

10 Dynamic Ways To More Clients

By Eventus Coaching



About Eventus Coaching...

Eventus Coaching principal Business Coaches have worked with Executives, Business Owners, World Trade Centres and Governments throughout the world helping perfect strategies for growth, profit and durability.

They specialise in only using tested and proven coaching techniques and tools, cutting straight to the heart of the matter and allowing clients to deal with complicated issues in easy and clear ways, this allows them to fully overcome their obstacles and to maximise their potential and to achieve their goals.

Eventus is about deliverability and client success. They have a huge resource of industry leaders and experts to call upon to help implement the leading innovations in all areas of your business, such as sales, marketing, finance, leadership, management and individual's career.

Whether you are business owner, responsible for a corporation, or an executive looking to develop their position or careers further - you now have the potential to exploit the use of Eventus Business Coaches to elevate you to new business and personal levels and achieve those business and financial goals.

Check the end of this book to find out what people are saying about Eventus and its principals.

Start now with a [FREE 30 minute Business Check Up](#) – You'll not only be amazed at the insight you will get but they will also give you some personalised strategies and tactics to give you instant results!

About this Book: 10 Dynamic Ways to More Clients.

The key to success for most businesses is finding and retaining clients and it always seems easy at first, but once you have exhausted your immediate list of people you know what can you do to ensure your business survives?

Most businesses turn to regular methods of marketing, using online and offline techniques such as:

Offline

Magazine advertising
Newspaper advertising
TV advertisements
Radio advertising
Billboard advertisements

Online

Pay-per-click
Banner advertisements

Different businesses find some or all of the above to work really well for them, however, there is normally a considerable cost to these activities and budgets can quickly be eradicated as businesses spend more and more on these activities.

This concise book is not about the above traditional offline marketing methods and neither does it cover areas such as online pay-per-click or banner advertisements.

What this book does cover is 10 simple, but extremely effective techniques you can start using to help increase your clients. In matter of fact, if you think of getting clients is like a brick wall with the mainstream marketing concepts and ideas being the bricks and the ideas in this book being the mortar you will have a clearer understanding what this book represents. With mortar the brick wall is far stronger!

The great thing is that you will find most of your competition does not implement the ideas in this book, they don't know about them so you have a major head start.

This book represents only a fraction of detailed knowledge and application of the subject matter that Eventus Coaching can offer you. If you are looking for a successful way to improve profits, maximise growth, develop strategies and

tactics to leave your competition standing, become the best manager and leader then you need to be speaking to Eventus now!

You now have the edge over your competition!

Dynamic Way 1 – Get Emailing

Emailing campaigns are a great way of attracting new clients to your business and in comparison to general advertising offer a great C.P.L. (cost per lead) and when done properly can yield excellent results.

Firstly, as with any type of advertising, doing your homework first is vital to ensure you have the desired success and results. The great thing about email marketing is that you have the opportunity to firstly identify and target your audience using techniques such as demographic segmentation, meaning every email you send is sent to a target that fits your ideal client model.

Once you have your ideal client model your first step is to get the data of people or organisations that fit your model. The best source for this will be list brokers, but be warned, some list brokers are not exactly honest as to either the age of their data or how they obtained it. Here are some key points to help you identify if the list brokers are any good:

1. Is the data opt-in data?
2. Will they give references of from clients using their lists?
3. Establish their gone-way policy.
4. How old is the data they are using and how often is it cleansed?
5. How many other similar businesses to yours have they sold the data too?
6. Is the data exclusive to them?
7. Is the use of the data exclusive to you for a certain period of time?
8. Can you sample the data?

The above points are important as you do not want to have put yourself in the position of buying bad data or buying unsolicited data and hence inadvertently sending SPAM.

We highly recommend finding a list broker who will also handle the actual emailing campaign or buying the data and then using the services of a mass SMTP service. This is important because if you start sending massive email campaigns from your computer your internet service provider may consider this as spamming (which if you have obtained the data legally and they are opt-in, depending upon your country, this is not spamming) and you will be blacklisted.

You will also find these services should provide tracking statistics so you can quickly see what is going on with your campaign.

Once you have your data and your tools in place for sending your message you need to develop the messages you want to send. Check dynamic way 6, further on in this book for a very important message.

We recommend you develop an email marketing campaign working closely with the company which will be doing the actual campaign for you, your email needs to obviously carry your message with call to action buttons or statements, but you also need to ensure your message is in an acceptable format and that SPAM filters (this is software that people have installed) don't consider your message to be junk and either delete it or dump it straight in the Junk folder. Your campaign provider should be able to help you with this.

