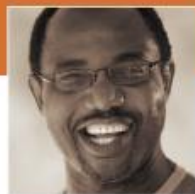


CTI Business Builder Virtual Marketing Workshop—Session 8



Finding Your Prospect

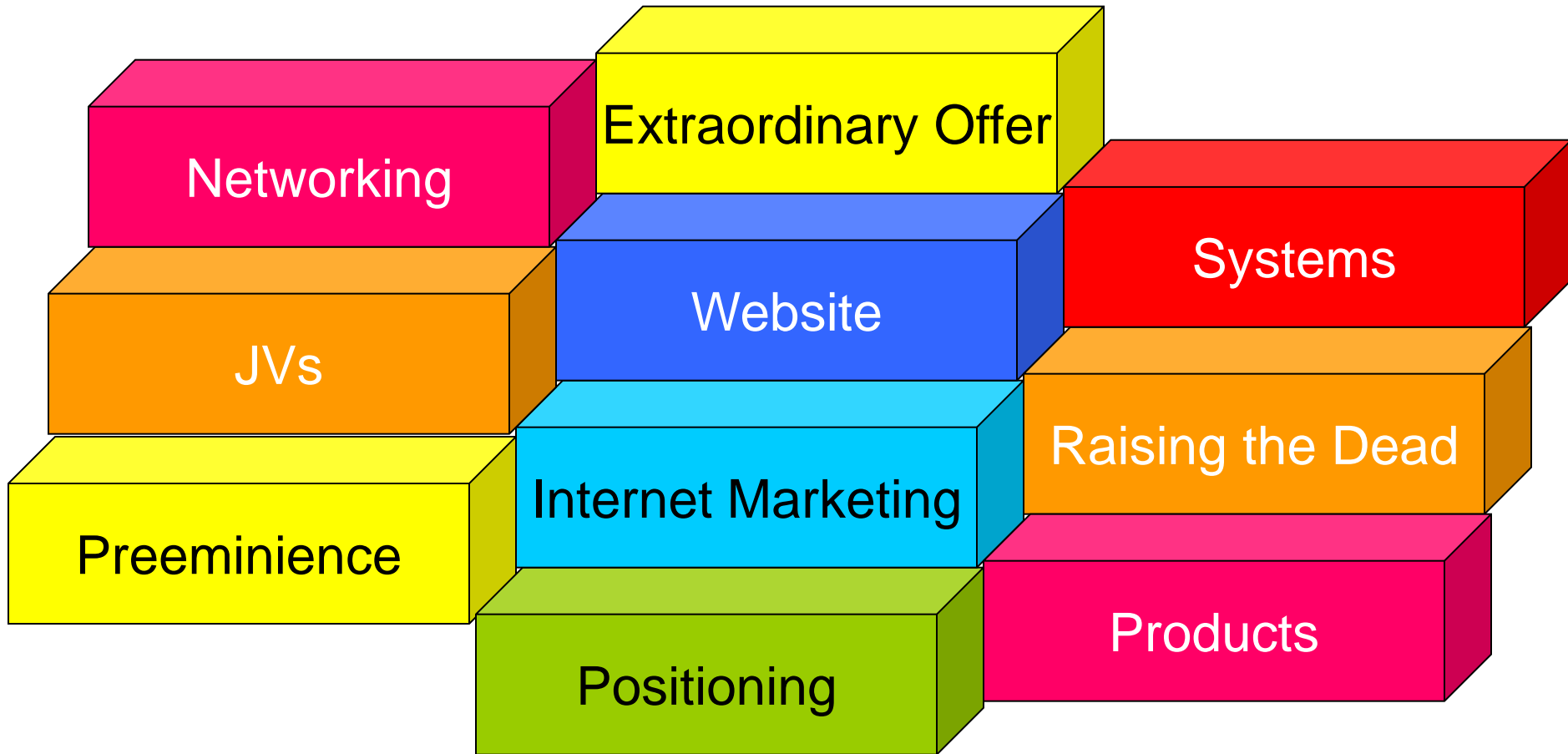
**Get Coaching Clients
Who Love You and
Come Back for MORE!**

