

3d CONSULTING NUGGETS

Five Seamless Steps That
Help Turn Sceptical Prospects
Into Happy, Fee Paying Clients



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

Disclaimer

This short report has been written for information purposes only. Every effort has been made to ensure that it is as complete and accurate as possible. However, it is possible there may be mistakes in typography or content. The report will only provide information that is correct as at the stated date of publication and, therefore, should always be used as a guide - not as the ultimate source.

The main purpose of this short report is to educate. The author and the publisher do not warrant that the information contained herein is complete and shall not be held responsible for errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this publication.

Copyright ©2019 Tim Dodd Consulting Services Ltd
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photo-copying, recording or otherwise without prior permission of the author.

First published in Great Britain in 2019
Tim Dodd - 3d Consulting Services

www.3dConsultingServices.com
help@3dconsultingservices.com

Created by 3d Consulting Services

Five Seamless Steps That Help Turn Sceptical Prospects Into Happy, Fee Paying Clients

Tim Dodd



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

Contents

Introduction	1
1. Overcome Mindset Issues and Difficulties About Selling.....	1
2. Know What Your Client Wants and Match Your Offer to Their Needs	2
3. Be Confident in Yourself and Your Service	3
4. Hold Strategy Sessions with Your Prospects	4
5. Use Sales Skills That Don't Look Like Selling.....	5

Introduction

A major challenge that all small businesses and solo entrepreneurs face is how to turn prospects into paying clients. Many small business owners aren't adept or don't feel confident "selling," so this can present a major hurdle. It's particularly true of people with service-based businesses, like coaches and consultants, as the 'product' they are selling is often themselves.

However, you can turn this challenge around.

Turning prospects into profits is a matter of mastering five simple steps.

1. Overcome Mindset Issues and Difficulties About Selling

For many of us who are not expert salespeople, there are mental hurdles that stand in the way of moving prospects to paying clients. These mental blocks include thoughts like:

"Selling is sleazy. I don't want to be in sales."

"I'm not good at selling."

"What if they say no?"

Overcoming these mental blocks is essential. It's a real challenge for some people as the mindset gremlins are well established. But if you confront them, you can come up with strategies for combating them.

For example, if you're stuck in the idea that selling is sleazy, think about the last product you bought that you love to death or that really suits your needs. Was the person who sold it to you "sleazy"? Did they take advantage of you and rip you off? Chances are, they were a conscientious salesperson who helped you match a product to your needs. You can be this person to others as well.

What about fear of rejection? For many inexperienced salespeople, the dreaded word "no" haunts their nightmares. When a prospect says no, it feels personal and it stings. However, you can combat this negative thinking by realizing that the prospect is rejecting the offer, not you, and it's simply because the offer isn't the right match for them.

You can also turn this "no" around and make it a learning experience. The prospect has given you something valuable by refusing your offer. They've shown you that there's a flaw in your targeting, and if you analyse the reasons why, you can learn

something and perform better next time.

Next Step:

- When you think about selling, do you get a bad feeling in the pit of your stomach? Imagine the sales process. What part of it gives you that bad feeling? What can you do to combat this feeling and make selling easier?

2. Know What Your Client Wants and Match Your Offer to Their Needs

You may have a great service, one that you know will help many people, but still you put the offer in front of people and they say 'no'. Why is that? Perhaps your offer simply isn't for them. The service may be wonderful, but you're targeting the wrong market.

How do you find the right market for your excellent service? You do it through market research. Conduct research on your potential clients and find out what they like, want or need. Most of all, focus on a pain point or problem that your service can solve. People spend money on services that relieve pain or help them overcome problems.

For example, you're selling a service that handles social media for small businesses. Small businesses are busy and many of them don't understand how to use social media effectively. A business might feel that it needs to use Facebook since everyone's doing it, but where to start? As a service provider with deep experience and a track record of proven results with social media, you just need to put your offer in front of a business like this.

But what if you offer this high-quality service to a young tech-savvy company that already knows how to do its social media? Even if you're the world's greatest social media whiz, your offer just isn't suitable to a business like this. It's not a reflection of the value of your offer, but simply not a good match.

Next Step:

- What problem does your service uniquely solve? What kind of business is in dire need of this service?

3. Be Confident in Yourself and Your Service

Some basic confidence in yourself and your service goes a long way in selling effectively. The key is to understand the unique value you're offering.

It's helpful to understand the strengths of the service you're offering. Think about your own skill. For example, you may be an excellent copywriter who can write sales pages that convert. You may have a unique skill that other similar service providers don't have. You can also consider your service packages. What about the packages you offer is valuable or unique to your clients?

You should also know your service's weaknesses. Consider areas where it can be improved. Compare your offering to similar offerings and look for ways you can further set yours apart.

You can clarify the unique value of the product by writing out a Unique Value Proposition, which is one simple statement that describes what your product does and how it helps people. You could write something like:

"I build your website so you don't have to."

"Our CRM solutions help you manage your customers and maximize sales."

"Simple social media dashboard where you'll take in everything at a glance."

There are many good strategies for instilling confidence in yourself by recognizing the value of what you're offering:

Recognize yourself as an expert. You know more about your topic or area than your audience does. You've spent a great deal of time there and they haven't. You may not see yourself as an "expert," but this makes you one.

