!

In fact, similarities can be drawn between selling and going into battle...

How would you rate a general who rushed into battle without a plan? A general who squandered troops without concern for the lives involved?

Of course it's unlikely that a general would ever go into battle without a plan. It's the same for you when selling your products or services. Your chances of success are increased significantly as long as you work to a process and prepare in advance.

To be highly successful in any business, you need to apply a sales appointment process. Carried out properly, 'sell' should not be a four-letter word in your mind.

Your prospect should never think you're there to 'sell' something. Instead they should always experience you as 'someone who's here to help me get something that's important to me, and help me overcome my problems and frustrations'. The process ensures this at all times.

This philosophy will also help you to apply yourself more as a helpful advisor rather than a salesman!

By following the 6 stage Alchemy TALISMAN Sales System process you'll benefit from...

- No more fear of selling
- Increased enjoyment of your work
- Substantially better results
- More clients or customers
- Increased loyalty with existing clients or customers

Selling To Consumers Or Businesses?

Before we get started we just want to identify the differences between selling to consumers or selling to businesses.

- Businesses need to buy your type of product or service. Your product or service solves a specific problem that they have.

With consumers, in some cases they have no choice but to seek your product or service out – such as plumbing emergencies, illness, toothache, carpet stain removal, etc.

However, most consumer purchases are more luxuries rather than necessities. For example, you don't need to have someone else valet and clean your car, and you don't need a pedicure.

- Most business buyers are sophisticated. They know about the product or service you're selling. Many companies have people in place whose sole responsibility is to make purchasing decisions. This in itself means the buyer would be foolish not to know about the product or service you're selling.

On the other hand, most consumers (other than hobbyists and enthusiasts) aren't sophisticated. They don't need to know how you do it – they just need to be convinced that you can do it.

- Buying decisions in businesses are frequently made by more than one person. One or two people (at the most) make consumer-buying decisions.

The ultimate decision-maker in a business is sometimes hard to uncover and in many cases you may have to influence two or three people before a purchase is made.

- Business buyers buy for their companies and for themselves. Consumers almost always buy to the benefit of themselves.

Therefore, the business buyer has much more responsibility. After all, if a wrong decision is made it will reflect negatively on the buyer. A bad purchasing decision made by the consumer only affects them.

So when selling to businesses you must fulfil the needs of the business **and** the buyer.

Must You Meet The Prospect To Make The Sale?

There could be times when you haven't the **time** to meet prospects face to face. Alternatively, if you can make the sale without a meeting (or in one meeting instead of two) then this can free up more time to work on generating more profit from existing clients or customers.

We would recommend that you agree to meet prospects face to face unless the following applies to you:

1. The prospect's problem is familiar to you and can be diagnosed over the phone without an on-site inspection.
2. If the prospect has a one-off job and will not be requiring your product or service again.
3. When you mention that a meeting isn't necessary and the prospect happily agrees without argument.
4. Your product or service is fairly standard and well understood by the prospect.
5. The product or service provided is small in sales price.
6. For one reason or another the prospect is already pre-sold on you. For example, by recommendation.
7. The prospect is far away and recognises that buying the product or service doesn't warrant your travelling, and the product/service can be delivered out through various communications.
8. The product/service you offer doesn't require a lot of close client co-operation and feedback.
9. You are in a product or service industry where work is regularly handled by mail, phone and e-mail.

What To Do If You Send Quotes Out, And How To Avoid The Common Mistake Everyone Makes

If you run a business where you regularly send quotes out, such as in the print trade, your quotes must 'sell' your products or services in addition to simply giving the price/fee.

This is the biggest mistake people make when sending their quotes out and therefore do not make the sale. Here's what you must do...

Send your quote with (or combine within – our preferred option) your 'Sales Conversion Letter'. The whole purpose of your quote is

to get the business. Your sales conversion letter is written for this sole purpose.

By following this simple advice we guarantee your sales will sky rocket!

The 6 Stages Of The TALISMAN Sales System

As we've already mentioned – the sales appointment is the one thing that most people dislike! But it needn't be so.

We've found out over the last 9 years that the most common reason for this fear is a **lack of preparation**.

Yes, it's hard to believe that people just like you, who are so organised and knowledgeable in every other aspect of their businesses, are simply unorganised and unprepared for the sales appointment. You won't be!

Here are the six easily identifiable sections that make up the Alchemy TALISMAN Sales System...

1. **Initial Greeting.**
2. **Asking Questions.**
3. **Active Listening.**
4. **Consulting Presentation (at this point depending on the product or service you sell there may be a second meeting arranged).**
5. **Overcoming Objections.**
6. **Closing.**

Let's now go through each stage one at a time...

Module 18.1: The TALISMAN Sales System - Initial Greeting

Making Your First Impression A Positive One

Introduction

First impressions count – it takes about 15 seconds of meeting someone to form an impression.

Just accept this fact. Therefore it makes sense to plan your first few sentences when you meet someone for the first time. (We are assuming you always get to appointments on time, you present yourself perfectly – as your prospects would assume you should dress etc)

So what can you say to start your meeting off on the right footing?

It's simple really. Here's what to do...

- Shake the prospect's hand firmly, and look directly at him or her.
- Say something like, "Hello Julie, I'm John Jones from ABC Ltd. Thank you for taking the time to meet me today."

That's all you need to say to get off to a good start. You're probably thinking – well this is very obvious. The point is that very few people do the simple things well.

Next, you need to develop rapid rapport. All you need to do is talk about anything other than what you're there to sell. Look on their walls and on their desks for pictures or certificates, or anything else that highlights an interest or hobby.

By discussing these things you build up a relationship and trust, making it easier when you start your presentation.

Module 18.2: The TALISMAN Sales System - Asking Questions

The Key To Getting The Sale

Introduction

This is probably the most important part of your sales appointment preparation, and the **key** to improved sales conversion! It is also the weakest element of many people's sales appointment.

At this stage we'd like to point out a very common mistake people make when meeting a prospect for the first time. They greet the prospect and then start to run through their presentation.

STOP. STOP. STOP!

How on earth can you tell the prospect what they need and want if you don't know what's important to them in the first place? This is why you must ask questions.

Having just said this, there is an exception to the rule. If you sell a high value service and you require two meetings, it makes sense to conduct a brief overview (no more than 15 minutes) of your company before you start asking questions. This is to create a positive feeling towards you and your organisation as well as building credibility. Your overview presentation should include:

- Your USP
- What you do and the products and services you provide
- Where your expertise is and why you are experts
- The clients or customers you've worked for
- Remember – no more than 15 minutes!

Of course having carried out your 'Enquiry Sheet' properly, you'll already have a good understanding of the things that the prospect wants and needs, but it's important to cover these things again to get further agreement and acceptance!

Let's now discuss your needs analysis questions...

Needs Analysis Questions

Needs analysis questions are a structured set of questions you ask your prospect to determine their **exact** and specific needs, wants, requirements, frustrations and irritations.

They are crucial for several important reasons:

1. Only by asking questions can you understand your prospect's needs and wants – specific to their personal circumstances. Don't ever assume all your prospects and clients or customers have the same needs and wants. They don't!
2. They show the prospect you are well prepared and very professional.
3. Asking intelligent questions (many of which your competitors won't be asking) automatically sets you apart from your competition.
4. Because you are asking questions, the prospect does all the talking. They automatically assume you're a very good listener and you're genuinely interested in them.
5. This is very important. The person asking the questions **controls** the meeting – yet your prospect will never realise this!
6. You get all the vital information you need to present your solutions to the prospect.

So what needs analysis questions do you need to ask?

Once again this largely depends on your individual circumstances, but let us explain what types of questions you should be asking...

- First of all, most of your questions should be 'open ended' questions. Open-ended questions give the prospect the opportunity to give detailed answers. 'Closed' questions are answered simply "yes" or "no."
- Probe using simple questions like "Because?" "Why?", "Why is that?" "And?", "What happened?", "Such as?".

Use any combination of the following questions...

1. Questions to start with...

"Tell me a little about your situation and how I can help you."

“What problem do you have that you’d like me to help you with?”

“Why did you want to get together with me today?”

“How can I help you?”

“What are you looking to accomplish?”

2. Opening up your prospect to give you feedback on their current service suppliers...

Ask, “Helen, nobody’s perfect. If there was one thing you would change about your current lawyer what would it be?”

3. Find out what a prospect wants...

Ask, “When I bring new clients into the company, I like to find out very early on what it’s going to take to satisfy them. I call these the client expectations and conditions of satisfaction.”

Although you may not have thoroughly considered this subject, what evidence will you need to see six months down the road to determine whether you’ve made the right decision?”

After they reply say, “Is there anything else that we’ve missed?”

4. Here’s a list of excellent thought provoking questions that you can adapt to your situation...

“Tell me about your business.”

“What are your personal and business objectives?”

“Where do you see yourself in 3, 5, 10 years?”

“What are your major concerns in your business?”

“What are your biggest challenges or problems?”

“What qualities are you looking for?”

“What’s important to you?”

“What frustrates or irritates you most about (your industry)?”

“What is your position and role in the company?”

“Who makes the final decision, and who’s involved in the decision making process?”

“What decision making process will you go through regarding this project?”

“What services are you interested in?”

“How soon are you planning to start the project/service?”

“Do you have a budget for this project?”

“Are fees your most important consideration?”

“May I ask which other firms you’re meeting?”

If the prospect starts to get off the point say, “I understand. But what exactly is it that you would like me to do for you?”

If you need to ask a question, don’t jump in. Pause for a second and say, “May I ask a question?” This ‘forces’ the prospect to stop talking, and prepares them to listen to ensure they will hear the question.

Prepare at least a dozen needs analysis questions. This is very important. You should always have them written out on a sheet of paper for the meeting.

Don’t worry about having to read them out at the meeting. Your prospect will think you are organised, professional and well prepared. This alone will set you apart from most of your competitors.

Questions To Overcome Or Eliminate Objections

Okay, so you’ve got a list of questions to help you give the ‘perfect presentation’ but there are a few more questions you need to add to this list to help you eliminate or overcome objections.

Every business on this entire planet encounters between four and six ‘common’ objections. These common objections are different for every business, but they’re common to your business.

So all you need to do is think of your most common objections. Once you know what they are you can plan for them.

This concept really is simple and very successful, yet very few people prepare in this way.

You may now be saying to yourself, “Yes I do know 5 or 6 common objections, but what about objections that come up out of the blue that I hadn’t anticipated?”

Good question.

The answer isn't ideal, but unfortunately you can't really prepare for obscure objections. Just handle them as best as you can. The comforting thing is that they will be few and far between.

So what are your common objections?

We obviously can't answer this. But here are some general common objections, some of which will be relevant to your particular circumstances...

- Cost/price/fees are too high.
- Changing my product/service supplier is a time consuming and difficult upheaval.
- How do we know you're going to be better?
- Have you got the resources to service us?
- How do I know you've got the expertise / experience?

Once you've decided on your common objections you can prepare to overcome them in two ways.