**CTI presents
Martha Hanlon
and Chris Williams
Wide Awake Marketing**

One Goal—You in Action for Clients

Feb 28	Session 1: Orientation and Alliance Design
March 6	Session 2: Vision & Preeminence
March 13	Session 3: Positioning Yourself
March 20	Session 4: Positioning
March 27	Session 5: Product Creation & Revenue Modeling
April 3	Session 6: Extraordinary Offer
April 10	Session 7: Sales & Talk Track
April 17	Session 8: Power 100 and Power Hour
April 24	Session 9: On-line Marketing
May 1	Session 10: Off-line Marketing & Completion

Customer Generators – to Leads



Assignment for Next Week

- Do 5 live “If I could ..., would you (slides 35 & 39)
- Write 5 “Open Ended” questions following the 4 part process.
- Determine how you’ll track Prospects and progress
- Call 5 Prospects...yes, call!

Understand THEM!

- Tell me what brought you to this event?
- Based on their answer . . .
 - How are you liking living in the community?

Get clear on their challenge – what do they want?

- What is the biggest challenge you face this year?
- What are some of your goals?
- What are the obstacles standing in your way?

If the challenge does not get fixed, then what?

- What happens if the challenge is not addressed?
- Wow, it sounds like you have your hands full – what would make your life easier?

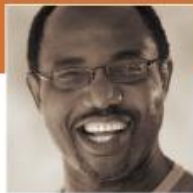
If I could “BLANK” . . .Would you “BLANK”

- If I could create a aha moment for you would you spend 30 minutes with me in a sample session.