Consider every win. You got some people to sign up for your list. You have some prospects who have expressed interest in your offer. You received one tiny sale, but it's nothing to write home about. Each of these is a little victory and you should recognize it as the progress that it is. Recognizing these victories builds momentum and confidence (and remember – everyone has to start somewhere).

Visualize success. This is what athletes do. Before they get started, they fantasize and imagine what it's going to be like to win the gold medal. When you visualize your success, it gives you feelings of positivity and confidence.

Lift up those around you. Recognize the achievements of those around you and

celebrate them. When you see good in others, you'll start to see good in yourself.

Only associate with positive people. Surround yourself with people that make each other feel good and cut negative or toxic people out of your life, both professionally and personally.

View each step as a learning activity. Everything you do is a learning activity. When you make a mistake or fail, you'll naturally feel the sting, but learn to recognize these as the most valuable learning activities. Learn and chart your growth, and this will help you instil confidence.

Next Step:

- Take a good look at your offer and find the genuine strengths of it and the unique ways it solves people's problems.
- Try out one of the confidence strategies from above.

4. Hold Strategy Sessions with Your Prospects

Holding strategy sessions is a method for getting sales of medium or high-ticket items quickly. A strategy session is a genuine conversation with a prospect to determine whether your service is a genuine match for their needs.

In a strategy session, first you listen, then you answer questions about your offer if it seems like a fit. By the end of the session, you have a good idea whether it's a good match or not. If it's not, you have some feedback to help you make improvements in your service or your targeting.

If the service turns out to be a natural match, you have a sale. Of course, you still have to close the sale and ask the prospect to buy. But when it's a good match, it's much more organic and doesn't really feel like "selling."

Set up strategy sessions with interested prospects on a regular basis. The key is to have your session well planned out and present all of the information the prospect needs to know. Try to anticipate questions and answer they may have in the session.

Next Step:

- Identify interested prospects and set up times when you can meet in-person or over the internet to discuss their needs and your offer.

5. Use Sales Skills That Don't Look Like Selling

There are three important sales skills to practice when you're doing strategy sessions. First, you should ask questions and listen. Your session should include relevant questions for the prospect. When they're talking, give them your full attention and listen closely. Try to get an idea of their desired situation so that you can determine whether your service meets their needs.

Second, summarize as you go along. This shows the person that you're listening and also gives you a chance to clarify to make sure that you understand. It can also help your prospect clarify their own thinking. Say things like, "So, what you're saying is....", and then ask them if this is correct or not.

Finally, make an invitation to the next step. Lead the conversation from a discussion about your service and the person's needs to some concrete action you can take as the next step. You can roll this into an offer, saying something like, "From what you're telling me, I think my new program might be most suitable. Do you mind if I tell you about it?"

Next Step:

- Work the above three sales techniques into your strategy sessions. Use them as a way to smoothly and naturally move the conversation along.

Has this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might start turning sceptical prospects into happy, paying clients and help to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

www.3dConsultingServices.com

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

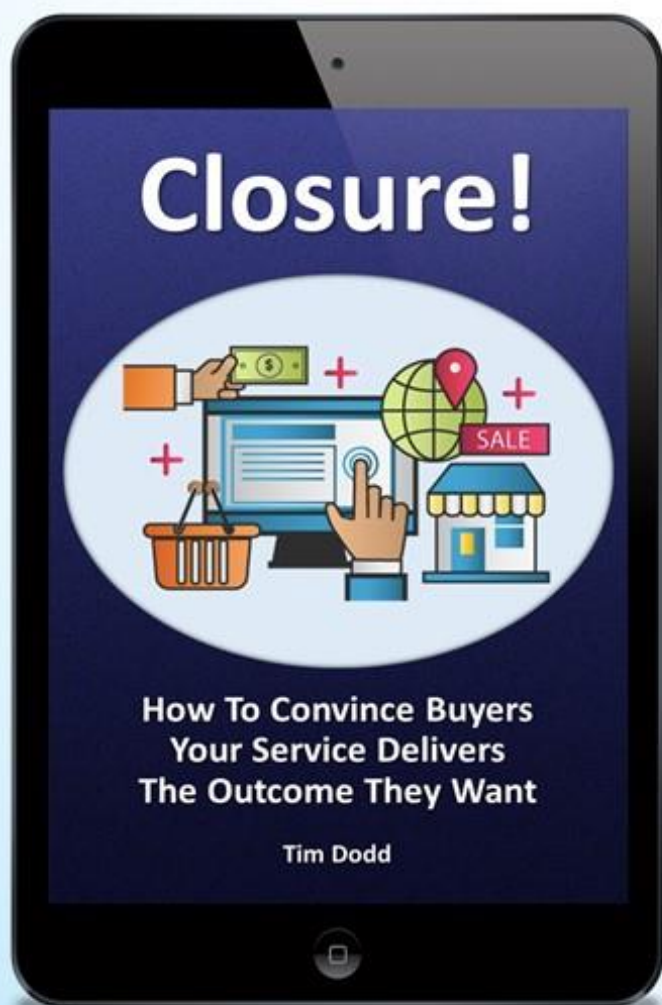
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

**These Days Traffic Generation Isn't A Problem.
Convincing Browsers To Buy Is The Challenge!
Yet, A Few Little Tweaks To Your Website Can
Soon Fix That When You Know What To Change...**



**Readers Who Implement These
Changes Truly Appreciate The
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

Get Access Now!



3d Consulting Services

Magnify Your Mission : Multiply Your Reach