1. Asking questions that give you the information to overcome the objection if it arises
2. Asking questions that eliminate the objection from happening in the first place

To help you grasp this concept we're going to give you a live example to show you how to prepare for them.

This particular business is a web design company. We'll look at how they prepare for their objections using the two methods of objection preparation.

Here are three of their common objections:

- The price is too high
- I don't want to expand my business
- I'm not 100% sure if my company needs a web site

Here's how to deal with these objections...

1. **Asking questions that give you the information to overcome the objection if it arises**

Common objection: The price.

Questions asked by the web design company and why...

QUESTION: A web site can be used for any or all of the following: increasing profit, gaining new clients, enhancing client service, replacing or supporting costly brochures. In an ideal world what would you want to achieve with your web site?

This question is asked because almost everyone wants to grow his or her business. They'll usually answer by saying, "Increasing profit and getting more new clients."

We can then find out how **much** a new client is worth to them in monetary terms. By asking this simple question...

QUESTION: "How much income on average do you generate from a new client?"

We can then compare the cost of the web site to the potential gains from generating one or several new clients from the web site.

By doing this we reduce the potential 'downside' in the prospects mind. Instead of the prospect just seeing a cost of £2,000 for his web site, the prospect acknowledges it only takes two or three new clients to cover the initial cost.

This is a powerful approach for overcoming price objections. We urge you to use it!

2. Asking questions that eliminate the objection from happening in the first place

Common objection: I don't want to expand my business.

Questions asked by the web design company and why...

QUESTION: What are your business objectives for the next 6 and 12 months?

This question is often answered by the fact that almost everyone has ambitions to keep growing their business. By asking this question and getting an answer like, "I want to grow the business by 10%" etc, the objection will never come up.

Very simply we've **eliminated** the objection by asking the question.

If the prospect says they want to sustain their current level of business, it's still okay. We may not have eliminated the objection, but we can overcome it.

How?

Every business loses clients – no matter how good they are!
So to maintain their current levels they will still need to attract more clients or at least increase the amount of business they're doing with their existing clients.

Having already asked the question about how much a new client is worth to them, we can overcome this in a similar way to the first objection above.

Don't underestimate the power of asking questions like this to prevent the objection from being raised in the first place. Just think how hard it would be to overcome this objection if it was raised at the end of the meeting?

Module 18.3: The TALISMAN Sales System - Active Listening

Listening Carefully To What Your Prospect Says Is Very Important – It Ensures You Get The Information You Need To Make A Powerful And Persuasive Presentation

Introduction

One of the advantages of having pre-prepared questions is that it enables you to listen to your prospect.

Because you're asking questions, the prospect does 90% of the talking. Automatically the prospect thinks you're a good listener.

Furthermore, because you know what questions to ask, you aren't constantly thinking of the next question. We're sure you've been in this situation before. Because you're thinking of the questions to ask, it's impossible to listen carefully!

So the good news is that the process is already making you a good listener. Here are some additional points to adhere to:

- Always take written notes. This says that you are concerned, effective, and organised, and ensures you don't miss out important issues, wants, needs and frustrations the prospect has.
- Never interrupt.
- Give verbal and visual signs. Nod your head; say things like "yes", "I see", or "uh-huh."
- Don't think while the prospect is talking. If you're thinking you're not listening. Instead, write your thoughts down quickly as they come to you.

Module 18.4: The TALISMAN Sales System - Consulting Presentation

Giving Your Prospect The 'Perfect' Product Or Service Based Entirely On What They Want And Need

Introduction

Having asked the right questions and listened carefully, you should now have a good idea of the needs, wants and frustrations of the prospect. It's now time to make your presentation tailored to their specific comments.

Please Note:

If you sell a high value product or service that requires two or more meetings, the purpose of the first meeting is to run through all your questions to enable you to prepare a very focused presentation in the second meeting. Your second meeting is therefore your 'consulting' presentation.

'Consulting' means solving problems. Give enough information so prospects perceive that they need to buy your product or service to get the solution or result they seek.

Your consulting presentation can be totally verbal or verbal and written (paper based presentation, PowerPoint, flip chart etc). The latter is more successful – information presented to the eye and ear is 68% more effective than information presented to the ear alone.

Let's first look at the "Eight Rules of Successful Consulting Presentations." You'll notice none of these 'rules' are based on 'sales techniques.' Being well prepared and very professional in your approach is all you need to get the improved **results** you are seeking!

The Eight Rules Of Successful Consulting Presentations

RULE 1: Preparing well in advance is the key to your success

This means having a well-practised presentation and having pre-prepared answers in reply to a prospect's comments and objections.

You should be so well prepared that every question a prospect asks - you know the answer. This will also give you an enormous amount of confidence!

RULE 2: Involve and personalise

At each stage, keep the prospect involved with what is being said and shown. Keep your mind on the person, not the presentation.

Don't talk in the third person - always personalise each point. Use the words, "you," and "your" etc.

What you are trying to achieve is to enable the prospect to build a picture of what it would be like for them to receive your service.

RULE 3: Tell the full story

You should have a 'presentation' that supports your story (not the other way round).

So you need a presentation. (We've used the generic term 'presentation' to include paper-based information sheets, PowerPoint, flip chart presentations and video).

You must also practice your presentation. Your presentation has to include in the right order the important facts and benefits that lead to the order.

(We will shortly discuss the proven method of creating your presentation).

RULE 4: Match your product or service to the wants and needs of the prospect

Having asked your needs analysis questions, you'll be able to do this with ease. Explain how you can fulfil your prospect's wants, needs, and requirements.

Don't fall into the trap of expanding on all your benefits. It's not important. Sure you can mention the other benefits, but your presentation will be dynamite if you concentrate on the benefits your prospect is seeking most.

RULE 5: Give them lots of testimonials

Simply take a selection of the testimonials you've already prepared and put them in your presentation.

Don't forget to make sure the testimonials you use cover your USP and other benefits. You never know which ones will be the most relevant and persuasive.

Again this depends on what your prospect is seeking most.

RULE 6: Provide case studies

We've already covered case studies, and the importance of them. Make sure you take case studies with you to the meeting. You can decide during the appointment which ones are most relevant.

RULE 7: Keep relating your benefits to specific circumstances and other clients/customers

People underestimate how important this is. If you keep relating your benefits to how they will help your prospect, and give examples of other clients or customers you've helped, it all adds to the power of your presentation.

It shows the prospect you have the ability to help them because you've done it for others.

RULE 8: Make it clear that you are an expert in your field by providing useful information throughout your presentation

When selling your product or service, you have to demonstrate to the prospect you are a true expert in your field. If you fail to do this you won't get their business. They must have confidence in you. They must recognise you can deliver everything you say you can.

Talk like an expert throughout your presentation, but don't use jargon! Give the prospect useful tips they can use. Give them ideas and concepts. All these things help demonstrate your expertise.

Creating Your Presentation (Paper-Based Information, PowerPoint, Flip Chart, Video)

Please Note:

What follows is a simple formula for a structured presentation. We've given you this because very few people understand what's needed in a presentation to ensure the best results.

Once you become more confident you'll become more flexible and will rely less and less on your 'visual presentation', even though it will still play a major part in your sales meetings.

Alternatively you may prefer to make your presentation more verbal and less reliant on a visual presentation. This is also fine, but remember to include all the important elements we'll discuss shortly. And don't forget you still need to use certain visual elements in your presentation such as testimonials, case studies etc.

Front Page

Put your company name and ideally the name and logo of your prospect and company on the front page.

More importantly in big bold letters put your USP in the middle of the page.

The colours and style of the presentation should be completely in harmony with the corporate identity projected by your company.

Page 1

Summarise the details of the business: when it was formed, how many customers, where it is based, other offices, etc. All this builds credibility.

Page 2 - Client List and Testimonials

Next you should include a client list and as many great testimonials as possible. When you're running through the presentation don't read each testimonial verbatim. Just highlight specifics and those of greater interest to the specific prospect.

Next Page(s)

Highlight the common problems/frustrations/fears people face. Straight away you're connecting with the prospect.

Following Page(s)

Offer the solutions and how your product or service delivers these solutions.

Then go over each RELEVANT point in tangible, sizzling detail. By "relevant" we mean you should only discuss the elements of the product or service that you know are important to the prospect. (Once again you know this because you've asked your needs analysis questions).

Use as many pages as you need. By the time you've finished with each point your prospect should have an accurate sense of the benefits they'll receive from you.

It is useful to establish some kind of visual key that carries the continuity of the whole presentation while you are showing each page - for example, your company logo reduced down and placed on the bottom right of each page.

Price and Payment Details

Next talk about price and payment details. Notice this is not at the end of your presentation!

Risk Reversal

Your penultimate page gives your Risk Reversal, which of course you've already defined.

Summary Page

Finish with a final summary page that repeats the overview of the product or service. And, most important, concludes with a re-statement of the USP, and your risk reversal.

Here's how your presentation should map out:

1. Your company name and logo and your prospect's company name and logo. Include your USP.
2. Client/Customer list and testimonials.
3. Problems, fears, and frustrations.
4. Solutions – including how your product or service solves the problems.

5. Price, terms and details.
6. Risk reversal.
7. Summary of product or service and USP.

Don't forget to include article reprints and any impressive statistics such as 95% repeat clients etc.

Here are some more important **points** regarding your consulting presentation...

- **Be flexible**

Although you need to be prepared you must be flexible in your delivery. Neither you nor the prospect will know how the meeting will develop.

Of course, you've taken every step to guide it, but there will be one or more points in the meeting when the prospect changes their tack. You must tailor your presentation to the comments of the prospect, even if you would prefer a more familiar route.

- **Be confident and behave as if you've already got the job.**

- **Don't show your brochures or any other materials unless you're asked to.**

The quicker you get by the 'job application' process and go straight into consulting mode the better.

Use a brochure as a last resort. There are only two circumstances when you need a brochure: when your prospects expect to see a brochure, and when you are trying to create a sense of size and substance.

Of course a brochure can help raise your credibility – but only if it's written and designed properly. Remember people buy off people. You can take your brochure along with you but only present it if it is asked for.

- **Prospects want to be associated with success, so make sure you come across as a success.**

Case studies and testimonials will help demonstrate this for you.

- **Never discuss fees/prices before you find out the needs of your prospect.**

If the prospect asks, “What are your fees/prices?” early in the meeting, say, “Julie, I’ll be happy to answer all your questions. I’d just like to get some background information first.”

- **Discuss fees/prices before the end of the conversation and not right at the end.**

If you bring them up before the end, then even if the prospect has a negative feeling towards your fees/prices, you’ll have time to convey the reasons why and turn their feelings into more positive ones.

On the other hand if you leave your fees/prices to the end, a negative attitude would be very difficult to change at that point.

- **Focus on results, and what’s in it for them.**

- **Stick to the point and don’t ramble on**

This is very important. Often we like the sound of our own voices. We get enthused about wanting to talk to the prospect and give them all the information we think they need. You must resist this temptation. It is crucial you let your prospect do most of the talking. That’s why you prepared your needs analysis questions – they force you to keep quiet and allow the prospect to talk openly about their situation.