Sales Process – Masterful Conversations



co-active

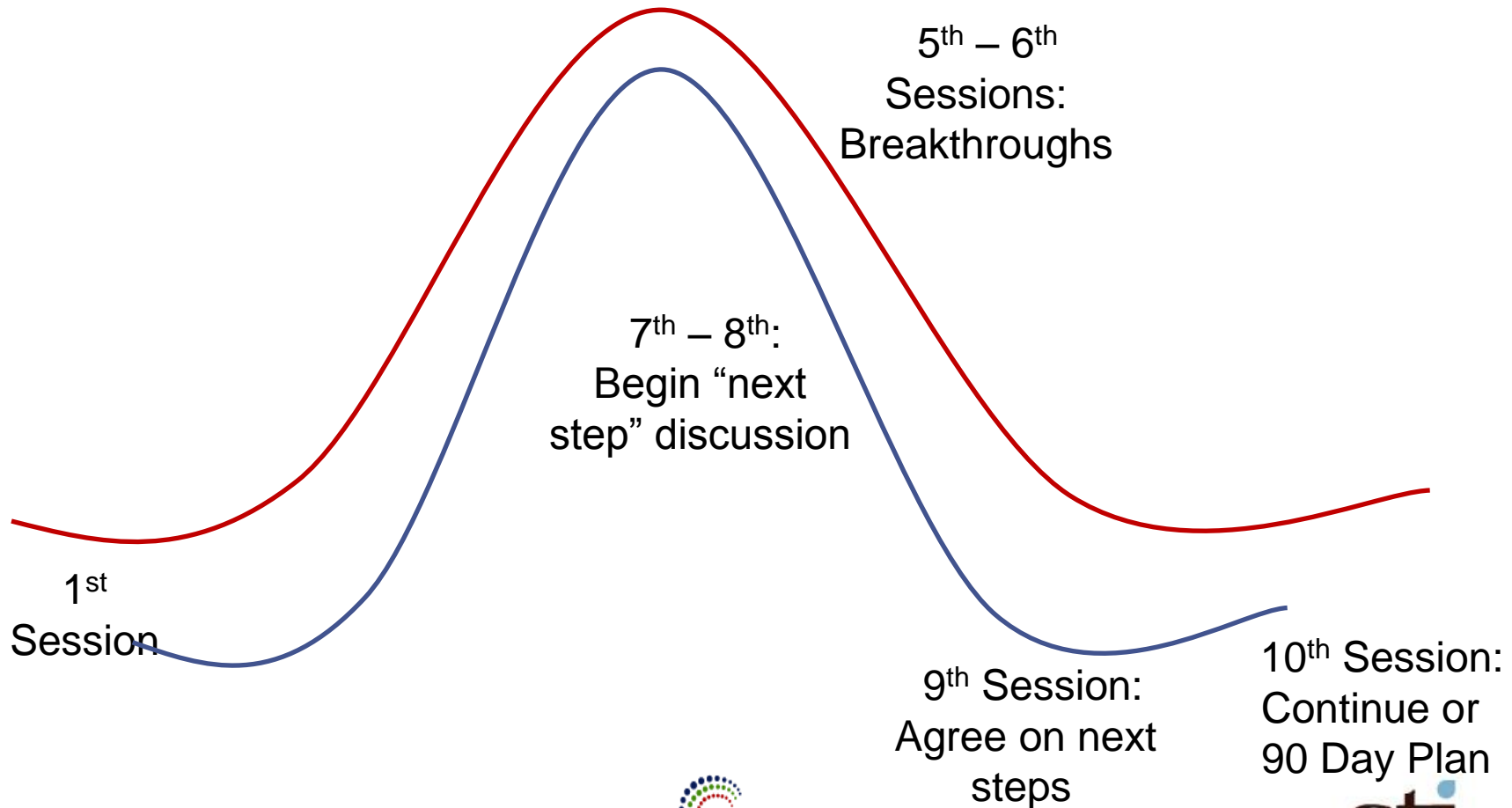


The Coaching & Sales Arc

Co-Active Coaching and Selling Arc



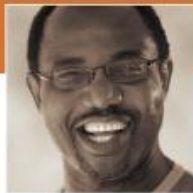
Co-Active Coaching and Selling Arc



Sales Process – Masterful Conversations



co-active



Find Your Ideal Prospects

The Tools

1. Power 100
2. Goal
3. Power Hour
4. Follow-up





Step 1 - How To Find Prospects

Create Your Power 100

1. Know them, have access to them and believe they should work with you
2. They refer or could refer
3. Don't know them yet believe they are your Ideal Customer
4. Have your client, complement you—Alliance
5. Wish List

Divide 100 into **HOT**, **Interesting**, **Warm**, **Cool**

Start calling HOT's by next Wednesday

Step 2 – Goal Setting

Set simple goals

S – M – A – R – T

10 – 2 – 5



- Call 10 people each day you work
- Set 2 new appointments
- Add 5 people to your names list

Step 3 - Power Hour

What appointments are non-negotiable

Tax

Child doctor

Dentist

Urgent car repair

Jury duty

Paying a ticket



Step 3 - Power Hour

What appointments are non-negotiable

POWER HOUR

Tax

Child doctor

Dentist

Urgent car repair

Jury duty

Paying a ticket

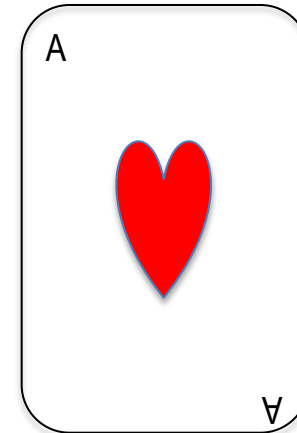
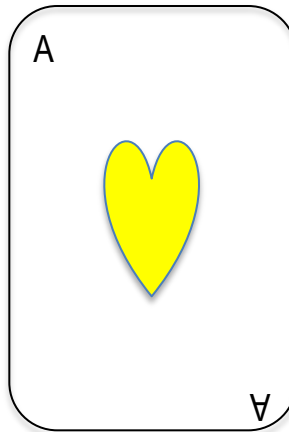
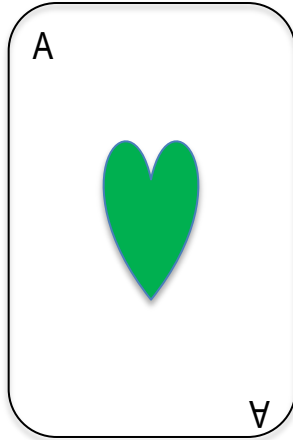


