

**TAKE THE PAIN OUT OF SELLING & STOP THE
FEAST OR FAMINE SALES CYCLE FOREVER**

Selling With Confidence

**Getting a Yes
Without
Being Pushy**

By Stacey Hylan

**No Fluff Sales
Strategies for:**

- **More Leads**
- **More Sales**
- **More Profits**



**Selling With Confidence: Getting a
Yes Without Being Pushy
Workbook**

By

Stacey Hylan

Business Optimizer Coach

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Introduction

Dear Entrepreneur,

I started my career in sales in 3rd grade, buying products for wholesale and selling them at retail prices to my neighbors. By fifth grade I started selling to people I had never met, B2B. I will never forget getting my first check from a restaurant for \$86! I am sure my mom has a picture of me with it somewhere.

I sold my way through high school and even telemarketed in college. After school I started with a large insurance company selling B2B and was number 2 in sales nationally my first week. I was always on the first page of the sales bulletin and would get signed copies from the company president congratulating me.

I loved sales; it was fun and very profitable. In my last job selling, I sold beauty products to salons and it was there that I discovered my love of helping companies grow. I would work with the salon owners on their sales and marketing and when one of my clients grew 200% in one year (back in the last recession) I found my new love, helping clients who know how to produce their product or service but don't know how to SELL what they do!

You might be thinking, "How is she going to help me sell more and be more confident if she has always been a sales superstar?" Well it was when I started my coaching business that I ran into my first sales challenge, ME! In the past I had always sold other people's products or services so if people said "no" it had no effect on my self confidence, I just put them on my list to follow up with and moved on to my next prospect but when I started selling my OWN products and services, all of the sudden a "NO" meant rejection of me and my products that I had created through my own hard work and ideas. This hurt! I started to avoid having selling conversations and didn't follow up with people who said no. As you might expect this hurt my business and kept me from helping business owners who needed my help.

I am a very positive person and hate to feel stuck so I started to break down what I had done in the past that had worked when I sold successfully in the past. In doing so I discovered several key strategies that I was then able to implement into my own business and then use to help my clients sell themselves and their products and services successfully.

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These strategies have been used by businesses in many industries : service professionals, online and info marketers, B2B and B2C sales, to find and sell to more of their perfect clients in a way that is non- salesy and sounds like them

Can you become confident and make more sales without being pushy? Of course you can! The strategies laid out in this audio and workbook will take you step by step to help you find and get more of your perfect clients, how to create a sales process that feels like you (and not some pushy salesperson) and what mistakes you may be making and what you need to be doing instead.

The workbook has simple exercises to guide you through the Selling with Confidence process like I do with my clients in their coaching sessions. Before you start the audio do the goal setting exercise then Start the audio and do the rest of the exercises as you go along and you will be on your way to selling more with Confidence!

Your Coach,

Stacey Hylan

Goal Setting

You invested in this Selling with Confidence: Getting a Yes without Being Pushy Program for a reason, probably because you want more sales. Before listening to the audio do the exercise below to set your intention for what you want to improve and what results you want out of this program.

Why did you invest in this program? What are your current struggles with sales?

What do you want to improve, or get better at in your sales process?

Action Step #1: KNOW and TRACK your Numbers

What is your average sale? Take all of your sales, add up all of your sales for the last year or for your last month, divide it by the number of sales, and that will give you your average sale amount. This is a key metric you should be tracking each month in your business.

Gross Sales _____ / # of Sales = _____ Average Sale

When you know how much an average client spends with you over a life time it allows you to budget for marketing and determine your Return on Investment when measuring the effectiveness of a marketing campaign.

What is the average lifetime value of a client?

Examples: Average client buys \$100/ month and stays a client for 3 years = \$3600

Or

Average client spends \$50 four times per year stays a client for 2 years = \$400

Average Sale ____ Frequency ____ Length of time they are a client ____ = _____

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In order to determine what is working and what isn't as you try new things in your sales conversation you need to have this as a baseline.

What is your average closing ratio?

How many sales conversations are you having, and how many people convert to become clients?

Example: 3 sales/ 10 sales conversations = 30% closing ratio

of sales_____ / # of sales conversations_____ = _____

Create a Sales Script

Do you have a sales script that you use regularly? If so, is it converting your prospects into clients?

All businesses should have a sales script designed to develop rapport, establish the need, create value and close the sale.

Create Your Sales Script. You need to have questions that you're asking of all your clients or prospects. You need to have an outline so that you know exactly the sales funnel that you're going to bring people down through.

What information do you need to gather from your prospect in order to help educate them about becoming one of your clients?