- **Use ‘Tie-Downs’ to act as ‘mini-closes’ throughout the presentation**

Tie-downs are simple questions you use throughout the presentation to get positive agreement and confirmation that they understand your points. These little ‘yeses’ act to help you as you finally close the sale. They break down the significance of the final close and, because the prospect has been

agreeing to you throughout the presentation, it keeps them involved and guides them unwittingly to a positive conclusion!

Here is a list of proven, easy-to-use tie-downs. Sprinkle them lightly throughout your presentation during important points:

- Don't you agree?
- Wouldn't that be nice?
- Does that make sense?
- That'd be helpful wouldn't it?
- Is that okay?
- Doesn't it?
- Isn't that right?

Module 18.5: The TALISMAN Sales System - Overcoming Objections

Simple And Effective Ways To Overcome Objections When Selling Your Product Or Service

Introduction

An objection is a reason given by the prospect why they aren't ready to buy your product or service.

Remember you've already spent time preparing for common objections! This preparation will help you enormously, and will reduce the number of objections you get. However, you will still have to deal with objections once you've given your consulting presentation.

Don't ever try to argue with an objection – accept it, because it is real for the prospect.

There are three types of objections:

1. Trouble objections
2. Real objections
3. Smoke screen objections.

Let's look at each one in turn...

1. Trouble Objections

These types of objections are related to the type of prospect you're dealing with.

You know there have been times when a prospect gives you the feeling that they will be hard to get on with, they seem difficult, and they are very pushy.

Your gut feeling is that this person will be trouble. Nevertheless you take them on as a client or customer, only to recognise that your worst fears were realised.

These types of objections are warning signals that only you know about in relation to your product or service and the people you serve. Just be careful if these feelings come to the surface when meeting a prospect.

2. Real Objections

If your product or service doesn't fit the prospects wants, needs and requirements, then real objections will be raised.

For example, you may be a freelance copywriter of advertisements. The prospect wants a company to write, typeset, provide the artwork and place the ad. You just offer the service to write the ad. Their objection is then raised that they want a full and complete service.

This is a real objection, but how strong is the objection? Well, if the benefits you can provide outweigh the disadvantages, then you should try to overcome the objection.

If, on the other, hand the disadvantages the prospect suffers by using your products or services outweigh the benefits, then the objection is real and shouldn't be overcome. You should accept that the objection is real and see if you can help in other ways now and in the future.

3. Smoke Screen Objections

This type of objection is the most frequent, and includes the common objections you've already prepared for.

Smoke screen objections are excuses that prospects make when they aren't ready to make a decision.

They are also given because the prospect is reluctant to give you the real reason why they don't want to buy.

For example, a prospect might say, "We don't have the budget right now". This could mean, "I'm not convinced of your ability to handle this project."

You can get around this by saying, "I understand John, but what's the real reason for not retaining me right now?"

Most of your prospects will give you the real reason. There will be some who will never give you the real reason and unfortunately there's little you can do about that.

Handling Smoke Screen Objections Effectively

A smoke screen objection is therefore a complaint based on the prospect's misconceptions and **perceptions** – rather than the reality. You must therefore effectively remove these objections to be more successful.

Here are some good points to remember when handling smoke screen objections:

- Convince the prospect that the benefits of your product or service far outweigh their objection.
- Never disagree with an objection.
- Have a positive and helpful attitude when dealing with objections.
- View the objection as an uncertainty on the part of the prospect and not a rejection of you. An objection is a positive BUYING signal!
- Assume that the objection is raised due to lack of information or understanding.
- Repeat the objection back to the prospect in your own words so they know you understand.
- When a prospect voices an objection say, “I understand. But have you thought about...?” Or say, “That’s an interesting point. But have you thought about...?”

The time you’ve already dedicated to preparing for common objections will be an enormous help to you at this stage – in fact, that’s why you prepared for them in the first place!

One of the best ways to overcome objections is to have TESTIMONIALS written that counter your common objections. This is so powerful yet very, very few people do it!

Here’s How To Overcome Objections Using Testimonials...

Just as you did with your “questions to overcome objections,” you can prepare several client or customer testimonials that meet the common objections head on.

Here’s how it’s done (using the previous web design company as the example)...

Objection: I’m not sure if my company needs a web site.

Your response...

Having prepared your testimonial (i.e. it’s on your client’s or customer’s letterhead and signed by them) you say something like...

"It's funny you should say that, Mrs Prospect, because one of my clients, Sue Jones at ABC Company, said the same thing. Do you mind if I show you a letter she sent?"

Your prospect will always say it's okay. You then get your testimonial out. Here's what the important part says...

"...I'm so glad I decided to go ahead and have my own web site. As you know I didn't think we needed a web site in the beginning. I just want to thank you for your efforts. I am now getting at least 15 orders a day from the web site, generating over £250 a day, and it's all new clients. I know I wouldn't be getting this additional business if it wasn't for the web site you designed for me..."

Can you see how powerful this concept is?

Other Proven Ways Of Overcoming Common Objections

Because you know the common objections you are faced with, you can prepare a ready-made answer with support information to handle the objection quickly, easily and professionally.

This will give you a massive **edge** and bring you more clients or customers.

Here are some common objections and how you can overcome them...

Objection 1: Your price/fees are too high.

This is by far the most common and most difficult to handle. One thing that we've all done in our time is when a prospect says, "That's too much" we say, "Well, I'm flexible, what's your budget?" or "Okay, I'll do it for X."

We do this because we are frightened to lose the sale. Usually we go straight in and open our 'big fat mouths' without pausing to stop and think.

If you still do this I urge you to stop straight away (unless of course you are in a position where you need every penny to balance the books and pay the mortgage!).

Remember that people will often say your price is too high. People want to make sure they're getting your product or service for the best price possible. In fact, they would be foolish not to question your prices/fees.

However, there's a very important point we need to make at this stage...

All the preparation work you've done will significantly reduce the frequency of the price/fee objection.

You've added so much VALUE to your product or service that the prospect automatically accepts your price/fee.

Remember in 95% of cases the price/fee objection is raised because the prospect doesn't see the value of what you are offering.

We can't however say the price/fee objection won't arise. So here are the proven ways to handle it...

- **Say, "I understand. Of course, I can't do the job outlined for a lower price/fee, but if you tell me your budget, I'll tell you what I can do for that price."**

Basically you find out the client's budget, and you don't back down from your original price/fee. Your prices/fees are fixed. But you tell the prospect how much you can do within their budget. In reality you give the prospect a lower level of service to match their budget.

This strategy is very important. The prospect appreciates your honesty and realises that your fees are fair and have meaning. £1,500 means £1,500. They also realise that you are prepared to help them within their budget constraints.

- **Say, "I understand. I do hope we can work together on another project where my rates fit in better with your budget."**

This strategy says to the prospect that you're busy and successful with projects at the price/fee quoted. It also indicates if the prospect wants you they'll have to pay the going rate like your other clients.

- **If the prospect says, “We want the cheapest we can find,” say, “Let’s get this straight. All you’re interested in is the lowest possible price. Timeliness, quality of work, input as to how to perhaps better run this area of your business, etc, those aren’t concerns of yours, right?”**

“I didn’t say that”

“Then what are your major concerns and why?”

The prospect may then say, “Well, all accountants are the same.” You then tell them **again** what distinguishes you from the rest.

- **Throw a ballpark figure at them.**

“Julie, based on what we’ve discussed so far, you’re looking at a range of £2,000 to £3,000 for our fees. That estimate could be somewhat high or low. Unfortunately, I can’t be more specific at this time because I haven’t... (give reason why). But that’s a good ballpark figure. Should we continue talking?”

If your prospect says, “Yes” then continue. If they say “No” then find out what they are willing to pay and decide whether you want to continue. Alternatively, thank him or her for their time and leave.

- **Tell the prospect, “We are rarely cheapest and might be more expensive. Should we continue?”**

Say, “John, thanks for discussing your situation with me. Usually I find that this is a good time to discuss fees, as I don’t like leading people on. In most circumstances like yours, we’re rarely cheapest and might be more expensive—should we continue?”

- **If a client or prospect asks for a lower price you can deal with this in two ways:**

Ask if they sell their products or services at a lowest price. When they say, “No” ask “Why not?” Then after they explain say, “Me too.”

- **The final method is to turn your fee into an investment that the client makes.**

For example, they say:

“That’s a lot of money”

“Mr Jones, if you think £6,000 is a lot of money to pay for marketing consultancy then you’re right – it is a lot of money. But may I ask you a question?”

“Sure”

“For each new client my marketing strategies bring in - how much profit will you make?”

“About £2,000 per client”

“So if my strategies improve your current methods only marginally, and bring in say 10 new clients, you’ll make £20,000 in extra profits, right?”

“Yes”

“Tell me would you normally be willing to spend £6,000 to make a minimum of £20,000?”

“Of course”

“So my fee is only a drop in the ocean compared to the potential for increased sales and profits for your business, isn’t that right?”

“Yes I suppose it is.”

By using this technique you make your price/fee seem insignificant in proportion to the potential benefit the prospect receives in terms of the result you bring to them.

Immediately after you quote your price/fee, don’t say a word. Keep still and don’t open your mouth. You must not speak. You must wait until the prospect speaks. If you speak next you will invariably lose the advantage.

Most people will speak first after a pause for fear of quoting a price/fee too high. They follow up by saying “But of course I’m flexible and I’ll work within your budget.” You’ll lose all credibility and the prospect knows they have you in their pocket!

- **Of course there are times when the prospect won't move an inch.**

It's up to you then to back down or walk away. If you need the work then you would be wise to back down. Otherwise leave the prospect politely.

Objection 2: We don't have the budget.

Answer this in the same way as we've just explained for the price/fee objection above.

Objection 3: I can get it cheaper somewhere else.

This is another popular objection. The prospect compares you in a similar way to your competitor and is saying, "Why should I pay £500 more for the same product/service?".

You must therefore impress on them that they are **not** comparing like for like, or apples to apples, they should be comparing apples versus oranges.

Your product or service **isn't** identical to your competitors. Your USP, risk reversal and irresistible offer will demonstrate this clearly. This objection can be handled in the following ways:

- "I understand. But let me ask... Have you ever in the past chosen someone because his or her price was the lowest, only to be disappointed once the job was done?".
- "I understand. But let me ask...Are you primarily concerned with price – or with (service, reliability, quality, results or whatever benefit you offer)".
- Once the prospect admits that 'results', for example, are more important, then you must convince them that you can deliver these benefits and get the prospect to agree that quality and results quite naturally cost a bit more and the results are worth it.
- Another effective way is to point out that it's cheaper to hire you now than to pay for an inferior service and then pay you to come and correct the mistakes.

"I understand. But as a licensed contractor, I spend a lot of time getting paid to correct the work of local handymen who do not have the expertise or training to do this type of work correctly.

"Surely it would be less expensive to have the job done right the first time, rather than pay for an inferior job from someone else now, then pay me to fix it later on. Do you agree?"