As mentioned above your email should contain a call to action, if you want recipients to register on your website then include a link and a great offer, this link should go directly to a landing page on your website, not the homepage.

The exciting part of doing an email campaign is the speed at which you can start getting registrations. One property company we helped in the UK saw anything up to 0.1% of the lists they were using sign up within only 5 hours of the email campaign being sent. They would buy 50,000 records and would see anything like 50 people registering within the first few hours, they had an excellent conversion rate and reaped massive profits from this activity alone.

Dynamic Way 2 – Endorsements and Testimonials

There's nothing better than getting someone to say how great you or your company are. If you have a great relationship with your customers then you need to be telling your prospects but don't use your words use your clients.

You will see on our website, we have a number of testimonials about how Eventus Coaching has helped our clients. Our team keep copies of these to show potential clients, we recommend you do the same. We found getting testimonials is as simple as asking for them.

Getting your products or services endorsed is another powerful way of getting new clients. Try to find people or organisations that have the types of clients you want to have. The kinds you want are the ones whom have a certain rapport with their clients, they may provide them information or services which those client rely on or provide a network within which these clients are members.

If you can, find a way to develop a joint venture with them, for instance provide them remuneration etc for allowing you access to their clients. Having them endorse your product or service gives you have a massive advantage over your competition. This is simply one of the best ways to print money on demand.

You may even be fortunate enough to find people that may not even realise the relationship they have with their list and in working with you can find themselves earning extra revenue.

Dynamic Way 3 – Refer me on and on

We all hear the word referral whenever we deal with sales and marketing, it's the perceived easy route to unlimited clients, you ask your client to refer you three people they know for you to go sell too, those three give you three and so on, before you know it you have more clients than you could dream of!

What a great concept – so why doesn't it work for most people!

Simple there are unseen rules when asking for referrals and if you don't follow them you will quickly become despondent with this sort of method.

Let's break referrals down into it core elements.

1. What is a referral? It is someone whom, an existing client thinks might want to meet you and might want to buy from you.
2. Why would a customer refer you? Normally if you do a great job for them or provide great services and products.

Just two core components! It's the rest of the process that causes the problem. So, to help you we have outlined an overview of our 5 steps to truly fantastic referrals, we go into these steps further on our FREE half day seminars called "MAXIMUM RESULTS".

Goto www.eventuscoaching.co.uk/events-calender.html to find out when the next seminar is available.

NB: there can be exceptions to these steps and we recommend tailoring them to your particular field.

Step 1: Don't even waste your time asking

Do not even waste your breath asking for a referral if the client has not bought from you yet or entered into some form of strong dialog regarding buying from you.

When meeting with a client for the first couple of times, we recommend that you focus only on them but make it very clear to them that if they like your company and products then you will be asking for referrals.

It is important to remember that when we refer people to our social or business circles the majority of us don't want to waste our friends/colleges time and a lot of us don't feel comfortable recommending things without first seeing if it's any good!

Equally, when you and the client establish that they will not buy from you, for whatever reason, you now have the right to ask such questions as ***“well, who else do you know that this would be suitable for?”***

You really need to win them over and show them just how good you and your business are before they let you loose on their contacts. Once they have bought or decided what you offer is great, but just not for them they will be more happier to refer you to people.

Step 2: You go to them

Referral can be done in two ways either your client gives you the details of the referrals and lets you speak to them or they will offer to tell other people about you and get them to call you.

Which way is best? Both!

You want some immediate referrals, maybe two or three that you can call and go and see. However, leave your client your business cards so that they can pass them on, you just don't know who they might meet tomorrow!

Step 3: Give them an incentive

Offer them a reward for giving you referrals that buy from you, things like:

Dinner for two

Cinema tickets
Tickets to their favourite sports game
Discounts off your service or product

Give an incentive to the referred party as well. i.e. On their first purchase they can get a discount of x% because Bob Smith referred them!

Step 4: feedback

Give them feedback on what the referral said and if they are buying, it's a great time to ask for more referrals. If your contact sees that the referrals he gave you are starting to buy from you then he is likely to give you more. In their social and business circles they enjoy a great element of leverage with the people that were referred to you.

Step 5: Refer back to them

Now it's your turn to show your client how much you appreciate them for referring people to you by referring people to them.

Always be on the lookout for people or companies that might buy from your client and make a habit of giving your client their details. This is one of the most powerful steps you can take to securing more and more referrals from that client.

Dynamic Way 4 – 25 Little soldiers working through the night

Direct mailing has always been one of most used methods of targeting potential clients. In matter of fact the UK's Royal Mail has provided masses of information in this area to try to attract more people to use it more often.