Rapport Questions:

Establishing a Need Questions:

Questions to find out their pain, challenge or problem they want solved:

Questions to establish Value:

How will their life or business be different once they have solved their problem?

***BONUS TIP* Keep asking them questions.** You want them to paint a very clear picture of what their life or business would be like after they solve their problem or reach their goal, monetize whenever possible to show how this will help them make more money or save money.

Closing Questions: Determine what you want as the next step, it could be to schedule an appointment or to fill out the agreement.

BONUS TIP ALWAYS know what your goal is for each sales conversation and ALWAYS be moving them forward to the next step in your sales cycle.

BONUS TIP If you get objections this is an opportunity to find out more information so ask more questions.

Action Step #2: WHO is your Perfect Client?

Perfect clients are the 20% of your clients that give you 80% of your business. When you work with your perfect clients, they are more fun to work with, they buy more, complain less, and refer more.

Define your perfect client.

Who is your perfect client? What client do you have in your business now or in the past who is your perfect client that you LOVE working with? Some questions to stimulate your thinking:

Who is a raving fan? _____

Who loves you? Who loves your company? Who loves your products?

Who is fun to deal with? _____

Who is that you love when they call me on the phone, or send me an email? That's an example of a perfect client.

Bonus Tip If you are new in business or can't think of one of your current or past perfect clients, figure out what you DON'T want in a client and then list the opposite, what you DO want!

Where is your perfect client?

How do you get more of your perfect clients? You need to know where they are so that you can reach them with your sales and marketing plan. The more clear you are in defining them the easier it will be to reach them. Don't worry about not being able to work with everybody, as you are more specific, you will attract even more clients than before when you had a broader market.

Describe your perfect client:

Male or Female _____

Age _____

Occupation or Business _____

Income or Business Size _____

Geographic location _____

What do they read? _____

What do they watch on TV? _____

Who else do they buy products and services from?

Where do they go? _____

Action Step #3: Discovering the True Value

(For example: What a web designer does is very, very simple. They're creating html code; they're designing a page for their client that looks nice – right? That's what they do. That is not the value of what they do. It's basically a picture on my screen! But the value of that website is huge. They're giving a business an online presence. They're giving them an ability to sell their products and services worldwide. They're giving them another revenue stream, possibly. They're helping them establish credibility. They're helping them get more clients. They're helping them get leverage in their business by being able to sell products on their website, or educate their prospects 24/7.

So you can see the difference between "I do a webpage" or, "your webpage will give you a 24/7 sales force, leverage in your business, expand to a global market, and be able to sell products beyond your local market".

What is the value of your product or service? (Not the dollar amount – but what does it help your client with?) List at least 50 things!

Example: My product or service also helps them... have less stress, be more productive...

1. _____
2. _____
3. _____
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Action Step #4: Ask Better Questions

Make a list of questions of questions your prospects will say yes to regardless of their interest in your or your product?

Examples:

Do you like to make a good first impression?

Let me ask you a question, Mr. Prospect. Are you working on growing your business right now?

Are you taking on new clients right now?

Are you looking for ways to get more out of less?"

Write out at least 10 questions to ask your prospects

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BONUS TIP Be like Colombo; be curious. Make a list of "curiosity" questions for fun.

Action Step #5: Be Consistent in Your Actions and Be Accountable for the Results

Set clear goals:

How many sales do you want your company to make?

What do you want your profit margin to be?

What are your financial goals?

What actions will you take to reach your goals?

Be accountable:

What are you going to track?

How are you going to track them?

Who is going to hold you accountable? A coach, a mastermind group?



Selling With Confidence: Getting a Yes Without Being Pushy

Word for Word Transcript of the Live Call

By Stacey Hylan

Business Optimizer Coach

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Hi everybody, my name is Stacey Hylen. I am the Business Optimizer Coach. Welcome to the Selling with Confidence: Getting a Yes Without Being Pushy. I did a survey of my list, and that's one of the things that people really want, they want more clients, more of their perfect clients. They want to be able to do it without being pushy, and without it not sounding like them. So that's what we're going to cover today.

But before we jump into that I would ask that you not be multi-tasking. It's okay if you need to cram down your lunch at the same time, but what I would ask you to do is to be 100% focused on this and do the workbook as you go through it, so that you can get the most out of it. First, I would like you to set a goal for Selling with Confidence. Stop listening and write down, "Okay, what do I want to learn right now? What is it that I wanted to improve that made you invest in this program? What is it I came here to get better at?"

