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Get More Clients with the Book Yourself Solid Trust Building Process

By Michael Port

An effective sales cycle is based on building a relationship of trust with your potential clients. I'm sure you've heard it said before, but it's worth repeating, "People buy from those they like and trust." It is truly as simple as that. Trust is critical. Especially for the service professional and small business owner.

Without trust, it doesn't matter how well you've planned, what you're offering, or whether or not you've created a wide variety of buying options to meet varying budgets. If the potential client doesn't trust you, nothing else matters. They aren't going to buy from you. Period.

All sales start with a simple conversation and are executed when a need is met and trust is assured. The Book Yourself Solid Sales Cycle helps us start the trust building process and helps us systematically, automatically, and authentically move the relationship forward.

If you're good at making friends you'll be good at making sales. Sales is often a confronting subject for many of us but as I mention above the sales conversation is just that – a conversation. If you can talk to people you can make a sale for the betterment of the person that is buying your product or service. It's not about manipulation or coercion.

In order to design a Sales Cycle for your business, you must first establish your 6 Part Foundation and your 6 Part Trust Building Process. The combination of these two exercises will give you a Sales Cycle that will attract more clients than you can handle, even if you hate marketing and selling.

The 6 Part Sales Cycle Foundation – The Who, What, Where, When, Why and How

The foundation on which you rest your Sales Cycle is crucial. You need to have a solid foundation before actually designing a sales cycle. To build a foundation which will give you rock solid security you must clearly and concisely identify the who, what, where, when, why and how. This will ensure that the offers you're making in your 5 Stage Sales Cycle Process are right on target.

– Who Is Your Target Client/Customer? Focus on one person (or organization) within your target

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market.

- What Are They Looking For? You've got to understand what your ideal client or customer is looking for.
- When Do They Look For You? What needs to happen in their personal life or work life for them to want the kind of service that you offer?
- Why You? What is unique about you or the solutions you offer?
- How Do You Want Them To Engage with You? What is it that you want a potential client to do when they find you?
- The Book Yourself Solid 6 Stage Sales Cycle Process

In creating a sales cycle you'll design a step-by-step way to ease your potential clients from the first stage; getting them to your website, to the end stage; your highest price-point product, program or service.

Stage 1: The idea in this stage is to introduce yourself to your target market and begin to create awareness for the services, products, and programs you offer.

Stage 2: Give/Engage: Now that you've got your prospective client to your website (or other meeting place) you need to offer solutions, opportunities and relevant information in exchange for their email address or other way of continuing the conversation.

Stage 3: Keep giving low-barrier for entry offers of value-rich content, opportunities, experiences etc. Your goal is to build trust and deepen the conversation.

Stage 4: If potential client responds to Stage 3, assess then make an email or verbal offer based on the most appropriate products, programs and services.

Stage 5: If client accepts offer and becomes client/customer! Thank them, celebrate and then over-deliver. Surprise them with value.

Stage 6: If prospect does not engage and become a client or customer, still go above and beyond to offer something of unexpected value and keep in touch, keep in touch, keep in touch. Always offering value and deepening the bond of trust between them and you. When they NEED your services you will be top of mind.

There are a multitude of ways to build trust with your potential clients and to ease them toward purchasing your higher price point offerings. There is no 'one' right way, so use your imagination and creativity to tailor your sales cycle to what works best, feels most natural, and resonates most with you. This can be done in a 3-stage process or a 15-stage process. It's really up to you, but I've found

through experience and research that a 6–stage cycle at a minimum is most effective.

The key is to remember that all of your marketing is about getting your message out to those who most need, and will most greatly benefit from, your services, products, and programs. It's about connecting with your potential clients to develop and deepen genuine relationships based on trust. When you understand and incorporate this philosophy into your marketing, it makes the sales process easy, relaxed and wildly successful.

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The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

By Michael Port

The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

The Book Yourself Solid Always–Have–Something–to–Invite–People–to–Marketing–Strategy is simply the most effective marketing strategy on the planet for the professional service provider.

Your services have a high–barrier for entry. They are rather intangible and expensive (whether you think they are or not) to a potential client. Especially to someone who has not used the kind of services that you offer or to someone who has, but did not have good results with other service providers. Unfortunately, that does happen and you have to manage for that.

People hate to be sold but they love to get invitations. Don't you? What if I could virtually eliminate your need to sell with this one solution? Would that be exciting to you? I bet it would. In my first year of business, this one strategy literally doubled my income.

When I use The Book Yourself Solid 7 Core Self–Promotion Strategies: Networking, Web, Direct Outreach, Referral, Keep–In–Touch, Writing, and Speaking, instead of trying to sell something through these efforts, I use these self–promotion strategies to create awareness for the solutions I offer to the

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very specific urgent needs and compelling desires of my target market by making a compelling offer that has no barrier for entry.

Remember, it's, "who knows what you know" that's important when attempting to Book Yourself Solid. Do you realize how many more clients you could be serving if they just knew what you had to offer? That you had the solutions to their problems, the answers to their questions, and the keys to their salvation?! Alright, maybe I'm getting carried away. But in order to promote yourself, your services and products, your ideal clients need to know what you know on a deep and meaningful level. They need to know that you have loads and loads of invest-able opportunities that are based on their urgent needs and their compelling desires. The best way to do this is to have at least one compelling offer that has no barrier for entry.

I've been offering a free tele-seminar every Monday at 12pm Eastern for a while now that helps people think bigger about who they are and what they offer the world (it'll also help you get more client). I even gave it a name. It's called The Think Big Revolution. Every week I come to this conference call (which can hold hundreds of people at a time) with a topic that will help those who call in think bigger about who they are and what they offer the world. Sometimes the topics are specifically related to getting more clients and sometimes they are related to other principles and strategies that will help the callers be more successful in business and in life.

But here's the thing – membership is free And I invite everybody that I meet to join. I'd like to invite you. I bet you'll love it. And if you don't you won't come back. It's simple. You get an opportunity to participate in something that should add great value to your life and test me out at the same time. And for me, well, it's fantastic because I don't have to "sell" anything. I can offer really great value to the lives of potential clients and customers at no risk to them. And then they have the opportunity to ask me for more business help if they are so inclined. There are tons of ways that you can set up this type of `always have something to invite people to' self-promotion strategy. You are only limited by the lining

of your imagination.

Oh, if you want to join the Think Big Revolution go to

www.ThinkBigRevolution.com

and sign up there.

See how easy that was? No selling, just a generous invitation.

Of the 93% of my clients who successfully book themselves solid each and everyone one of them used this strategy. And by the way, when I started doing these calls about 6 people came to the call each week. Now, there are over 5000 members of The Think Big Revolution.

Are you starting to get how the `always have something to invite people to offer works'? The value you add in your offer meets the needs and desires of the people you serve. This no-barrier-for-entry offer is the first stage of the Book Yourself Solid Sales Cycle. Then as you continue to build trust over time by offering additional value and creating awareness for the services you provide, you'll attract potential clients deeper into the sales cycle; closer towards your core offerings.

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