Then re-stress your UPB, additional benefits, and risk reversal.

- If a prospect admits that price is the main factor then unless you know you will be the lowest don't pursue it any further. Say:

"I understand. Some people prefer to buy primarily on price, and my product/service is not for them. But do call me when you have a job that needs my special touch and you have a budget that will allow us to work together. I'm looking forward to it".

Objection 4: What happens if I hire you and I'm not satisfied with the work you do?

This objection is easy for you to overcome. The prospect just wants reassurance. This is when you explain your **risk reversal!**

Practice your objection answers, and put your responses in a script that you like. You will only regularly come up against 3 or 4 common objections and you should be fully prepared for these. There are no excuses.

Module 18.6: The TALISMAN Sales System - Closing

Getting Your Prospect To Buy Your Product Or Service Or At Least To Move To The Next Stage

Introduction

Let's first get one thing straight. You must close. If you don't close you won't get the business. But what is closing?

In our opinion closing is...

"Getting agreement to move to the next stage in the sales conversion process."

Of course the primary objective of closing is to get the order – clinch the sale – get a new client or customer. But as you already know there can be many stages you have to reach before the sale takes place.

If you appreciate the fact that closing is simply an agreement from the prospect to move to the next stage (i.e. closer to the sale), your task of closing becomes simple and less daunting.

It's up to you to bring your meeting to this conclusion. You cannot rely on your prospect to say, "Okay, let's go ahead."

Closing isn't unprofessional. Prospects need to be guided to this conclusion. By closing, you give your prospects the welcome guidance on what the next step is. Whatever it is that you want your prospect to do – you must spell it out for them.

The following closing examples are not based on 'sales technique.'

The closes we're recommending to you are simple, totally ethical, and logical closes, which don't make either party feel uncomfortable.

This is very important. We want you to have complete confidence in the process whereby you'll feel totally at ease using our proven advice.

So you've given your consulting presentation, you've successfully overcome any objections – you now need to close.

Please Note:

It is perhaps easier for you to understand now why we recommend you use 'tie-downs' throughout your consulting presentation. These little 'yeses' make the final close easier and less of a mountain to climb!

At this point it does depend on how the decision-making process is reached. You will know this from your needs analysis questions. You will normally have four options at this stage...

Option 1:

The person you meet has the authority to give you the business today. No other people are involved in the buying process.

Use the following closing process...

"Have you any more questions?"

If they have got more questions answer them all. Then when they haven't got any more questions you can ask the following closing question straight away...

"Okay, so when would you like to start?"

This question will achieve one of two things. First they could say, "We can start next week." If this is the case you know you've done a great job and you've got your client. Now you can do what is necessary for you to start the relationship.

Alternatively the prospect may say something like, "I need to think about it."

You now have **two** choices:

1. You can accept their wishes, and then agree when YOU will call the prospect to get their decision, or
2. You can question the prospect further and ask probing questions like, "What do you need to think about?" etc.

Above all else never make the prospect feel uncomfortable. Don't worry if you don't get the sale at the end of the

meeting. Just remember you need to get the agreement to call them (follow up) in a few days!

In this instance getting this agreement to call in the next few days is your 'close' – you're getting a decision to move to the next stage, which is a phone call to see if the prospect wants to go ahead.

You then send your sales conversion letter either the same day or at the very latest the next day. Your sales conversion letter is the letter you send after the appointment if you don't get the business there and then. It's written to increase the likelihood of the prospect agreeing to become a client or customer.

Option 2:

The person you meet doesn't have the authority to give you the business today. Or they are not prepared to give you the decision today for a number of reasons.

Please Note:

You should always endeavour to speak to all the decision makers. It's very, very difficult to get the sale if all decision makers aren't at your meeting.

Here your task is just to get agreement to the next stage. Use the following closing process...

"How long do you need to make your decision?"

However long they need to make their decision you answer by saying...

"Okay I'll call you on Friday (or in 3 days etc). Is that alright with you?"

You then send your sales conversion letter either the same day or at the very latest the next day.

Option 3:

The person you meet doesn't have the authority to give you the business today because they are considering you and at least one of your competitors.

Use the following closing process...

"John, I have a request. I hope you've found our meeting as productive as I have. Can I touch base with you before you make your final decision to see where we stand?"

Usually the prospect will say, "Yes call on ...". The good thing about this is that you give yourself one last chance. If you're not chosen as the provider or on the short list then it gives you a chance to find out why, and try to resolve these issues to make the final cut.

Here's what to say when you call back...

"John, Hi. It's Mike. How are you?"

"Good Mike and you?"

"Very well thanks. I'm calling to find out where we stand and how your interviews with the other firms went."

"We've narrowed it down to you, XYZ, and ABC Company."

"Good. What happened to the other firms?"

(...Whatever)

"John, based on what you know so far and if we weren't involved in this process, between ABC and XYZ who would you recommend?"

"ABC" (you've now eliminated one company)

"Was there anything about ABC that would cause you to eliminate them?"

(...Whatever)

"Why would you select XYZ?"

(...Whatever – if they say, "they are our current service provider say, "Why would you switch then?"")

John will then give you reasons why.

Then say:

“Have you set up the appointments yet with the other two firms?”

“No not yet.”

“Okay. Because new issues may arise in their meetings with you (and whoever) could you set their appointments first – I would appreciate it very much if we could be last. That would give me a chance to address those issues that are certain to come up in those other meetings. When should I get back to you to find out when they've scheduled to come in?”

If they **don't** agree to see you last due to their relationship with their current supplier you may find it difficult. Their service supplier will be able to beg, plead and cry to keep the business – and as you know it sometimes works!

Option 4:

You need two or more meetings to sell your product or service

Use the following closing process...

“We just need to agree a date for me to come back and go through our tailored presentation, detailing how we can help you solve your problems.”

If you do need two or more meetings, it is important you try and get **ALL** the decision-makers at the next meeting. And don't forget to confirm your next meeting in writing, explaining what they'll get out of the meeting (another 'Sowing The Seeds Letter').

Here are some additional **proven** closes you can use to guide your prospects to the next stage...

- **Get your prospects involved in the buying process.**
The more involved your prospect is in the buying process the better chance you have of closing the sale.

Regular contact, special reports, free tip sheets, a newsletter etc, will give the prospect the true impression that you care about their interests and they get involved by speaking to you and reading the information you send them.

Who do you think you would use - a company who takes the time and effort to communicate with you and sends useful information, or a company who contacts you once a year without any effort to help you?

- **Use silence.**

Yes I know we've mentioned this already, but it is one of the easiest and successful closes you can use.

Once you've given your presentation and then your final close just sit and be silent. Whatever you do don't break the silence. It will seem like an age, but 'allowing' the prospect to talk first usually results in the order - or at least another objection that you have to overcome.

You will initially find this 'pregnant pause' difficult but we urge you to try it out. It is by far the easiest way to 'close.'

- **The 'either/or' close is very effective.**

"Do you want me to start on Monday or Tuesday?"

- **Set dates.**

Say, "John, can we go ahead and set some dates?"

- **Act fast.**

We can't emphasise enough how important speed is in the whole sales process. If you do everything the same day or within 24 hours your sales will soar. Take our word for it.

- **Put it in writing.**

Once the prospect agrees to hire you or buy your product, the next step is to get the signed contract, agreement, or initial cheque for deposit or first fee. Each of these things accompany your 'buyer's remorse letter.'

Of course there are times when a verbal agreement will do but still send them your 'buyer's remorse letter,' welcoming them as clients or customers.

Even if a verbal agreement is acceptable to you, it is imperative you send your buyer's remorse letter.

- **Avoid doing proposals and never offer to do one.**

Offering to do a proposal can be a sure-fire way to cool off a hot prospect, confuse them and even bore them.

Only a very small percentage of people will actually study a proposal.

If you have to write a proposal turn it into your Sales Conversion Letter.

One final question to ask after the close to increase your sales by at least 10%

After the main discussion, ask your prospects and clients or customers, "What else can I do for you?"

This is a basic question but you'll add at least another 10% of business just by using this phrase.

GETTING REFERRALS – Straight After Getting The Order Or Closing

This is a good time to mention a simple referral process that will add thousands to your profits.

People feel good when they've made a decision to use your product or service. At this point they feel confident in themselves and in your ability to help them. So just after they've agreed to become a client or customer say the following...

"Mrs Jones, Who do you know who may be in a situation similar to yours that we might be able to assist?"

There will be three possible replies:

1. If she says, "Yes," find out who, and ask her to make the introduction for you.
2. If she says, "I'm not sure," ask her if you can follow through with her after she's had time to think about it.
3. If she doesn't know anyone – don't worry – there's more ways to skin a cat as the saying goes.

We guarantee if you start using this simple procedure you'll get many more referrals and dozens of new clients or customers. And the cost to you... zero!

SECTION 5: SECURING & MAXIMISING

Module 19:

Creating Your Sales Conversion Letter

This Letter Alone Has The Power To Turn A 'Dithering' Prospect Into A Fully Fledged Client Or Customer – Instantly

Introduction

Your sales conversion letter is your 'secret weapon'. Written properly, you significantly increase your chances of converting your prospect into a client or customer.

You send your sales conversion letter straight after your meeting with the prospect (assuming you didn't get the business during the meeting).

Some people do send a letter after a meeting – many don't surprisingly, but it's definitely not what we would call a sales conversion letter.

Your sales conversion letter is written to increase the interest level of your prospect to the point where they are ready to buy your product or service. (Remember the chart on page 6).

It is a very successful letter.

Here's what you must include in your sales conversion letter...

- 1. Thank your prospect.**

You must thank your prospect for their time and for giving you the opportunity to help them.

- 2. Mention the prospect's name more than once in the letter.**

Once again this little technique really does help win your prospect over.

- 3. Include your USP and all the benefits important to the prospect.**

Because you've asked your needs analysis questions you know what's important to your prospect. Highlight their wants, needs, and requirements. Explain how they'll benefit from your product or service.

- 4. Describe your risk reversal strategy giving your reasons why.**

5. Include as many relevant testimonials as possible.

6. Tell them what they'll be missing if they DON'T use your product or service.

Fear is an excellent motivator. Tell them what they won't get if they **don't** use your product or service.

7. Answer any possible objections the prospect may still be having.

Even if you've covered them in your sales meeting (and you should have) you should still answer any possible objections you think may still be bothering the prospect, for example your prices/fees, your expertise etc.

Once again we've already covered how to deal with common objections. Simply write in your letter the script you prepared to overcome the objection(s).

8. Tell them when you're going to contact them.

Reiterate when you're going to call them back to get their decision.

You may now be thinking: "This sales conversion letter could be 2 – 5 pages long." And you're right.

Don't worry how long your letter is. Your prospect will read it. Keep the information relevant and you'll make a huge impact on your prospect. Follow our guidelines above and you'll amaze yourself.

See the following pages for examples of successful Sales Conversion Letters...

