Client Entry Campaign

The purpose of a client entry campaign is to get you in the doors of the companies (large and small) of your choice so that you can schedule a needs discovery meeting with them.

When working with larger organizations – Corporate, Non- Profits, Colleges & Universities or even government outside of the GSA, you have to follow the following steps:

1. Get clear about who you want to work with
2. Develop your "HOT" List of Prospects
3. Locate the contact people within those companies
4. Follow Their Linked In Company Page
5. Build a rapport and relationship (don't go for the sale on first contact)
6. Then, you have to get their attention - Ask them to participate in a survey
7. Next, you have to wow them and position the needs discovery meeting
8. Next, you have to ask for the sale (after demonstrating your value to solve their problem)
9. Lastly, you have to create a way to serve them consistently

Challenges
1. No one likes to be sold to
2. The decision makers don't know you
3. The decision makers are extremely busy
4. There is a ton of "noise" in the marketplace

There are three phases to your CEC.

1. Awareness – making them aware of the results you can help others like them achieve. What are the main results you offer?

2. Attitude – helping them to feel a specific way about your offerings. What type of attitude and mindset so you want your potential clients to form about your company? What is your brand promise?

3. Action – you ultimately want them to take a specific action – inviting you to a needs discovery conversation. Ask yourself: have I built the know/like/trust faction with my potential clients? Have I focused on their needs and the results that I can help them to achieve?
   The best CECs have multiple touch points. You should expect 8-12 touch points before you get to the meeting. And the key is consistency and being persistent.

Once you have identified the key contacts and leveraged your network to be introduced, you'll need to plan to touch base with them over the next three months. Depending where the client's need is, the cycle to getting the meeting could be shorter or longer. The key is consistency.

Success Element 1: Multiple Touch Points

- ☐ What 8-12 touch points will I use? (see the list below)

- ☐ What schedule will I create to make these points of connection (6 to 12 weeks)
  - I recommend Every week to 10 days reaching out in some way.

Success Element 2: Use a variety of touch points

- ☐ Email
- ☐ Phone conversations
- ☐ Voice Mail

- ☐ Sharing an insights or viewpoints paper
- ☐ Case Studies or Success Stories
- ☐ Special report or e-book
- ☐ Sharing research or study results with them
- ☐ Invitation to a webinar
- ☐ Invitation to a live event
- ☐ Interesting news articles
- ☐ Business cartoons
- ☐ Letter via mail with handwritten envelope
- ☐ Sending something via priority delivery
- ☐ DVD or CD
- ☐ Copy of your book
- ☐ In person speaking gigs
- ☐ Coffee or get to know you lunch
- ☐ Meet up at a networking event
- ☐ Post card
- ☐ Requesting to connect through linked in
- ☐ Commenting on their company blog
- ☐ Using social media to comment or engage with them

Success Element 3: Focus on what the prospect cares about
What do my clients need? What do they want? What are their goals?

What benefits or results can I focus on to show my clients how I can help the to make an improvement and/or achieve their goals?

Success Element 4: A consistent and persistent campaign

It will take on average a minimum of 6 touch points to get to a yes. Don't give up….

What tools can I use to ensure I follow up enough? (FitFu, Pipedrive, Zoho CRM, Infusionsoft)

Ways to Deliver Valuable Content to Your Clients

1. White paper
2. Insights paper
3. Viewpoints paper
4. E-book
5. Case study
6. Client success story
7. Success sheet
8. Templates
9. Study results
10. Research report
11. Technical paper
12. Interview findings
13. E-magazine
14. "flip" book
15. live webinar
16. on-demand webinar
17. live seminar

18. live workshop
19. audio seminar (CD or MP3)
20. podcast series
21. internet radio show
22. CD
23. DVD
24. Book
25. Workbook
26. Live stream
27. Video training series

Your Brand Positioning Statement

Part 1: The Business Priority

What is the most important business reason that a corporate client wants and/or needs your services? This is the "thing" that your prospective clients care most about. List some of the most common business priorities in today's market.

What are the business priorities that your service offering directly supports?

Part 2: Action

Corporate people will not consider the hassle of bringing in an outside expert unless they perceive that the "thing" you offer will provide something for them that is measurably different than whatever they have now. Using active verbs communicate forward progress

Improve	Decline	Multiply
Increase	Reduce	Intensify
Drive	Decrease	Amplify
Recover	Lower	Magnify
Expand	Drop	Enhance
Maximize	Cut	Add
Save	Minimize	Redouble
Accelerate	Eliminate	Heighten
Speed	Shrink	Raise
Strengthen	Squeeze	Elevate
Grow	Condense	Lift
Boost	Diminish	Advance

Which action verbs speak to the value your services add to your clients?