Step 3 - Power Hour

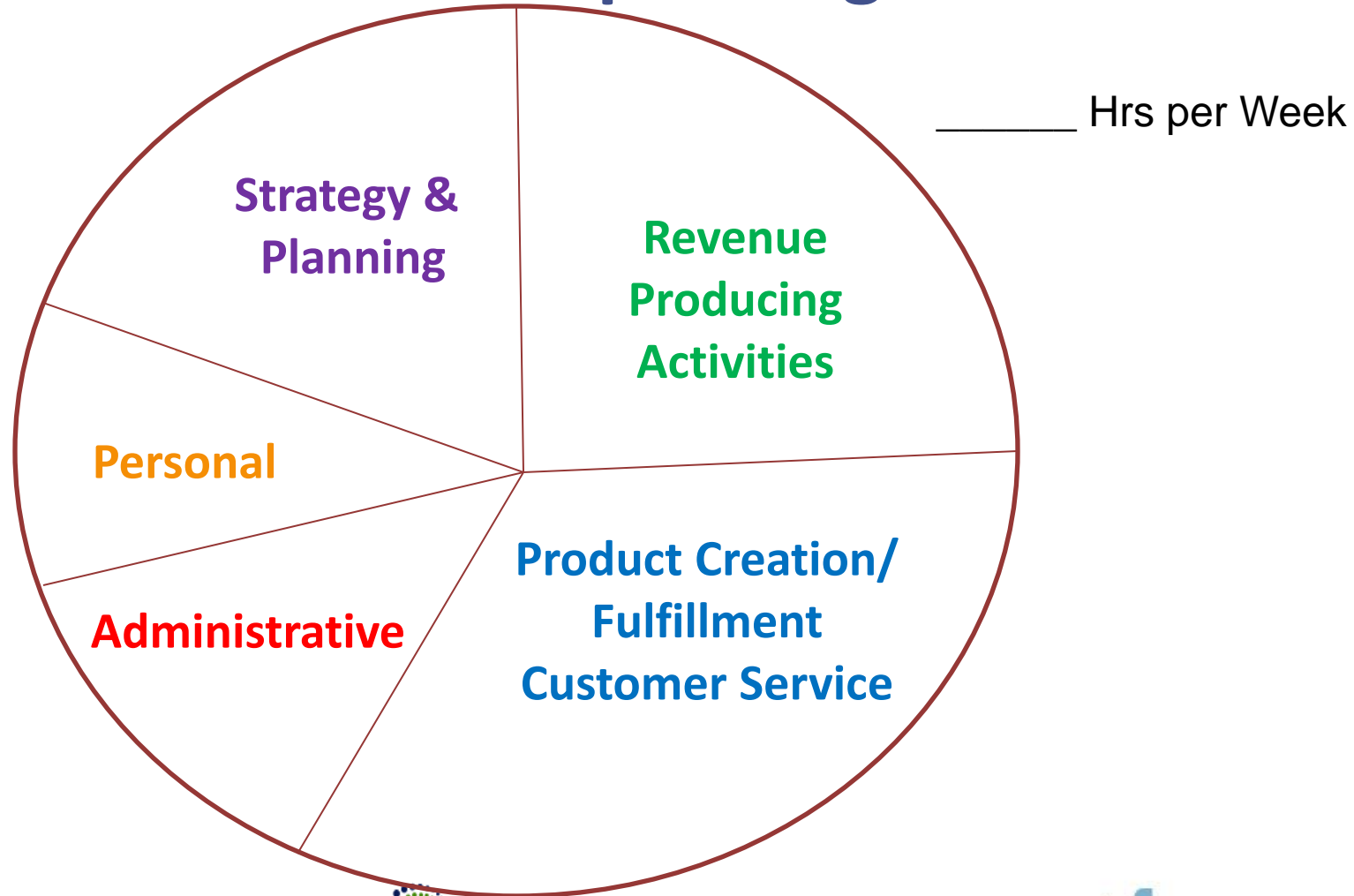
- Set appointment with yourself
 - **Commit to 1 hour per day**
 - Track your results
 - Ask for support
 - Commit to ACTION
 - Prepare
 - Accountability