Example One - Residential Estate Agent

Dear <Name>

Thank you for giving us the opportunity to value your property. I enjoyed meeting you. Further to my inspection of your property, and taking into consideration the present market conditions, I would recommend an asking price in the region of £329,950.

Please note this valuation is for marketing purposes only. No survey has been carried out, and I presume the property to be free from faults or defects of any kind.

The valuation I've given is what I consider to be realistic and fair. You may have had a higher figure in mind. In fact, if you've consulted other Estate Agents they too may have given you a

higher valuation. If this is the case I urge you to consider the following issues:

- The initial asking price of your house is very important. Price it too high and you won't generate any serious interest. Price it too low and you could be losing out on thousands of pounds. It's much better to set a realistic price in the beginning.
- If you start too high and begin to drop your asking price to generate greater interest this often results in a sale price less than what the house is actually worth.

Why would this happen?

Well, the buyer recognises the house started at a much higher price and therefore concludes (rightly or wrongly) you started dropping the price because you're desperate to sell. The buyer is then in the stronger position. This is never helpful when selling your property. The seller must maintain the 'strength' in the selling process to get the best possible price. Most Estate Agents never divulge this crucial information!

Why would I tell you this "insider secret"?

Often we find that other Estate Agents quote much higher prices to 'buy' your business. We prefer to give you a realistic selling price for the reasons I've explained above. The whole purpose of using an Estate Agent is to sell your house quickly for a price you're happy with. This is our sole concern.

If you are 'disappointed' with my valuation and would like to try a higher figure please call me on <Number>. We can then discuss the advantages and disadvantages and come to an acceptable compromise.

Having satisfied yourself with the asking price, you next need to be certain the Estate Agent can sell your house. Here are 5 reasons why we sold 1,613 houses last year, and why I'm totally confident we can sell your house quickly...

1. Our unique promise...

You Get £100 If We Don't Sell Your House

Very simply, if we don't sell your house, we'll give you £100. That's right - we'll write out a cheque for you for one hundred pounds.

We still operate our no sale - no fee policy - so you don't have to pay for advertising or any other costs associated with selling your house.

As we discussed, our sales commission includes high quality computer-generated sales particulars, window displays within our centrally located showroom, For Sale Board, FREE Leicester Mercury advertising (2 guaranteed in the first month), and

accompanied viewings (we are available until 7pm to show prospective buyers around your house).

The £100 is our way of saying to you, "if we don't sell your house - we suffer not you." And believe me if we don't sell our customers houses, £100 per house is a lot of money - enough money to worry our accountant and bank manager!

But like I've just said, we are here for one purpose and one purpose only - we are here to sell your house as quickly as is humanly possible, at a price you're happy with. Hopefully this gesture shows you how committed we are!

2. We work late every weekday and open weekends

Unlike many other Estate Agents we have 2 or 3 people working late at any one time, which means buyers and sellers are given the attention they need to make the right decisions.

We've also found that people are much more relaxed after work and on the weekend, and as a result are more focused on buying. They can take their time because they aren't rushing back to the office or rushing to pick their children up.

3. We operate a state-of-the-art 'House and Buyer Matching System'

Details of our customers' properties are telephoned to our extensive list of active buyers within 24 hours of the house going on the market.

We don't just wait for people to see your For Sale Board, or to walk in off the street into our branches, or to call us for details. We take control and match your house with the needs of other people who want to buy. This is extremely successful!

4. Unlike other Estate Agents we invest heavily in our people to make sure they deliver you higher levels of service than you would normally expect.

- Before any person joins our team they have undergone 3 interviews with the senior management. There are no short cuts.
- Everyone who joins us, even part-time people, go through an intensive induction course (including an exam) for up to 2 days. We don't let anyone answer the telephone until they've been on this course!
- We employ a dedicated sales trainer who closely monitors the performance of all staff, and co-ordinates monthly one to one training programmes with them.
- Each member of staff has a monthly assessment to ensure their levels of performance are meeting our very high

standards. In the unusual event of a person falling below our targets - they are re-trained on their areas of 'weakness'.

- Every month we conduct 'Mystery Shopper' research carried out by an independent company. We do this not to check up on staff, but to make sure our levels of service far exceed the customer's expectations.

5. You get FREE and independent mortgage advice through our association with the Mortgage Place

This means we can choose the right mortgage to suit your specific circumstances. There's no delay. Your mortgage can be arranged quickly and efficiently to speed up your own house purchase. The Mortgage Place can be called FREE on <Number>.

(YOUR HOME IS AT RISK IF YOU DONOT KEEP UP REPAYMENTS ON A MORTGAGE OR OTHER LOAN SECURED ON IT. Written details of credit terms available on request. Life assurance may be required with a mortgage).

Are you surprised? As you can see we just make sure we do the basics very well. But it's doing the basics well that sells houses.

I know there are a lot of very competent Estate Agents in our area. But most don't have the conscientious attention to detail, that I think you need when you're going to commit the fate of your house to somebody else's hands.

We may or may not be the right people for you, but I know this much: we've helped a lot of people sell their houses quickly and for a price they're happy with.

I'll call you in the next couple of days to get things moving. Alternatively, if you have any questions please call me on <Number>.

Kind regards,

William Mathews,
Senior Valuer

P.S. I'm looking forward to hammering the "SOLD" sign on to your For Sale Board!

P.P.S. I've included a selection of comments from some of our customers. Please take a moment to look through them.

Example Two - Networking Organisation

"Join Connections for Business before January 25th and you'll receive my special membership offer..."

From the desk of Jane Hammond

Good Morning <Name>

Thank you for attending our recent meeting in Birmingham. You now have first hand experience of how to get more customers using Connections for Business. Hopefully you can now see why we offer our unique guarantee to all members. Just to re-cap here is our guarantee...

Our Risk Free Guarantee To You

If within the first 12 months you don't think you've had value for money, and you haven't generated any new business, we'll give you a prompt and courteous refund of your whole membership fee - no questions asked!

We offer this guarantee because we know what we do is successful for ALL our members, and I want you to take advantage of it. Simply complete the attached 'Urgent Priority Membership Agreement.' I'll then rush your membership pack to you.

Here's what you'll get as a member of Connections for Business:

- More customers - guaranteed. This means more income from new customers and the opportunity of them referring you to other good quality prospects
- One meeting each month with your group. Getting to know your fellow member's results in more contacts and more business for you - it's that simple!
- One massive meeting every three months with all the members of Connections for Business throughout the West Midlands. If you are looking for business opportunities outside Birmingham then our 'Rainbow' events are a massive benefit to you
- One of the problems with meeting people is actually having the confidence to approach them in the first place. We help you meet people by introducing you personally to everyone in the group

- Before you leave each meeting we make sure you've met every person in the room. By the time you leave the meeting you'll know exactly what everyone in the room does, and more importantly they'll know exactly what you do. The chances of you getting new customers is increased significantly because of this
- We identify people within the group who are 'Prime Prospects' for you and make the introductions for you
- Each member receives an up to date 'Membership Directory.' Therefore, when you join, your fellow members receive your details - what you do, what types of customers you serve, and who are your best prospects

Here's what you don't have to do as a member:

- You don't have to attend every month - but you'll want to when you see the results!
- You don't have to find referrals for other members - even though you probably will
- If you don't want to stand up and give a 10-minute presentation on your business - you don't have to. I'll do it for you. Obviously it's better coming from you - but if you don't like doing presentations don't worry

I've tried to think of all the reasons why you could possibly NOT want to join Connections for Business. After much deliberation I think there are only 4 reasons...

REASON 1:

You don't think you'll get any new customers. Our methods are successful. After all, 516 people in 506 different businesses can't all be wrong! Don't forget if you don't get any new customers, we'll refund your membership fee in full. There really isn't any risk. Do you think we'd offer this guarantee if our methods weren't extremely successful?

REASON 2:

You haven't got the time .There are only 12 meetings each year and 4 'Rainbow' events. That's just 16 each year. Each meeting lasts approximately 2 hours, plus let's say another hour for your travel time. That's a total of 48 hours. Just 2 days commitment to get more new customers and potentially thousands in the bank. Is two days a year asking a lot?

REASON 3:

You think £347 to join is too much. Let me ask you this question - what other forms of marketing do you use to generate customers?

Telemarketing, sales letters, internet marketing, and so on. All these marketing methods cost more than our membership fee - often considerably more!

No other marketing activity will get you the same return on your investment as your membership to Connections for Business. And don't forget. If your telemarketing doesn't work - you can't get a refund! All the other forms of marketing have a certain element of risk. Joining Connections for Business does not! Better still...

...If you join now you can benefit from my special membership offer (see below for details).

REASON 4:

You've tried other forms of 'networking' before and they haven't been successful. You'll actually notice this is the only time in all my communications to you where I've used the word 'networking'. There's a good reason for this. Many people have had 'bad' experiences of networking in the past. They've spent an awful lot of time meeting people without any tangible results.

Hopefully you've already recognised Connections for Business is totally different. We are not like other so-called networking groups. We thrive because our methods are successful for ALL our members.

Now we've taken care of these issues I think you'll agree there's no better time to become a member of Connections for Business.

And here's why you should join now...

**Join Before January 25th And Get £50 Off
Your Membership Fee**

I clearly want you to join as soon as possible. There's no point in hiding the fact. Therefore if you join before January 25th your membership fee will be reduced by £50 to just £297.

Please complete the enclosed 'Urgent Priority Membership Agreement' and either fax it back to me at <Number> or return it in the envelope provided. I'll then rush your membership pack out to you. It won't be long before you start to get an influx of new customers without the time, effort and cost of more traditional marketing methods. Don't forget to reply before January 25th to take advantage of your £50 discount.

I'm looking forward to welcoming you as a new member.

Kind regards

Jane Hammond

P.S. Join Connections for Business now for the guaranteed way to get more customers using our unique approach to meeting people - without any pressure or any stress. Reply before January 25th and get £50 off your membership fee!

Example Three - Heat Exchanger Services

(How to write your quotes - Please note in this example the quote is faxed to the prospect)

QUOTATION: RE-TUBE TUBE STACK

Dear Mr Kennedy

Thank you for your enquiry regarding the above. We have received and inspected your tube stack at our works. I have outlined below our quotation for you:

Scope of Work

1. Remove tube plates from tube stack
2. Remove stub ends from tube plates
3. Inspect and clean all component parts
4. Drill in new set of baffles
5. Reassemble tube stack
6. Lace tubes
7. Pressure test unit
8. Prepare for transport

Materials Specifications

1. Tubes

199 off aluminium brass tubes 3/8" O/D X 0.81mm wall x 1830mm long to BS2871 PT3 CZ110

2. Baffles

12 off Tuffnol baffles 10mm thick

Standards of Work

Price

£X,XXX

Despatch

14 days from order

**Why Should You Do Business With
XCHANGER Services?**

I know a keen price is very important to you. The quote I've specially prepared reflects this. I'm sure you'll be pleasantly surprised.

Although price is a crucial factor, I'm sure there are other equally important issues you'll consider before making your final decision - especially if there's little to choose between the prices charged.