But we believe in putting a whole twist on it. You could do the bulky packet attempt, i.e. send out some materials with a bulky gift in it. Yes it will get noticed, but its old hat now.

We offer our clients a different approach and it's based upon an 'off the cuff remark' once mentioned by one of the UK's leading Public Speaking Experts. It's called the **"25 little soldiers working though the little night"** a concept we have further enhanced as part of our training course materials.

Here is a brief overview of what we recommend, once you have your list of potential clients:

1. Do away with the gloss

We recommend a one page letter, addressed to the person who makes the decision.

2. Don't sell, get advice or opinions

Forget about selling to them instead ask for advice or opinions. For instance, if you are planning to release a new product or service and you think they may be interested then send them a questionnaire asking for their opinion on the proposed service or product and what they would like to see as part of its makeup.

Keep the questionnaire to one page and pre-add their contact info and a stamped address envelope. Also offer them a free gift for completing the questionnaire.

The questionnaire needs to be authentic, yet if you think carefully about the questions you can tailor them to help provide you with vital information.

Even better still, you could put the questionnaire online and refer to it in your letter asking people to log on to complete it.

We know one software company who received a 40% reply when using this method and their last question was:

Would you use this service? [] Yes [] No

3. Manage it

Too often small businesses undertake a massive direct marketing campaign, so big that they can't follow it up. We recommend taking on a direct marketing campaign in small bite size chunks, sizeable enough to make an impact, yet also not too big that you can't follow them up.

Following them up can mean any of the following:

- a. Call them all to make sure they got the letter.
- b. Call the ones who responded and ask for a meeting.
- c. Call the ones who never responded and ask why, once they are on the phone ask for a meeting.

So, the “**25**”, that's the number of mail shots you do each batch, obviously depending upon your circumstances it might be a lot more.

The “***little soldiers working through the night***” means once you have posted them, they are like little soldiers working their way to their target through the postal system overnight.

This is one of the original ways of direct marketing and is still a great way to get in front of potential clients.

Dynamic Way 5 – Run an offline online contest

This leads on from dynamic way number 4 and is another great way to get potential clients interacting with your business. Contests are run all the time but this one adds a great twist on the whole idea.

We suggest taking a look at what one company did:

Recently the international sandwich chain Subway ran a scratch-off contest, but participants had to go online to Subway's website to see if they were a winner.

Contests are a great way to get new leads and to generate sales. We recommend that you always include an unadvertised second and third place for everyone who did not get the first prize as this adds masses of potential benefits of the contest for you and your business.

Dynamic Way 6 – The x5 technique

Whatever the techniques you use to get potential clients you need to remember to not be a one hit wonder. In other words you need to embrace that it can take potential clients up to five or more interactions with your business before they start or seriously consider buying from you.

Therefore, always follow up with emails, offers, newsletters, phone calls – whatever is appropriate in the industry.

Whatever the marketing message, we suggest mixing up the way you present your message. For instance, one UK Property agent who was selling properties in Cape Verde, which we had been working with, developed an email campaign with five different messages.

The first email focused on the investment side of the proposal.
The second email continued the theme of investment but also went into lifestyle.
The third email was aimed at life style only.
The fourth email was again a mixture of the two themes.
The fifth and last email solely focused on the investment side.

They then divided their target audience into five groups and the emails were sent to each group in the following orders:

Group 1: Emails 1,2,3,4,5
Group 2: Emails 2,1,3,5,4
Group 3: Emails 5,4,3,2,1
Group 4: Emails 1,5,3,2,4
Group 5: Emails 1,2,4,5,3

This gave them not only five hits at each prospect, but over a 5 week period they collected a massive amount of information regarding which emails worked, the best combinations etc, this helped them to further fine tune their email campaigns.

Dynamic Way 7 – Get your foot in the door

A great way to get to see potential clients is to get your foot in the door with a low-cost introductory product. If you sell a number of products it might be worth speaking to your wholesales or manufactures to see if they would financially assist you by giving you free or discounted products. You can promote these and at the same time as using them to get the door open to new clients.

The Danbury and Franklin Mints, along with the Columbia Record Company made fortunes offering a single free or low-cost product first (e.g., a book or CD), followed by a more comprehensive product.

If you don't sell products or are unable to offer free or discounted goods then why not produce a report on your products and how they can help solve people's problems, or an industry related report that clients would find helpful.

Dynamic Way 8 – Feed them news

Everyone loves news. It's a great way to be kept up-to-date with what's going on around you or in your industry.

Many companies have found that by providing either an email or mailed newsletter packed with valuable information and education related to their clients industry or interests they can retain and find new clients.