Train Your Family and Staff

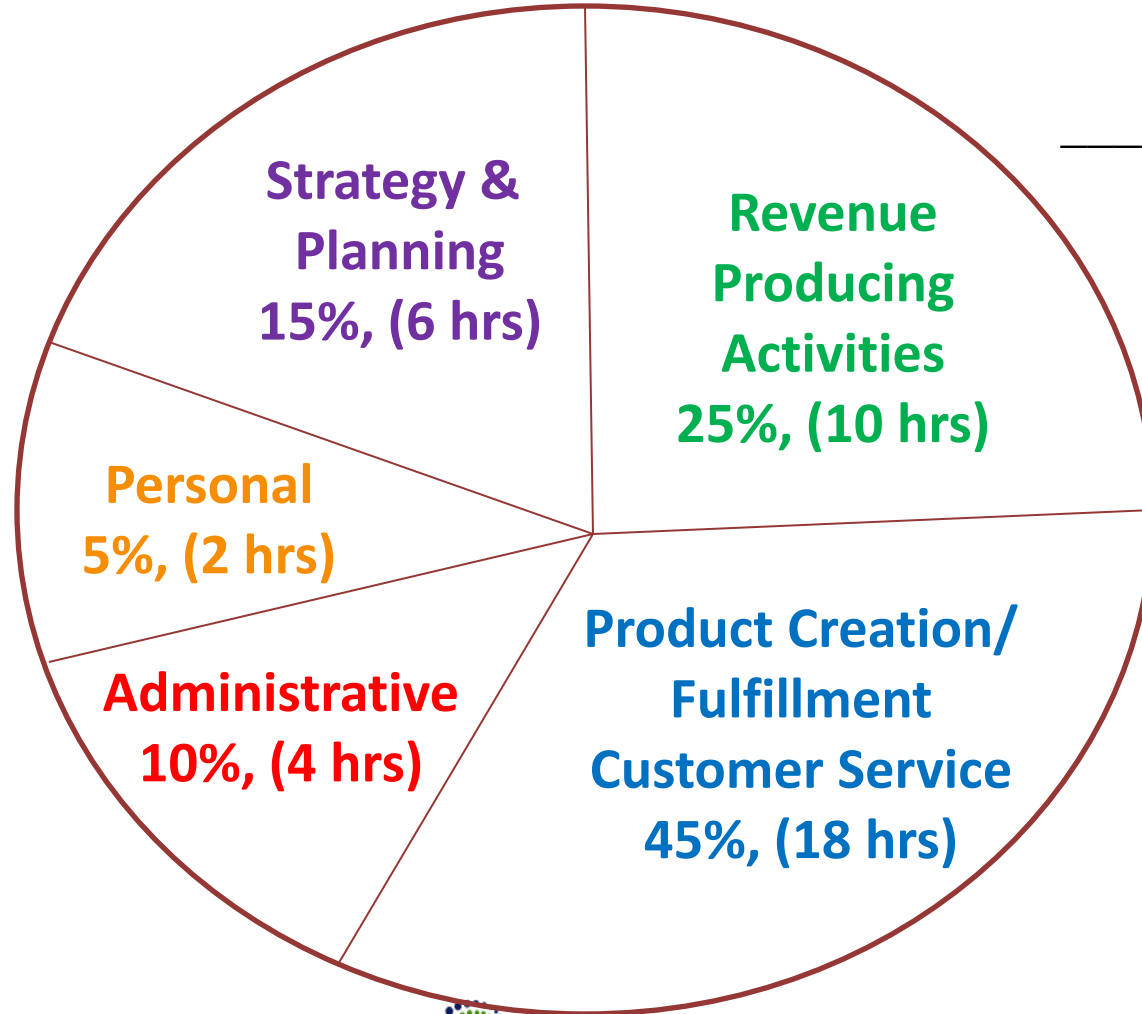


Where Are You Spending Your Time?



