



Teleseminar – Consultants PEG – March 28, 2006

Using the “positioning statement”™

= The concept and outcome of working with you!

(Or, “why should a customer do business with me?)

When to use above?

Growing Your Consulting Practice!

Qualifying – My system

1-2-3 and maybe 4.

Questions to qualify

- 1. Do you bring in outside experts?**
- 2. Who have you used in past and what did they do?**
- 3. Do you have a specific need?**
- 4. How is the decision made?**
- 5. Is there a budget I should be aware of?**
- 6. What do you need from me in order to be considered?**

Getting to the Decision maker – who is he/she??

Note: You must decide whether you request hourly pay, value based, etc.

What are you doing everyday to bring in new business?

Samples of follow ups that work!

- 1. Handwritten note to past client**
- 2. Fax testimonial**
- 3. Clip and article and send**
- 4. Letter to editor for trade publication**
- 5. Leave a compelling voice mail**
- 6. Call a client you haven't spoken to in years**
- 7. After hours call technique**

The magic is in doing these things everyday!

**Consultants should always be looking for the next job.
(Easiest sale is to current client)**

Precall work – what I sit, how can they work for me?

Sales Objections

Ready, Aim, Fire!

Other revenue streams

Targeting – are you target marketing?

Is it time to think of a new area to market?

1-2-3 Follow Up!

1.

2.

3.

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