All right, so let's get going. So, a little bit of background about me. Many of you may have met me at the Entrepreneur Growth Conference, because this program was offered as part of that. I've been selling since I was in 3rd grade! Yes, you heard me correctly, since I was in 3rd grade. I started selling items at retail prices by buying them for wholesale and started my little business in 3rd grade, moved on to selling B2B (business to business) in fifth grade. I had an entrepreneurial family. My dad was in sales, and I even read my first book in 3rd grade on self-improvement, and then moved on to sales strategies and sales books.

You might say, "Oh Stacey, you don't understand me. I'm not good at selling, I want to improve. If you've always been doing it – then you must not be scared." I'm here to share a little secret. I was really, really good at selling other people's products. I was always in the top sales. I worked for a national company. My very first week out of the gate, I was the second highest sales person in the company. But then, when I started working for myself, and started to have to sell myself and my own business, all of a sudden my confidence in selling went way down. Because it was one thing if people were saying no to buying insurance, or saying no to buying beauty products I was selling in the beauty industry, but when people started saying no when it was about my coaching, or coaching business, I really struggled with that at the beginning. I felt like they were saying no to me, or that something was wrong with me.

I want to share some of the things that I've learned; some of the things I've shared with my clients. I've been doing this for over 10 years now. So you can see how you can implement into your business.

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Here's what you're going to learn today:

- You're going to learn what mistakes to avoid. That's one of the biggest things about business – if you can learn rid of the mistake that you're making, then you are half way there. Then you just need to start doing the right stuff!
- We're also going to look at who are your perfect clients, and how to get more of them.
- We're going to help you learn how to have a sales process that you're more comfortable with, and how that's going to help you get more of your perfect clients.
- I'm going to share a way for you to work with me more in depth, so that if you need more help in getting these sales scripts and sales processes really working for you and your business, I can help you with that as well.

So, let's jump right into the challenges. After coaching hundreds of business owners, I see the same challenges showing up over, and over again. It's happening all the time!

Mistake #1 – Being Busy Instead of Productive

One of the first things is **being busy instead of productive**. If you're busy instead of productive: **busy means that you're doing 'something' vs. being productive, which means you're doing something that moves you closer towards your goal**. A lot of times entrepreneurs, business owners, sales people – they're doing busy work. They're saying, "Oh, I need to write this out, I need to work on this, I need to do paperwork, I need to organize my office, I need to call this person back – but that's not something that is leading you toward your goal. Something I use as a tool is to ask myself several times a day is: **am I being busy, or am I being productive? Is this something that is moving me towards my goal?** That's something you want to look at.

Now, I am a big fan of using Virtual Assistants. Like I said, my VA is actually on the line, and taking care of things for me. I work with a team of VAs, and that's because I noticed a lot of times, I was busy with things, but it wasn't stuff that was productive. Even if you have a small company, it's still very affordable to get a VA to work with you a few hours to help take care of some of that busy work.

Mistake #2: Focusing on the Wrong Things

The second challenge or mistake that I see people making is **focusing on the wrong things in their business**. They're **focusing on the 80% of their business that's giving 20% of the profits, instead of focusing on the 20% of your business that's giving you 80% of the profits**. There was an economist gazillion years ago, Alfred Pareto, and he came up with the concept that in anything 20% accounts for 80% of the results. That could be seeds in the field, it could be clients, and it could be actions that you're taking. So, what I want you to look at is what is that 20% in your business that you could be doing that would give you 80% of the results? If you have this upside down, then you're not going to get the best results for everything that you're doing. Again, you're going to be busy with that 80%, because that 80% (the clients that are NOT your perfect clients) are going to keep you very busy, but they're not going to give you as much profit.

Here's a way that you can figure out whether you're focused on the 80% - 20%, or the 20% - 80%. The reason most entrepreneurs and sales people still don't know this, is that they don't their numbers. This is something, that when you first start out in business, even if you've been in business for awhile (unless you're in a big corporation that they make you do this); this is a mistake you are making. So, I want you to sit down and figure out your numbers. This is your first action step of today's call.

So again, **Action Step #1** – this is what I want you to figure out. First of all, I want you to figure **out what your average sale is**. You take all of your sales, add up all of your sales for the last year, add up your sales for your last month, divide it by the number of sales, and that will give you your average sale amount. Now, some of you might be surprised. You might find that you're working way too hard for not enough money! You may also find that you're not as profitable as you'd like. This is a really important number to know.