Where *Will* You Spend Your Time?

When I spend
the time doing
the right
activities,
I can increase
my customers!



_____ Hrs per Week

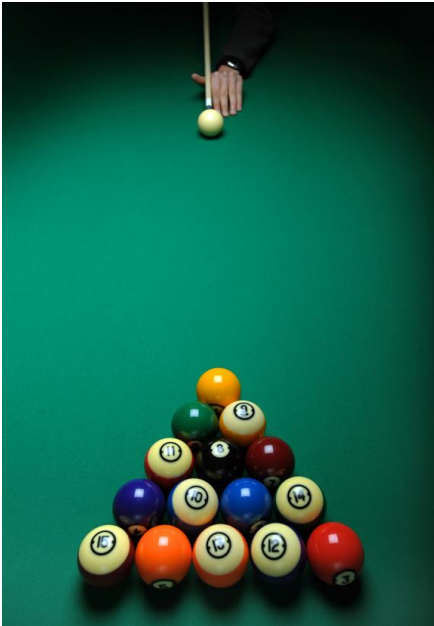
Step 4 - Follow-up

- 80% of sales reps do not follow up after the first interaction
- 80% of decision makers do not make a decision until the 5th to 12th interaction

Follow up is the key!



15 in 15 Challenge



15 Discovery Sessions in 15 Days

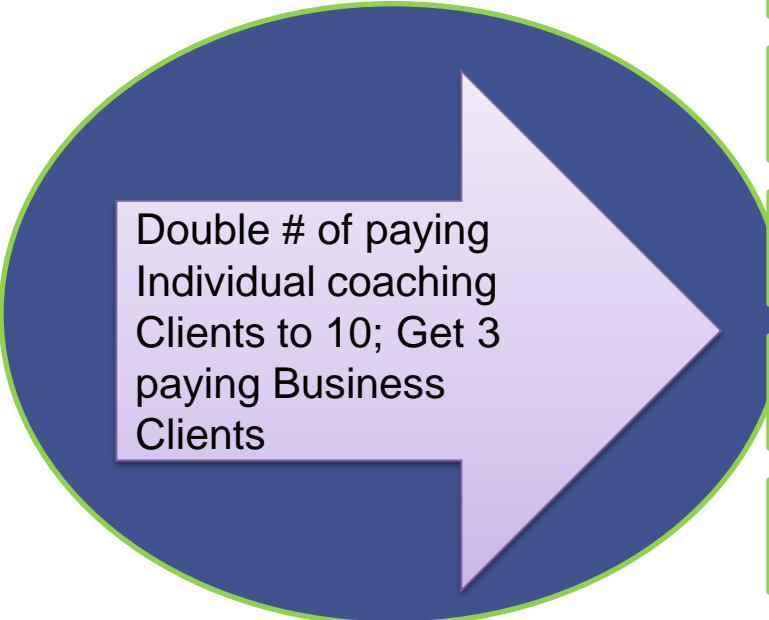


The world is waiting for you!

Mini-Marketing Plan—Part 1

**My Business: Individual and Systemic
Ex-Pat Coaching**

B. Goal



Double # of paying
Individual coaching
Clients to 10; Get 3
paying Business
Clients

C. BB State Date: Feb 25, 2012

F.

