

3 Things to  
Need to  
Know to  
**Attract &  
Retain New  
Clients...**



*p.s. 'SALES' is not a dirty word!*

---

*"Success comes from taking the initiative and following up... persisting... eloquently expressing the depth of your love. What simple action could you take today to produce a new momentum toward success in your life?"*

*– Anthony Robbins*

---

## People Don't Buy What You Do, They Buy Why You Do It

---

Simon Sinek and other motivational speakers, coaches and industry leaders talk about the value in sharing WHY you do what you do. When businesses, no matter the size, can connect with their clients based on alignment of passions, purposes and missions, there's a special bond that is formed. Some of the most profitable companies in history know this and practice "leading with why" in all that they do.

NOTE: 3 must Watch Ted Talks: <http://bit.ly/59Minutes>

### **Answer the following questions:**

What's your job description? (What 2 or 3 things must you do to keep doing what you're doing?)

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

*What's Your Mission, vision, and / or passion?*

a) What do you do?

---

b) How do you do it?

---

c) Whom do you do it for?

---

d) What value are you bringing to the market?

---

**e) Why are you doing it?**

---

*Now write out Your Mission Statement:*

Keep it simple, memorable and achievable.

Check out the following link for 50 examples of Fortune 500 mission statements: <http://bit.ly/500MS>

## Why Aren't People Buying From Me? 5 Common Reasons...

---

In theory, everything in step 1 is fantastic. However, at the end of the day, people make buying decisions for themselves, families and businesses – and not always with the brands or people that lead with WHY. This begs the question “why don't they buy from me?”

*Brand* \_\_\_\_\_ .

*Brand* \_\_\_\_\_ .

*Misunderstand* \_\_\_\_\_ .

*Needs* \_\_\_\_\_ .

*No* \_\_\_\_\_ .

*BONUS, No one* \_\_\_\_\_ .

## Mastering the Art of the Follow-up in 3 steps

---

According to Harvard Business Review, the biggest complaint that customers have when dealing with any business is poor follow up. Fifty six percent complain that they need to re-explain their issue when calling back. Sixty two percent report having to repeatedly contact the company to get their issues resolved.

As a result, 65% are likely to speak poorly about the company and 48% of customers go on to tell 10 or more people about their bad experience.

-- Forbes.com

### *Rule of 3*

Reconnect via the following 3 mediums:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Create "Prospect" Files

Leveraging Evernote, Dropbox, Google Docs or other cloud based, mobile friendly organizational tools, create a "Prospect" File for ever potential new client.

**Take note of the following 6 aspects:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Give First.

Here's 5 ways you could possibly share something of value with your "prospect"

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### At the End of the Day remember the following...

---

When it boils down to it, 2 main reasons people don't buy from you are:

1. People don't \_\_\_\_\_ ; and,
2. People don't \_\_\_\_\_ , \_\_\_\_\_ or \_\_\_\_\_ you enough to buy from you.

## *Set an Intention*

Note that there's 5 Phases of the 'buying' cycle for most prospects/clients:

1. Problem Recognition
2. Information Search
3. Alternative Evaluation i.e. I want a 2<sup>nd</sup> opinion
4. Purchase Decision i.e. 5 W's and an H
5. Post-purchase action and behavior i.e. buyer's remorse or rejoice

Being able to identify what stage a prospect is in will allow you to set an intention behind your follow up. Always have a reason for reaching out and touching base. This will provide you clarity, confidence and build trust with your potential client