Part 3: Results

In the corporate world, measurable results are extremely important. How will your client be able to gauge the success of your work with them? What will be the tangible ROI that they will see, hear, feel, touch or most importantly measure? See below for a few ways to go from the status quo to the best possible future for a client.

Statistical results you've achievers for other clients

- ☐ Dollars added or saved
- ☐ Percentages increased or decreased
- ☐ Time gained or reduced

Anecdotal results you've achieved for other clients

- ☐ Case studies
- ☐ Testimonials
- ☐ Videos and photos

Market Data

- ☐ Research studies and reports
- ☐ Industry statistics
- ☐ Industry case studies

What measurable results have you already helped others achieve?

What will you do at the outset of working with a client to ensure that you'll be able to measure the "before" versus the "after"?

What industry statistics or metrics exist that demonstrate there's a measurable return on investment related to what you offer?

Part 4: The Icing on the cake

Most decision makers wear two hats. They are focused on what's best for the company as well as what's best for them. So to stand out here, be sure that you aren't just talking about what is best for the corporation, to close the sale, you're going to have to convince the individual that it's a good decision for him or her as well. Ways that you can illustrate how your service can help the decision maker include:

- ☐ More easily meet their goals
- ☐ Peace of mind
- ☐ Come in on budget
- ☐ Meet deadlines
- ☐ Fewer hassles and less frustration
- ☐ Make them look good
- ☐ Done for them
- ☐ Low maintenance and easy to work with
- ☐ Reliability – they can count on you
- ☐ You understand the business and won't need "ramp" up time
- ☐ Won't have to put in as many nights and weekends
- ☐ Less conflict

What about you and your service is good for the decision maker? How will the individual benefit from working with you?

Client Getting Accelerators:

1. Selling to the Current Event
2. Getting booked to speak
3. Warm Referrals

Superpower: "7 touches over 7 days"

this approach greatly increased prospects' responses...
Day 1 – AM: Short and sweet email.
PM: afternoon – voicemail
Day 2 – Anytime: Call, don't leave a voicemail
Day 3 – AM: Call, no voicemail Day 3 – PM: Leave a voicemail
Day 4 – Anytime: Send a funny email (re: farm animals in Latvia)
Day 5 – Nothing
Day 6 – Nothing
Day 7 – Send a "break up email"

Note: the exact steps of this kind of series isn't as important as having a plan for consistent follow up!

Using Linked In:

LinkedIn's popularity keeps growing – don't miss out on the basics

Almost anyone you're trying to get in touch with can now be found on LinkedIn. And there are consultants and companies who specialize only in generating leads from LinkedIn. Josh here is the CEO of LinkedSelling & has some tips...

#1) First – Make Sure YOU Are Findable On LinkedIn

Especially if you're in sales or an executive, make sure you have a profile that is reasonably up to date – it doesn't need to be fancy.

And ensure *your current work email* is attached to the account.

More and more people will check YOU out as well on LinkedIn (whether you're reaching out through LinkedIn or regular email), and frankly it'll look suspicious or questionable if they can't find you with your work email.

#2) Finding People With "Advanced People Search"

Even with a free account, LinkedIn's advanced people search gives you lots of useful information.

Let's say you're looking for owners of IT companies in the San Francisco area.

One challenge is that these people often call themselves different things. President, Owner, CEO, Founder...the list goes on and on.

Fortunately, LinkedIn makes this easy on us. Using a search for "President OR CEO OR Owner OR Founder" you'll get results for anybody that has one of those words in their title currently.

If this search creates too much noise, then you can upgrade to a Premium account to get extra filters, such as on Company Size (very important) and Seniority Level.

An example LinkedIn outreach approach and message

#3) A Sample First Message

You can prospect all day long, but if you don't have a process for actually reaching out and lining up calls/meetings with these prospects…what's the point?

In our experience, one of the best ways to approach prospects is to NOT initially talk about what you do. Don't lead with a salesy "pitch."

Think about it this way. For every 10 cold prospects that you hit up, how many are interested in your products/services? It's probably pretty low right?

Your response rate will go way up when you simply ask to connect, as opposed to pitching your services. Message them through a shared LinkedIn group BEFORE sending a connection request. Try this:

"Hey Bob! I came across your profile here in the [insert group name] group and was really impressed by what your company's doing. I'd love to connect here on LinkedIn if you'd be open to it!

If that sounds good, let me know or feel free to send me a request here: [your linked in profile]

Thanks very much! Josh"

After that, then send a connect invitation. Once they connect, follow up a few days later to see if they're open to a call or other request.

In Summary: Baby Steps

Don't blast people will cold pitches from the get go – take 2-3 baby steps:

- Message them through a shared group, then
- Send connection request, then
- Send your “prospecting” message