For example, whoever you choose must be able to complete the job to near perfection, on time, and without any 'hidden' extras. Also, because we haven't done any work together before, we want to eliminate any doubts or fears you may have about our expertise. We do this by offering a unique 'risk free guarantee'...

1. There's absolutely no risk or annoying 'hidden extras' when you start using our services

- 3 YEAR GUARANTEE - if any defect arises during this period we'll put it right at no cost to you (assuming normal working conditions)
- We guarantee to return the heat exchanger to its original working condition or you'll receive a full refund!
- If the baffles, tie bars, and spacers, are collapsed or corroded we won't charge you for replacement - up to £400

2. Here are 6 more benefits you'll receive...

Our purpose built factory gives us the unique ability to do everything for you including machining, fabrication, welding, assembly, and testing...

- All our welders are coded and qualified to British and American standards. We hold over 40 welding procedures

- We supply test certificates on all jobs
- We have all the relevant ECITB Contractors Safety Passports
- 24 hour coverage 7 days a week
- Quick mobilisation of workforce

85% of the work we do is repeat business from existing clients. That part's easy - we just have to keep producing the quality of work at a competitive price. What's harder to achieve is to get someone like you to place the FIRST order with us.

I hope our 'risk free guarantee', the 6 benefits we offer, and the price I've quoted is enough to help you take this step. Please call me on <number> if there's anything you'd like to discuss with me.

Thanks again for your enquiry Mr Kennedy.

Kind regards

Andrew Barclay

Module 20:

Follow Up

How To Convert Many More Prospects Into Clients Or Customers.
A Simple And Time Tested Process.

Introduction

You've gone through the whole process explained above but you haven't got the business. There are three main reasons for this:

1. The prospect has appointed a competitor.

There's not a lot you can do about this. Just thank them for their time and tell them you'll keep in touch.

2. The prospect hasn't made his or her mind up yet.

Keep getting agreement to contact them at intervals they're happy with.

3. They aren't ready to go ahead at the moment

One day they will. Keep in touch **regularly**, and when they're ready you'll stand an excellent chance of getting their business.

Clearly if you lose out to a competitor there's very little you can do to get the prospect's business – in the short term anyway. If however they simply haven't yet decided or they aren't quite ready to proceed you still have an **excellent** chance of getting their business, as long as you keep following up.

The Irresistible Customer Relationship Model

At this point we should take a moment out to review a very crucial and almost 'life-changing' approach to client generation that should adopt into your business with immediate effect.

It is called 'The Irresistible Customer Relationship Model' and is simply an organised and sequential combination of contacts with your prospects.

It can involve emailing, mailing, faxing, meetings and phone calls to make an offer (sell a product or service) to a prospect. It is an offer that is repeated over and over again with variations that relate and build upon the previous mailing piece or contact.

Experienced and smart marketers know that taking just one shot – a single email, letter, ad, phone call, face-to-face contact - at a prospect is rarely sufficient. Smart marketers know that people buy more often on the second, third, fourth or fifth time you contact them. It's called 'the irresistible customer relationship model'.

It is well documented that the persistent salesperson that doesn't give up on the first 'no' can often move on to get the sale. Furthermore, experience shows that people will often respond after they've received 6, 7 or more contacts. The point is, by sequentially and systematically making the extra efforts you can very often get a pay-off where many before you have failed. That's where the 'irresistible customer relationship model' comes in.

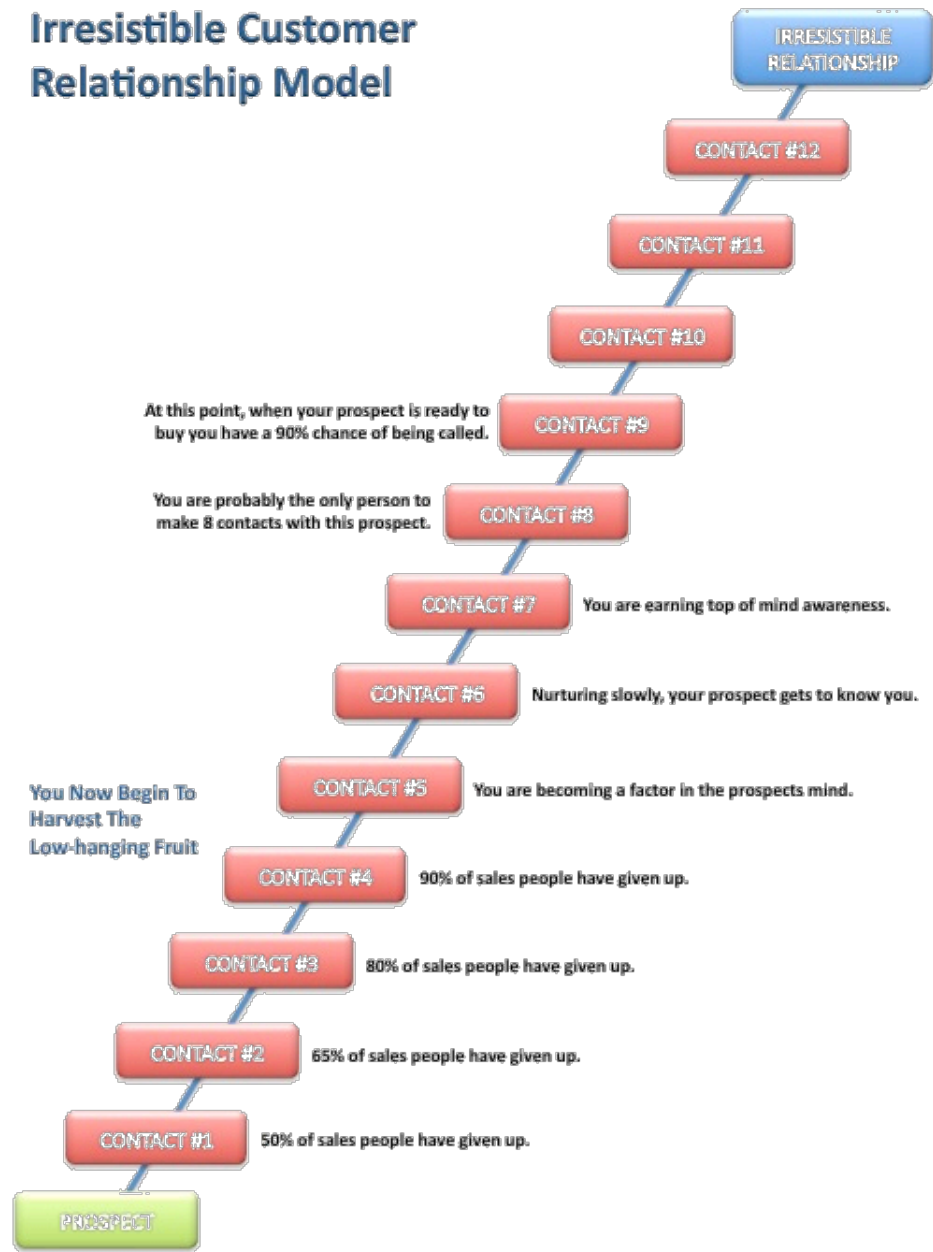
When a prospect says 'No', they often don't mean 'No' in the sense that they don't want to take you up on your offer. It may mean that they don't 'know' enough to make an informed decision. So you have to give them more information, more value. Add more benefit, more advantage, more use, enhancement, lifestyle, profit... whatever is their hot button. The eventual outcome is that the value you've presented far and away exceeds any price or other reason they may have for saying 'No' or not going ahead with your proposition.

Such sequential mailings and contacts will outperform single one-off mailings or calls by astronomical and exponential amounts. This is also because the target is exposed to the offer again and again and tells the prospect that you mean business, and are concerned that he/she has the opportunity to take advantage of the offer you're presenting to them.

With high value products and services, mailings are reinforced and supplemented by a number of combinations of faxes, phone calls, post cards and/or personal sales visits. Experience proves that the best results are gained by the use of such multiple approaches.

Vary your pitch, your method and your media during the sequence by providing special reports, items of interest, books, newsletters, even small thoughtful gifts. The key is not to be seen as a nuisance but as a keen professional with a genuine desire to assist.

Irresistible Customer Relationship Model



*Chart based on findings of marketing research firms.

Using the 'irresistible customer relationship model' in all your marketing pays exponential dividends and means that you will make more than one approach and one attempt to sell.

So What Exactly Is Follow Up?

Follow up is the method you use to keep in contact with your prospects to increase the likelihood of you turning them into clients or customers. It actually starts with your sales conversion letter!

The great news about follow up is that very few people do it. This means those that follow up correctly will always gain more clients or customers.

We think you'll find these research findings prove this point...

- A recent study conducted by Performark (USA research company) showed how few companies follow up properly or even at all.
They found that out of 10,000 advertising enquiries – 22% never received the information they requested, 45% received the information more than 65 days after their request, for 12% it took more than 120 days to receive their information, and 87% were never contacted by a sales representative.
- **A recent study by Thomas Publishing Company showed that most salespeople give up too early regardless of the industry.**
According to the study, 80% of sales to business are made on the fifth sales call, but only 10% of sales people call more than three times.
- **A recent study conducted by Tom Rayfield a UK direct marketing expert, showed that companies are very poor at follow up. From 200 randomly selected advertisers, he replied to them all to measure follow up responses. To his amazement the average time taken for people to reply to him was 8 days, and 17 companies (8.5%) didn't even bother to reply!**
- **Geoffrey Lant, the renowned marketing and research consultant, reasons that most buying decisions are made after seven contacts over an 18-month period. He calls this the "Rule of 7." (We mentioned this back on page 6 regarding the chart titled, "When Does A Client Or Customer Say Yes?").**

Three Proven Follow Up Techniques

In addition to keeping in touch with regular phone calls, use these three excellent and proven follow up techniques:

- **Send interesting articles**
- **Email or mail tip sheets every 4-8 weeks (i.e. short - two pages maximum, tips on certain areas of your expertise to help your prospect**
- **Send special reports (depending on the value of the prospect you may wish to mail these). These reports are documents you've written on a subject relating to your expertise which will help your prospect**

Notice all these follow up techniques are helpful to the prospect. They're not sales orientated. They are all very 'giving.'

Who do you think you would place your business with – someone who never sends you anything and only rings once every three or four months, or someone who sends you useful, beneficial information, and also calls every three or four weeks?

How Often Should You Follow Up?

In terms of calling your prospect, only you will know what is comfortable for them. Don't overstep the mark. However, in terms of sending them useful, beneficial information (the types described above) you can do this as regularly as you want.

In any event don't leave it longer than six weeks between each contact.

By following these simple follow up techniques I guarantee you'll grow your service business. Your sales conversion process will start working for you the moment you put it into operation. Don't delay. Start working on it now!

One thing you may be wondering is this...

"There are several steps to the Sales Conversion System and it seems as if instead of reducing my time the opposite is going to happen."

We appreciate your fear, but let us explain how the System fits together to reduce your time and increase your success...

