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Dear Career Coaches –

Thanks for the opportunity to be with you! I wanted to follow-up after our call with some notes and other things I think you'll find valuable. Please let me know if you have further questions or if I can assist you in any way. I'd be happy to help!

Denise

The notes for Make More Money ... even in a down economy! are enclosed. I've also included some other resources in this document.

- I've included a brief article we wrote on ***The Five Fatal Marketing Mistakes that Coaches Make!***

Here's the link to our Business BreakThrough Assessment.® It'll tell you where to start ... what's missing in your practice.

Here's the link to sign up for one or both of our free monthly electronic newsletters. Business BreakThroughs! is packed with business building strategies for filling your practice and increasing your bottom line. ***Life BreakThroughs!*** contains inspirational articles for creating more time, balance, and joy in your life!

- ***Email me at Denise@BusinessBreakThroughInstitute.com if you'd like to:***
 - ***Set up a complimentary coaching session ... or just to get a question answered. You don't have to hire me for me to be a resource for you!***
 - ***Refer others who take our programs and Make Money!*** Check out our referral program at <http://businessbreakthroughinstitute.com/subpages/referprogram.html>
 - ***Find out more about our upcoming groups ... our full-out BreakThrough Mentorship Program and our Marketing MasterMind Groups.***

MAKE MORE MONEY ... *even in a down economy!*

We reviewed three essential elements of our 6-step BreakThrough Process in our call.

1. Build a Solid Foundation
2. **Identify your Who & What**
3. Articulate your How
4. **Implement a Marketing System**
5. **Serve the Client... Transforming Our Attitudes Towards Sales**
6. Coach Through Objections and Concerns

Step 1: Build a Solid Foundation.

At BBI, we believe that one of the most critical steps to success is working on your mindset. Remember, you may not always get what you want, but you always get what you EXPECT. Do you really think you can be successful, IF YOU DON'T THINK YOU WILL? If you think it's impossible in these economic times?

We have several exercises that can help. One is called a belief narrative. A belief narrative is an exercise where you create an exhaustive list of **ALL** the reasons why you believe you will have the life and business of your dreams. Include your skills, talents, education, philosophies, experiences, personal characteristics, etc. Write complete sentences and use the word, "I."

Write as much as you can, until you can't think of anything else to say. Then, take a break and come back to write some more. Do this a total of three times.

To make this an extra powerful way to build your belief, read your narrative every day when you get up in the morning. You can also record it and listen to it.

The tendency is to want to skip this step ... to get right into actions. Keep in mind that actions that come from a concerned, discouraged, doubtful, or needy place, will NOT give you the results you want. Once your foundation is firmly established you can start working on your marketing skills!

Step 2: Identify Your Who & What

The next critical factor for success is to market to a specific group of people. We call it your who & your what.

Who: who you work with (target market)

What: the benefits, results, or outcomes that you provide them with (niche)

The more specific you are in these 2 areas, the more successful you'll be. The key is not trying to be all things to all people.

To find your "who," break down your universe of potential clients into particular segments.

- For example: Human resource managers; Working / single mothers; CEO's of start up companies; women business owners; divorced men; high school students

Next, your “what” – what results, outcomes, or benefits do you provide? What problem do you solve? Think about the things YOU might want.

- Health and wellness...a financially secure retirement...better functioning work teams...a new career... a relationship ...a marketing plan...more balance and joy?

So, there are four steps. You want to:

- Brainstorm each of these areas
- Choose both a Who & What
- Craft a Who / What statement – use it in everything you do!
- Learn how to “speak it” naturally

Our who and what for BBI is:

We specialize in helping professionals in private practice to move past their fear of sales and marketing and boost their confidence so they attract more clients and make lots more money!

Step 3: Articulating Your How

The next step is to be able to articulate HOW you help your clients achieve the results or benefits they're looking for. You actually know this ... you just may not be expressing it in a clear, systematic way. Ask yourself what you do with your client the first time you meet. Then what?

- Example: Fitness Coach
 - Our first step is to identify what you really want. What's the vision you're moving toward?
 - Next, we'll look at what's getting in the way of having that vision – your exercise plan, eating habits, and/or your beliefs.
 - Then we'll put together a plan with persistent and consistent actions to get you from where you are now to that vision you want.
 - As your coach, my job is to hold you accountable to what you want... to focus and motivate you... challenge you... and celebrate our successes together.

Can you see how knowing your who, what, and how and being able to state them clearly and concisely is helpful to developing and implementing a marketing system?

Step 4: Choosing A Marketing Strategy that Works

At BBI we use the analogy of a train to describe your marketing options. There are active strategies that drive business (engine), passive strategies that support your active marketing (cars), and follow up (caboose) activities that keep people on your train!

By far, the most important are active strategies. Active marketing strategies are proactive – you have to DO them. They are also active because they give potential clients an EXPERIENCE of you.

