

Most client conversations don't work

WHY do most clients conversations fail? They either don't happen or the business owner is trying to 'sell' to the client — not listen and learn. This leaves everyone unhappy. The client isn't getting their problem solved in a way that works for them. The business owner doesn't know where to focus their efforts, so lives with stress, overwork, and lacking enough good clients.

Holding a great conversation with your clients, or potential clients, is easier than you think. It's not about selling yourself, or being an extrovert. Instead, it's about listening and empathy. It's following a few simple steps to get the client to open up on what matters to them.

Discover and use key principles such as:

- Selfless listening - supporting people to open up, feel heard, and share what matters to them
- What questions to ask to find out how the problem is affecting the client and where they want to get to
- What are they worried about? Every client has concerns and objections. Let's find out what they are up front
- Get a cheat sheet to their perfect solution by asking about their experiences with other products and services like yours
- Find out if they care. A potential client might say something is a big problem, but if they haven't even googled for a possible solution they don't care enough to take action

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All the business and marketing books tell you to get to know your client – this book tells you how

BE A client whisperer

A short guide on getting
clients to tell you what matters

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