You simply use a contact management system (CMS) as we discussed in Volume 1, Module 12. Your CMS will streamline your entire marketing system including your follow up program. That's why it's so important to use a contact management system!

Module 21:

Selecting Additional Sales Conversion Strategies

Using A Raft Of Additional Proven Sales Conversion Strategies To Skyrocket Your Sales And Profits

Introduction

You've successfully completed your Sales Conversion TALISMAN System. Now what you need to do is select other proven strategies you can apply to help your sales conversions increase further.

Here's what you now need to do...

STEP 1:

Turn to Volume 3 'Business Building Resources'

Read the introductory text on how to use the book. Turn to the section that concentrates on 'Sales Conversion.'

STEP 2:

Choose your Sales Conversion Strategies

Simply go through each strategy and select the ones that appeal to you most.

You'll be able to choose a raft of fantastic Sales Conversion Strategies for your business.

STEP 3:

Prioritising Your Sales Conversion Strategies

The next step having selected your Sales Conversion Strategies is to prioritise them in the order you want to activate them.

- Remember you're **not** going to be able to activate all of them together
- Simply go through your selected Sales Conversion Strategies and put them in **order** of priority. Of course some will be easier to implement than others, and you'll be able to activate several at once.
- Now write the list of Sales Conversion Strategies down.

STEP 4:

Person responsibility

There are some Sales Conversion Strategies you'll want to concentrate on yourself. Others may be given to other people in your company.

Of course this is up to you, but what you must do – and this is very important - is to make a person responsible to each Sales Conversion Strategy. By doing this you are giving 'ownership' to this particular person, which ensures the task will be completed by the time specified.

STEP 5:

Timing

Now simply decide when you are going to launch each Sales Conversion Strategy. Don't forget many of them are easy to apply and will have an instant effect on your sales conversion.

STEP 6:

Activate Your Sales Conversion System

Now all you have to do is START. You've put together an extremely powerful system that will ensure you convert many more of your leads into sales.

STEP 7:

Test

The final thing to do is to **TEST** each strategy. Make sure you again monitor, record, and evaluate each sales conversion strategy. Remember, testing enables you to get the best possible results from the strategies you're using.

Conclusion

Well done! You can crack open the champagne now – you deserve it. That's your Sales Conversion TALISMAN System completed.

Don't be surprised to see your conversion rocket by up to 80-90%. You really have created a very powerful, successful system.

Now let's move on to the most lucrative part of your business – Maximising Profit From Your Existing Clients or Customers. This is by far the easiest System to put in place, but the most rewarding in terms of sales and profits...

Module 22:

Maximise The Income And Profit From New And Existing Clients Or Customers

How To Tap Into The Most Lucrative Part Of Your Business

Introduction

Tapping into your clients or customers is the easiest and most rewarding of the whole TALISMAN System.

This is an effortless business growth area that all businesses can use to MASSIVELY increase their sales and profits.

We define this simple process as...

“A simple follow-up system that results in increasing the amount of money a client spends with you over the lifetime of the relationship, by increasing the average order value, increasing the frequency of purchase, getting more referrals from them, and keeping them as clients for longer”

This is **THE** most neglected part of every business! Here's why...

Unfortunately, most people just concentrate on lead generation. Less focus on sales conversion and hardly anyone spends time on selling more and more products to clients or customers.

This is a big mistake.

It costs at least 8 times more to get new clients or customers than it does to sell to existing ones.

Your clients or customers are your single biggest asset. They already trust you. They already know how good you are. So why wouldn't you keep selling back to them? Your task is so easy.

Ultimately, there are just seven ways to grow your business... We call them the '7 Profit Multipliers' or 'Alchemy Keys'.

1. **Increasing the number of clients or customers.**
2. **Increasing your conversion rate.**
3. **Increasing the average value of each order or purchase.**
4. **Increasing the average frequency of purchase (i.e. the number of times a client or customer buys from you).**

5. Increasing customer retention. (i.e. the average number of years they remain your customer or client).
6. Increasing the average number of referrals.
7. Increasing profit margins.

The great news is that it is extremely simple to ethically extract more and more money out of your clients or customers.

Now let us ask you this...

What would it mean to you if you...

- Increased the value of each order by just 10%?
- And instead of losing 10 customers each year you lost 5?
- And if your customers bought from you just twice a year instead of once every year?
- And if they gave you 2 instead of one referral each year?

Have you any idea what this would result in? Let's take a look (by the way we're being very conservative in these figures) at using just a few of the Alchemy Keys...

Maximising Profit From Customers	Now	Improvement
No. of Existing Clients	100	100 (no change)
1. Average order value	£500	£550 (10% increase)
2. Client losses per year	10	5 (50% improvement)
3. Frequency Of Purchase	1	2 (100% increase)
Total:	£45,000	£104,500

Plus...

4. Referrals	1	2
TOTAL:	£90,000	£209,000

Even if you did half as well as this, you'd still have increased your income by over £50,000. And all this was achieved with very little expense – the cost of a few stamps!

It's because of this we often call clients or customers the 'Hidden Treasure'. We say, 'hidden' because people in most businesses are happy to accept the person as a client or customer and then think nothing of selling them additional products or services.

Mark our words: this is the easiest most profitable way to grow your business.

Please Note:

The above example shows the 'COMBINED' effect of using just 4 Alchemy Keys to increase the sales and profits from customers. It is very important you use all 7 parts to maximise the results you get.

Your results will be less impressive if you only use 2 or even worse just one of each method.

We further want to explain the importance of selling to your existing clients or customers in the form of research findings. Hopefully by reading these you will appreciate why you must re-sell.

Here is a selection, but there are many more examples that agree with all this data...

- According to the US Office of Consumer Affairs, it costs six times more to acquire a client than it does to keep an existing one. And McGraw Hill says that two thirds of clients who take their business elsewhere do so because no one bothered to keep in touch with them.
- According to the Henley Centre for Forecasting (UK), the key to holding on to clients is keeping in touch. A business needs to keep in touch with its clients to make them feel valued and respected.
- Regular clients place frequent and consistent orders and are therefore less costly to service. They will often recommend new clients to your company, eliminating extra costs in terms of advertising or promotions. Furthermore, they are more likely to pay premium prices with a service supplier they know and trust.

- Henley's figures reveal that 68% actively want information from companies they deal with, and 60% are more likely to as well, but from firms that stay in touch. More importantly 70% actively look forward to receiving their post.
- McGraw Hill has identified 5 main reasons why companies lose clients:
 1. 4% die or move away from the area
 2. 5% are persuaded to change on the personal recommendation of friends and peers.
 3. 9% are enticed away by competitors
 4. 14% drift away due to product/service dissatisfaction
 5. A staggering 68% move due to lack of contact or indifference.
- In the late 1970s, a company called Technical Assistance Research Programs did a study in the USA on consumer complaint behaviour.
 They found that the average business never hears from 96% of its dissatisfied clients. For every complaint businesses did receive, there were another 26 clients with problems, and at least six of those were serious problems.
 Even more important, the study revealed that on average each dissatisfied client tells from 9 to 20 other people about his or her dissatisfaction.
 More business is lost through neglect than through any other cause – and you can prevent it by using follow up!

Okay, now we've got your attention let's take you through the steps you must take to maximise sales and profits from your existing clients or customers.

STEP 1:

Turn to Volume 3

Read the introductory text on how to use the book. Turn to the sections that concentrates on the following:

- Boosting The Size Of Customer Transactions
- Increasing The Frequency Of Purchase
- Increasing The Number Of Years Customers Do Business With You
- Getting More Referrals

STEP 2:

Choose your Strategies

Simply go through each strategy and select the ones that appeal to you most.

Please Note:

To get multiplied success you **MUST** select strategies in each of the 4 sections!

STEP 3:

Prioritising Your Strategies

The next step having selected your Strategies is to prioritise them in the order you want to activate them.

- Remember you're **not** going to be able to activate all of them together.
- Simply go through your selected Strategies and put them in **order** of priority. Of course some will be easier to implement than others, and you'll be able to activate several at once.
- Now write the list of Strategies down.

STEP 4:

Person responsibility

Just like before, there are some Strategies you'll want to concentrate on yourself. Others may be given to other people in your company.

Of course this is up to you, but what you must do – and this is very important - is to make a person responsible to each Strategy. By doing this you are giving 'ownership' to this particular person, which ensures the task will be completed by the time specified.

STEP 5:

Timing

Now simply decide when you are going to launch each Strategy. Don't forget many of them are easy to apply and will have an instant effect on your sales and profits from existing clients or customers.

STEP 6:

Activate Your System

Now all you have to do is START. You've put together an extremely powerful system, which will ensure you rapidly and cost-effectively generate more sales and profits than you ever thought possible from your existing clients or customers.

STEP 7:

Test

The final thing to do is to **TEST** each strategy. Make sure you again monitor, record, and evaluate each sales conversion strategy. Remember testing enables you to get the best possible results from the strategies you're using.

Strategies For Educating Your Clients Or Customers

Educating your clients is the cornerstone of your efforts.

Here's what you must do...

- First you need to educate your client or customer on your products or services. You would be amazed at how few clients or customers know what you offer.

Most clients or customers will willingly buy from you if they are aware of what you have to offer, which is why you must educate them.
- If you sell more than one product or service (and you should – if you don't you need to actively sell other people's products or services to your clients or customers using joint ventures), use the 'Windows of Opportunity' to ensure your

clients or customers know what you offer. This really is an excellent tool...

Client Name	PRODUCT OR SERVICE 1	PRODUCT OR SERVICE 2	PRODUCT OR SERVICE 3	PRODUCT OR SERVICE 4
Mr A Jones				
Mrs H Smith				
ABC Ltd				
XYZ Ltd				

Simply fill in the top triangle of each individual box when you've informed the client or customer about that particular product or service. And fill in the bottom triangle when the client or customer buys that product or service.

You'll start to see gaps as you fill in the chart. These gaps show the clients or customers that aren't even aware of what products or services you are selling.

Start writing to your clients or customers, to educate them about these products or services.

- You need to educate your clients or customers in a way that is interesting and useful to them. Using a 'Special Report' is an excellent ways to do this

You need to be careful with the amount of communications you send to your clients or customers.

As a general rule don't send them information more often than 4 times a month. However you're the best judge.

You **must** however communicate with them at least once every month.

Module 23:

Improving Profit Margins

Simple Strategies To Increase Bottom Line Profit

Introduction

This last Module completes the TALISMAN System. We've come a long way together, and all that you need to do now is to look at simple ways for improving your profitability. Remember your success is based on profits and not turnover. Clearly there is a reliance on turnover when we talk about profitability, but there's no point in having a turnover of £10m if you're losing money!

And yes it's very easy to get caught up in going after turnover rather than profit, but you must think profit. All the way through the TALISMAN System we talk about profit. We never talk about turnover. That's because profitability is what counts. Nothing else is important.

Once again we've assembled the best strategies for you to apply to help you increase profit margins.

Simply turn to Volume 3 and follow the same procedure as you've done previously (lead generation, sales conversion, improving sales and profits from existing clients or customers) to activate these powerful strategies.