- speaking at industry or professional associations and organizations
- strategic alliances with other service professionals
- networking with your target market
- grassroots marketing with your existing contacts

These are listed in order of effectiveness. We recommend that you focus on doing 1 or 2 engine activities ... consistently, over time.

In addition to the active strategies I mentioned, you need passive strategies – but these are not the main focus of your marketing. The passive activities support your active activities and should not replace them.

- advertising
- websites
- brochures
- direct mail

And of course, bringing up the rear of our marketing train is the caboose, the follow up strategies.

- lunches
- sending notes
- sending articles of interest
- birthday cards
- newsletters/eazines (The number one follow up strategy)

Step 5: Serving the Client... Transforming Your Attitude Towards Sales

Now that you have a marketing system in place, the next critical step is mastering the sales process. I want to give you a new way to think about sales. You have something of value THEY want and they have something of value that YOU want. That's all it is.

- It's an exchange ... of value for value.
It's based on choice, fairness, and responsibility.
It's equitable.
- Sales can be an ethical method of exchange. It's never ethical to try and CONVINCED someone to do something.

There are two reasons why people don't like sales:

1. They don't believe in themselves, their product, or service. You got to get very clear on the value you provide and if you aren't - then go to work on your belief narrative or get someone to help you with that.
2. The second reason people don't like sales, is that they don't have a good methodology. A system – that they've practiced and are confident with.

And if that's you, then you have to get the training you need in some other form of consultative selling. But be sure it's truly consultative. It HAS to focus on serving the client above all else.

Step 6: Coaching Through Objections & Concerns:

Remember, to “close the sale” you must become a master at the NEXT step - coaching through any objections and concerns that your prospective clients have ... and do it in a way that serves them!

Somewhere between 70 - 90% of your prospective clients are going to have objections of varying degrees. And an important part of the sales process is being able to address these.

There are really only about 7 objections that you’ll ever encounter. Although each objection may be phrased in a number of different ways, virtually every objection falls into one of these 7 categories:

- Not Ready
- No Time
- No Money
- Unsure of Value
- Check with Third Party
- Think About it
- Interview others

There’s a system for handling each of these objections. I want to share a couple of critical success factors for coaching objections, so you can begin working in the most important areas.

Get permission to continue. It is incredibly important throughout the objection phase of the complimentary consultation to get permission to continue. This allows the person to be in control and at choice. Do this by saying things like, “May I ask you a question?” or “Do you want to talk about this some more?”

Make the Decision Together. It’s important for you to feel and “get” that this isn’t about being on two different sides of a negotiation table. Again, you’re there to *serve* the potential client. Position it as a decision that you and the prospective client make together. For example, if a person says he needs to think about it, you should genuinely want to help that person make the best decision. You might respond with something like ...

- What can I do to help you in making the decision?
- Can I answer any additional questions?

Always Get the Next Step Scheduled. Don’t end the conversation as soon as the person says, “I’ll let you know” or “I’ll be in touch” A great response is, “How about we go ahead and set another time to meet? You can share your thoughts with me then.”

And if someone decides not to hire you or buy your product, it’s important for you to continue to serve the person. You want to continue to provide value, build a relationship, and keep the person “on your Marketing Train.” The person might decide to use your services later or they might become a great source of referrals.

The 5 Fatal Marketing Mistakes that Coaches Make!

1. Not specifically targeting your market.

- Your target market is who you serve with your business.
- The more focused and specific, the easier and more cost efficient it is to market.
- Examples of focused target markets include: working mothers; CEOs of start-up companies; single parents; real estate developers, etc.

2. Not understanding your clients' needs or desires.

- Understand, appreciate, empathize, evaluate, acknowledge and respect how your clients "see" life so you can provide services they need and want.
- Talk to your current, past and potential clients. They *will* tell you what they want, what price they're willing to pay, etc.
- Use written surveys as well as telephone and face-to-face interviews.

3. Not differentiating your business.

- Differentiating your business shows clients why they should hire you instead of your competitor.
- In order to differentiate your business, identify the *benefits* your clients receive from your services.
- To identify the benefits, first list the features/services you offer and then list the *results* to the client of each feature.

4. Not Working the Active Strategies that "drive" business.

- The most productive Active Marketing Strategy is Speaking: classes, workshops, teleseminars, and live presentations. Strategic Alliances, Joint Ventures and Targeted Networking are also effective forms of Active Marketing. Websites, printed materials, and traditional advertising are all passive.
- Chose 1 or 2 active strategies that appeal to you and work them consistently over time.
- Once your active strategies are up and running, create an email newsletter. (The best follow-up strategy there is.)

5. Not being strategic.

- It's important to spend at least one hour each week focusing on the big picture of your business.
- Strategy is how you will attain a goal. (Tactics are the activities that you take to implement the strategy.)
- Example:
Goal = Increase revenue by 30%
Strategy = Implement a referral system
Tactics = Market referral system to contacts through email, phone, newsletters, face-to-face meetings, etc.