A newsletter can also be used to showcase your products and services and to highlight your special offers and future deals.

The key is that the information in the newsletter must be relevant and useful and establishes your business's credibility as an expert. We recommend you also spend 5-10% of the newsletter making offers to bring customers in.

There are many good newsletter templates and publishing software, which means that you can produce your own newsletters at a fraction of what it would cost if you outsourced the work to a design studio.

Dynamic Way 9 – Link up

Another great way to more clients is to seek out other Businesses that cater to your market.

A good example of this is that an estate agent works within the same market as many of the following:

- Mortgage broker
- Conveyancing solicitor
- Carpet cleaners
- Pest control services
- Gardeners
- Painters and decorators
- Electricians
- Plumbers

The list goes on..

By creating links with these sorts of companies the estate agent can earn additional revenues by referring clients to them and in-turn they can get referrals from these relationships.

Dynamic Way 10 – Sales force shake up

Many companies find a good sales force can be challenging to manage, but is an excellent way to generate leverage and leads.

Here are some key points when developing and maintaining a sales force:

1. Develop a selling process and methodology. Every salesperson should have a set process for generating leads, qualifying customers, asking questions to elicit pain and for pursuing qualified leads.
2. Train your sales force and then track and reward key metrics.
3. Develop a sales pipeline reporting tool.
4. Have a process for pruning the sales force, removing the weaker sales people until you only have a strong team.
5. Have a process to qualify prospects quickly. Don't waste time with prospects that have no money, don't have decision making authority or don't have a serious interest in buying.
6. Develop key questions to ask to establish a need.
7. Understand the prospect's key criteria, goals, and needs.
8. Understand the emotional urges involved in the sale. People buy for emotional reasons just as much as for logical reasons.
9. Don't spend time on proposals until the prospect has agreed to buy. If the prospect asks for a proposal say, "Well, what are the terms I should put in to assure that you will go forward....If I put those terms in, what happens next?" If the prospect won't commit, say, "Well, I don't see the need to do a proposal if you aren't going to buy anyway..."

10. Have a template proposal that shows an understanding of the prospect's problem and how you solve it.

11. Teach your sales force answers to the most common objections.

12. Ask the prospect what they want to do next. That puts the ball in their court.

Bring it all together

The above ten dynamic strategies provide you with some excellent techniques and tools to build a great client bank. If you are serious about implementing these then you will see a dramatic increase in the number of new clients beginning to buy your services or products.

What makes these strategies exciting is that when you start using them all and find ways to work different strategies together you will start to see dramatic changes.

We urge you to keep evolving these strategies and looking at ways you can fine tune them. Why not setup regular brainstorming sessions to work with your team to develop new ideas of attracting new clients.

This concise book has given you a very small sample of techniques we teach clients in order to find more customers and maximise profits. If you are interested in finding out more about these techniques and other fantastic methods of getting clients then you are welcome to attend one of our FREE half day seminars called "MAXIMUM RESULTS".

If you are serious about your business, building profits and understanding how to explode your number of clients then you need to attend this course NOW!

Goto www.eventuscoaching.co.uk/events-calender.html to find out when the next seminar is available.

Here is what people are saying about our principals and our company:

"We would like to take this opportunity to thank you for your assistance with the project we are working on at Amtrak. The information you provided concerning utilizing the Balanced Scorecard in reporting the operational health of a company has been very helpful to the Project Team. We are recommending that the Balanced Scorecard concept be adopted in our final report. Again, thank you for providing the information and your guidance."

Jim Walls, Senior Director NEC Service and Cindy Cole, Director NEC Service
AMTRAK, National Railroad Corporation, Wilmington DE

"Having had Eventus introduced to us by a colleague we were initially sceptical of the promises made by the company. However, we took them up on their tune up and were pleasantly surprised by the results. We have now been working with Eventus for the past 11 months and it feels like our business has been highly tuned!"

John Patterson, Director
Creste Partnership

"In the initial eight weeks of working with the principals of Eventus we have seen a 200% increase in profits, that's what I call results! "

Phil Knox, Operations Director
Bitebak Limited

"Although our marketing company is relatively new already we are out performing our expectations and we owe Eventus for this and for helping us achieve our global expectations."

Mr C Payne, Director
Swine Flu Solutions Limited

If you would like to know more about the subject of this book or any of the following subjects then contact us now:

Email: info@eventuscoaching.co.uk

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- Communicate simply and powerfully
- Engage and mobilise your employees
- Influence and motivate to new levels

If you really desire to maximise your businesses potential but don't know where to start then let Eventus provide you with your [FREE 30 minute Business Check Up](#), this will give you all you need to know and what you need to do!