



Winning New Clients Article

Article on Winning New Clients

[Reference Material: Not to be Reproduced without permission]

This article serves two purposes. Firstly, the content of the article should help you to understand how to win new clients using an educational based marketing and relationship marketing techniques. The second purpose of the article is to demonstrate how a PR release can be submitted. This was submitted to a number of magazines for publishing.



How do you win new clients?....

Is relationship and education based marketing the answer?

Peter Hickey is a bestselling author and designer of a number of multi award winning business tools that are now being used by more than 60,000 companies around the world.

He is the CEO of MAUS Business Systems, specialists in marketing tools and training for business leaders and consultants.

Winning new business is getting harder and harder!

It can be one of the most frustrating, time consuming and expensive elements of your business.....and it is one that is often done very poorly.

Without leads and an effective sales conversion system...it doesn't matter how good your internal systems, your personnel and your product is....your business will simply fail.

What is education based relationship marketing?

Diagram 1

Education based relationship marketing is based on the idea of adding value to your prospects.

This is achieved by providing prospects with valuable ideas and helpful information on topics that are most important to them.

The goals are to build trust and establish a dialog that is not just centered around a sales pitch. The more you don't sell "openly" the more your potential prospects start to trust and want to establish a relationship with your firm.

You do however in the presentation of your information position yourself as an expert. You do this by including references to your stature and standing, past client or years experience in the field you have chosen to supply information.

Lead Generation Model - Simple

STEP 1

What area do you want to specialise?

What problems is your target market trying to solve?

STEP 2

Develop lead generation material

For instance: "How to dismiss an employee without being sued"

STEP 3

Package Material

Package into PR, website, seminars, tapes and create teaser material..."7 things you must do before firing an employee"

STEP 4

Distribute Material

Search engine marketing, call editors, place advertisements, conduct seminars

STEP 5

Get Leads

Your content should drive prospects to seek more information. This is where your "teaser" information must be strong.

STEP 6

Conversion

Convert leads to a sale

Copyright Peter Hickey- MAUS Business Systems

But the education can't just be a one off....you must set up a communication plan that keeps you in front of your prospect. This over a period of time convinces your customers that you are the type of firm that they would want to deal with.

Building Trust

By acting as an authority in a niche area you gradually start to build trust with your prospect. By producing "solution based" educational material you are even able to solicit leads. The goal of this type

of marketing is to produce information which you offer in magazines, seminars and PR programs. You offer this information and in return you receive the contact details of your prospects.

But that is where it starts. You have the warm leads but you still have to convert them to a converted sale. This is where you need to build your communication program and keep offering value. The basis of the communication plan is to continue to refine the prospect down into "problem areas" and to match these "problem areas" with products or services your practice offers. You need to establish good "teaser" information. For example, "7 things to know before buying a car", "10 things not to do when building a house." In diagram 1 we simplify this process into 6 separate steps that could form the basis of your communication plan. In diagram 2 we explore in more detail each step and we indicate some of the details that you need to address.

How do you develop an educational message?

The first step should be to decide who your prospects are. This comes back to your original marketing plan and financial modeling. Those with established businesses will have a good understanding of who their prospects are, those that are starting a business should think long and hard at the outset of who they are trying to attract.

Try not to attract people that you can't convert to a profitable assignment. Think about your end goal, your billing rates and the number of clients you need.

Then you need to get inside the mind of your prospect. Work out every step of their day to day routine keeping in mind the product or service that you offer that might be "the solution".

You need to then develop material that contains a "step by step" guide.

How do you get the message out?

In years past and when I established my consultancy in 1990 we were constrained by seminars, mainstream advertising and expensive mail shots. These days our education material can be broadcast at a very low cost via the internet and through webinars. (Web seminars). We can use email or fax. Of course traditional channels such as coupon advertising, leaving material with your channel is all very effective provided it can be cost justified.

How to implement this process in your business!

Space was of a premium so we have had to limit this article but if you would like examples of actual lead generation programs that were developed for business consultants, management consultants and business coaches then go to our website at www.maus.com.au . We are also conducting free seminars on "How to win clients" across the country where we discuss a "step by step" system that you can implement on a shoestring budget.

What to remember from this article!

1. You need to exchange the information for your prospects details. The point is to get your prospects details so you can establish trust
2. Create good "teaser" information to encourage prospects to leave their contact details.
3. DON'T GIVE A SALES PITCH!

Consultant Lead Generation Model