OBSTACLES

Saboteur-driven fear and anxiety

Procrastination: get distracted
doing other projects

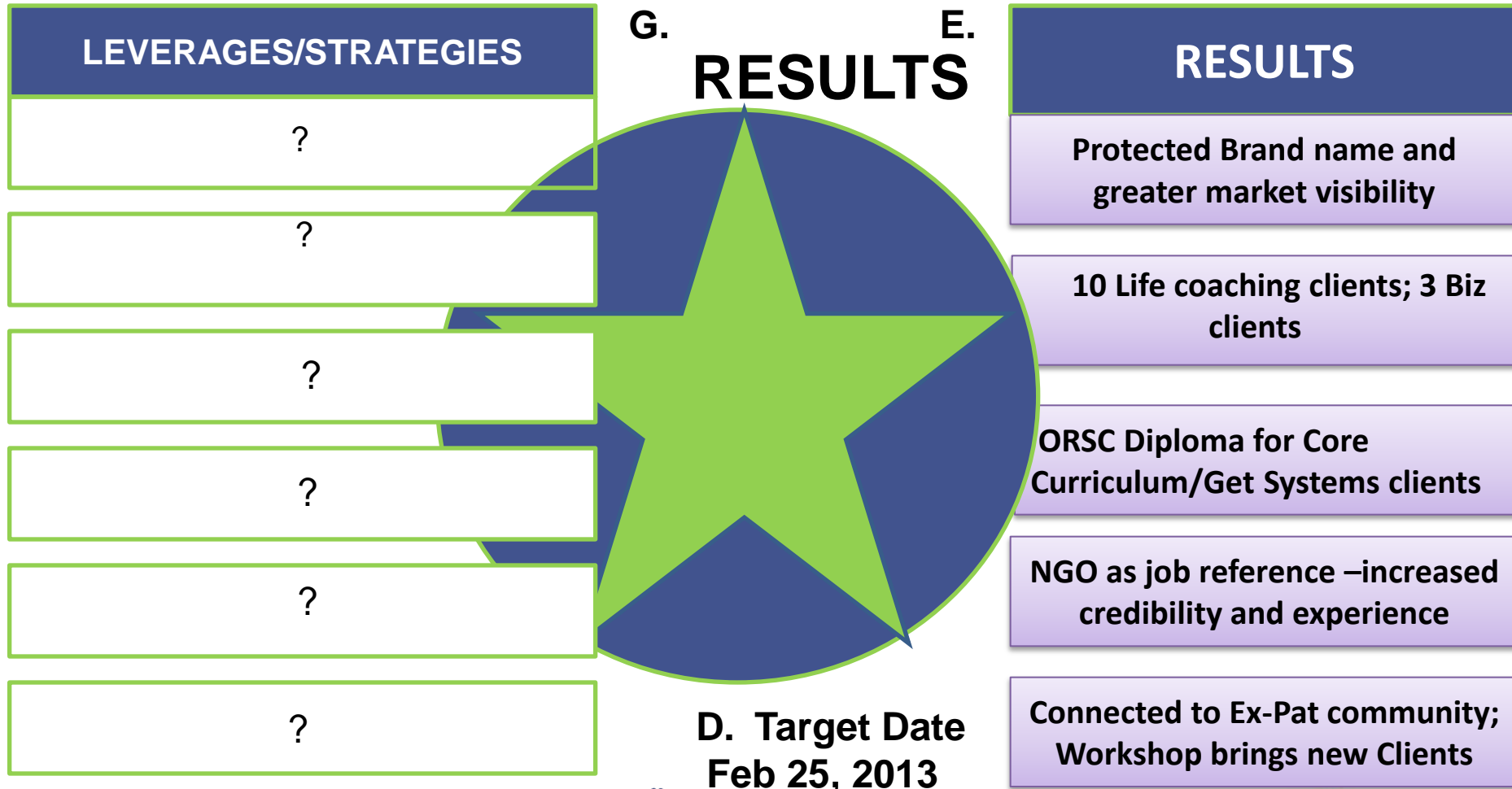
Competition doing same thing:
need to differentiate my Biz

correct pricing is not clear

constant networking to generate
sufficient Clients

No marketing materials or
website yet created

Mini-Marketing Plan—Part 2



Homework for Next Week

- Create Your Power 100 List
- Divide the list into Hot, Interesting, Warm, Cool
- Create your outbound calls goal
- Design a script for your outbound calls
- Put your Power Hour on the calendar
- Use your follow up system
- Make 5 calls each day—follow your system

Ready for the “15 in 15” Challenge?