Final Words

It's Time For Action!

Well done!

That's all there is to it. You are now well on your way to rapidly growing your business with your own business building TALISMAN System in place.

You now understand why it's so important to prepare your entire program.

You know that as long as you follow the simple step-by-step process with your Alchemy Consultant you'll be successful. And you'll be successful by working smarter – not harder!

We hope what you've just read has enlightened you as to how easy it really is to grow your business with increased profits. And we hope it's inspired you to act on everything we've talked to you about.

Now you have got all the information you need to be successful – you just have to use it!

TALISMAN System Workbook

Your 'Blueprint To Success'

Introduction

The TALISMAN Workbook is your 'side by side Marketing Guru'. We've written the Workbook to ensure that you put into practice what you have learned. This can be done with your Alchemy Business Consultant.

After each section you must come forward to the Workbook to complete the necessary stages to put each piece of the 'success jigsaw' into place.

We cannot stress enough to you how important the Workbook will be to you over the coming days, weeks and months. So make good use of it.

How To Use The Workbook

Simply turn to the relevant section in the workbook after reading each TALISMAN Module (or section) and steadily work through each stage one at a time. Once again please complete each section in the order that it comes.

Wishing you every success!

SECTION 3: GETTING RESULTS

Module 13: Sales Conversion

1. Read this Module again to fully understand the importance of having a sales conversion system.
2. Your business can, without cost, improve its sales conversion significantly by putting in place your own sales conversion system. First you need to calculate your current sales conversion percentage...

$$\text{Conversion Rate (\%)} = \frac{\text{Total No. of Clients Generated from Enquiries} \times 100}{\text{Total No. of Enquiries}}$$

Write your own sales conversion rate here...

Here's a list of the elements you need to prepare before you put in place your own sales conversion system...

1. Pricing Your Products or Services
2. Case Studies
3. Qualification Questions/Telephone Conversion Device
4. Sowing the Seeds Letter
5. Further Information Letter
6. Future Contact Letter
7. The Alchemy TALISMAN Sales System
8. Sales Conversion Letter
9. Follow Up Sales Conversion Letters
10. Buyer's Remorse Letter

Module 14:

Pricing Your Product or Service

- Write down the minimum price/fee you are prepared to charge for your product or service (you must make money at this figure)...

- Write down two additional (greater) price points (20% and 40% price increases usually work well)...

- Test each price point by offering your product or service to ten prospects at a time. Then write down your perfect price...

Module 15:

Case Studies

- To develop your own case studies first write down your USP and the main problems your product or service solves for your clients or customers...

USP:

Problems:

- Write down the names of clients or customers who have had these problems and you've solved them in a spectacular way...

- Choose the best case studies out of the list above...

- Now write each case study using the following structure...
 1. Use a powerful title that relates to your USP and the problem you solve
 2. Outline the problem you solve
 3. Provide background information
 4. Explain how you solved the problem
 5. Detail the specific result achieved
 6. Add a testimonial or two
 7. Use an editorial format
 8. Put your contact details on the case study
 9. Print each case study out and start using them in your sales letters, brochures, web site, part of adverts etc

Module 16: Qualification Questions

- If you sell a product or service over the phone you must use a 'Telephone Sales Conversion Device' (see Module 16 for examples)
- All other products or services that aren't sold directly over the phone need to have an 'Enquiry Sheet' that also contains qualification questions.
- Your Qualification Questions should be written to ensure you can ascertain the quality of the prospect. Please review the Module to build your list of questions, and write them below...

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Module 17.1:

Responding - Buyers Remorse Letter

Your 'Buyer's Remorse Letter' cements the sale and gives you the opportunity to start the relationship with your new client or customer in a very positive frame of mind. It also gives you the opportunity to sell your other products or services and get the client or customer buying from you again very quickly.

- When writing your 'Buyer's Remorse Letter' follow this simple outline...
 1. Check you've spelt the client or customer's name correctly
 2. Personalise the letter
 3. Thank the client or customer for buying your product or service
 4. Reinforce your USP and reiterate why they've made such a great decision to buy from you
 5. Tell them what's happening next
 6. Sell other products or services (add a coupon etc)
 7. Thank them once again
 8. Always sign your letter in blue ink
 9. Send the letter out no later than 24 hours after the sale was made

Module 17.2:

Responding - Sowing The Seeds Letter

- Your 'Sowing The Seeds Letter' confirms any meeting/appointment/estimate/ etc you've arranged with the prospect
- Use the following outline to create your letter...
 1. Thank the prospect for agreeing to meet you
 2. Confirm the date and time and location
 3. Give the prospect a sneak preview of your USP and other benefits
 4. Mention their name once or twice in the letter
 5. Make sure you spell their name correctly
 6. Send the letter out within 24 hours

Module 17.3:

Responding - Further Information Letter

Your 'Further Information Letter' as a sales letter sent to 'move' the prospect to the next level on your sales cycle.

- Use the following outline to create your letter...
 1. Get the correct details and thank them for calling
 2. State your USP, other benefits, the problems your product or service solves and add your risk reversal
 3. Include testimonials and case studies
 4. Tell the prospect what's going to happen next

Module 17.4:

Responding - Future Contact Letter

- Your 'Future Contact Letter' is a short letter sent to the prospect to confirm when you'll be contacting them next.
- Do NOT add any sales material to this letter. They're not in 'buying mode' yet, so wait until they're ready to buy before unleashing all your sales conversion tools on them!

SECTION 4: SELLING

Module 18: The TALISMAN Sales System

Understand the 'sales appointment' is the generic term we give to the way in which you engage the prospect to sell to them. It could be a one-to-one meeting, a sales letter, a web site or any other type of interaction where the sale is made!

- The 6 stages of the 'Alchemy TALISMAN Sales System' ...
 1. Initial Greeting
 2. Asking Questions
 3. Active Listening
 4. Consulting Presentation (at this point depending on the product or service you sell there may be a second meeting arranged)
 5. Overcoming Objections
 6. Closing
- You must follow this system to get maximum results!

Module 18.1: The TALISMAN Sales System - The Initial Greeting

It takes about 15 seconds for people to form an impression (good or bad). Your initial greeting is important to set the tone and impress your prospect.

Here's what you do...

- Shake the prospects hand firmly, and look directly at him or her.
- Say something like, "Hello Julie, I'm John Jones from ABC Ltd. Thank you for taking the time to meet me today."
- Write your greeting below...

Module 18.2: The TALISMAN Sales System - Asking Questions

- Review the Module and write down the 'Needs Analysis Questions' you need to ask...

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- Write down at least 4 questions that will overcome or eliminate objections...

[illegible]

Module 18.3: The TALISMAN Sales System - Active Listening

A huge part of your sales presentation depends on your ability to listen to your prospect. This will enable you to craft the best possible sales approach based on your prospects needs, wants and desires.

- Having prepared your qualification questions carefully, this automatically helps you listen attentively. There are however 4 other proven ways to help you listen carefully...
 1. Always take written notes.
 2. Never interrupt.
 3. Give verbal and visual signs.
 4. Don't think while the prospect is talking.

Module 18.4: The TALISMAN Sales System - Consulting Presentation

The 8 rules of successful consulting presentations...

RULE 1 – Preparing well in advance is the key to your success

RULE 2 – Involve and personalise

RULE 3 – Tell the full story

RULE 4 – Match your product or service to the wants and needs of the prospect

RULE 5 – Give them lots of testimonials

RULE 6 – Provide case studies

RULE 7 – Keep relating your benefits to specific circumstances and other clients/customers

RULE 8 – Make it clear that you are an expert in your field by providing useful information throughout your presentation

- Read the Module carefully and prepare your presentation by following the simple guidelines.
- Don't forget to use 'tie-downs' to get agreement of what you're saying throughout your presentation!

Objection 3:

Objection 4:

- Learn each response, so you know how to effectively overcome these common objections and jump to the sale!
- Get at least one testimonial to also help overcome each common smoke screen objection

Module 18.6: The TALISMAN Sales System - Closing

Understand that you have to close to get the sale. Prospects will rarely take the next step without you leading them there and asking for the order!

- Review this Module very carefully and learn the closes you need to close the sale!
- Don't forget to ask this last question after you've made a sale to increase the order by at least 10%...

"What else can I do for you?"

And then make sure you ASK FOR REFERRALS!

SECTION 5: SECURING & MAXIMISING

Module 19: Creating Your Sales Conversion Letter

Your sales conversion letter helps to significantly increase your sales conversion when an order wasn't gained during the first meeting etc.

- Follow these simple guidelines to create your sales conversion letter...
 1. Thank your prospect
 2. Mention the prospects name more than once in the letter
 3. Include your USP and all the benefits important to the prospect
 4. Describe your risk reversal strategy giving your reasons why
 5. Include as many relevant testimonials as possible
 6. Tell them what they'll be missing if they DON'T use your product or service
 7. Answer any possible objections the prospect may still be having
 8. Tell them when you're going to contact them

Module 20: Follow Up

- The more you follow up – the more business you'll get!
- Put in place your follow up strategy right now by indicating your frequency of follow up and the tools you'll be using on each follow up...

Frequency Of Follow Up (6 weeks or less):

Follow Up System (itemise what you'll be doing at each interval. This becomes your follow up system)...

Module 21:

Selecting Additional Sales Conversion Strategies

To select and activate proven sales conversion strategies review the Module and follow this simple approach...

- Turn to Volume 3
- Choose your Sales Conversion Strategies and write them in order of priority below, with the person responsible and the deadline date for completion **(please note this section is also included in the Workbook in Volume3)...**

Sales Conversion Tool	Person Responsible	Deadline

- Once you activate, don't forget to test each strategy to get the maximum return!

Module 22:

Maximise The Income And Profit From New And Existing Clients Or Customers

- Understand that this is where 'the real money is'
- You must put in place a continuous system of contacting your existing customers to increase sales and profits.
- To select and activate proven strategies that will maximise sales and profits from your existing clients or customers, review the Module and follow this simple approach...
- Turn to Volume 3
- Choose at least one strategy from the following 4 sections...
 1. Boosting The Size Of Customer Transactions
 2. Increasing The Frequency Of Purchase
 3. Increasing The Number Of Years Customers Do Business With You
 4. Getting More Referrals
- Put each chosen strategy in order of priority below, with the person responsible and the deadline date for completion.

Strategies For Maximising Sales And Profits From Existing	Person Responsible	Deadline
1. Boosting The Size Of Customer Transactions		
2. Increasing The Frequency Of Purchase		
3. Increasing The Number Of Years Customers Do Business With		
4. Getting More Referrals		

- Once you activate, don't forget to test each strategy to get the maximum return!

Module 23:

Improving Profit Margins

To select and activate proven strategies for improving profit margins review the Module and follow this simple approach...

- Turn to Volume 3
- Choose your strategies that improve profitability and write them in order of priority below, with the person responsible and the deadline date for completion.

Strategy For Improving Profits	Person Responsible	Deadline

- Once you activate, don't forget to test each strategy to get the maximum return!