The other number that I want you to know is the average lifetime value of a client. I'd like you to take your clients and ask, "Okay, how long do people stay with me?" How much do they buy over the lifetime that they're working with me? "Again, this is a great number to know because when you know how much people spend – for example: say somebody is spending a \$100 on an average sale, and they're spending a \$1000 with you as an average lifetime value, that lets you know how much money you can put into your marketing, how much money you can put into your business to be able to afford, because each client is not worth \$100, but each

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client is worth \$1000. So, that's a big difference. I think those numbers will surprise you. I had a guy do this last week, one of my clients, and he was absolutely shocked at the numbers. So, definitely do that.

Another thing you need to know in terms of your numbers is to **look at your average closing ratio**. How many sales conversations are you having, and how many people convert to become clients? That is a really important number. Keep track of that number on a monthly basis, because you should be improving each and every month. That's a key point. **You should be improving in your business and in your sales process each month**. If you're not, you need to work on this, and spend some time working on this. In order for your business to grow, you need to have your sales process down. Again, that's your action step. Know your average sale, your average lifetime value of a client, and your average closing ratio.

Mistake #3: Not Having a System or Language that Feels Like You

The third mistake that people are making is that **they don't have a system or a language that feels like them**. Really, this is important. What big companies do is they create a sales script and then make everybody use that sales script. But what happens with small business owners is they just kind of wing it. By winging it, you can't track the numbers. You don't know what you're doing that is effective; you don't know what you're doing that's not effective.

Now, when I say create a sales system or a script, people are like "Oh Stacey, I don't want to have a script because it's confining, and for each person I say something different." But, when I'm saying have a script – number one, you need to have questions that you're asking of all your clients or prospects, and we're going to go into that later. You need to have an outline so that you know exactly the funnel that you're going to bring people down through. What information do you need to gather from your prospect in order to help educate them about becoming one of your clients?

When I was a sales rep, like I said, I was number two in the country my very first week. When I would interact with other reps in the company, a lot of them never even made it to the top ten in the company. What I found was that I could always pick up little things they were saying, little things that they were doing that I liked that I could add to my skills, add to my sales language. One of the little cues for you is to be alert for great selling conversations around you, and then add the stuff that you liked to your own sales conversations. I find a lot time, that people (especially women), they're hearing gurus say "this is what you should say", and they try it for their own business and it doesn't even sound like them. You want to find things that sound like you, but you also want to track it to make sure the numbers work.

Mistake #4: Not Asking for the Sale and Following Up

The fourth mistake I see people making is that **you feel like you're being pushy, and you avoid asking for the sale, or don't ask for the sale, or you avoid follow-up.** One of the shocking statistics that I've found, I had done a big conference for a trade-show company years back, and what the research uncovered is that 93% of all trade-show leads are never followed up on! This is a trade-show! It's a big investment. You're putting a budget into this, you're getting a booth, you're travelling, you have sales reps there, and the leads are not being followed up on! So I'm sure that in your own business, if you don't have a trade-show going on, that this is also happening. You're not asking for the sales, and you're not following up. Some of these ways are very tricky. You might do it in your conversation that you're not asking for a sale, but also in your marketing and advertising – a lot of people are not asking for the sale.

That's a good tip. Check on your website and make sure you're asking for the sale. Even if it's not a sales page and you're not asking for a sale on that page, ask for the next step that you want a client to take! Not every conversation is something that will lead a client to buy from you, but asking for the appointment is just as important as asking for the sale. You want to be moving them forward.

Mistake #5: Not Valuing What you Sell or Do

Now, the fifth mistake is **something that is a big mindset mistake I see people making sometimes in their business. What you do, or what you sell seems so simple or easy to you that you don't value it.** When you don't feel like it's important to you, or that it's easy for you, you don't sell it as well because it doesn't seem as important. You don't put enough emphasis on it, and teach the client exactly what that is going to do for them. I'll give you an example. I was doing something on my website, and I was struggling with it like crazy. It was an example of me being busy, not productive, because this is not something I should have been doing.

What I ended up doing was I sent it over to my Virtual Assistant and had them do it. Within an hour they sent it back to me, and it was something very simple for them to do. The point is, that thing that I got done, (it was to do a video) that I was struggling with, is not just doing a video. It was about me being able to sell my business, being able to communicate what I do, being able to establish credibility, & being able to get leverage. It was simple as editing a video, that was what the task was, but the value was much greater. We're going to go into this a little later in today's call, but I just want you to be aware of that mistake that you might fall into, the "Hey, this is really easy for me." Make sure you put some value to it. It's easy for you, but it's not for other people!

Here's where the rubber meets the road. We're going to dig into what you need to do differently. We're going to stop doing these 5 things. So I'm going to review it really quickly. Again, stop being busy instead of productive. You need to focus on the 20% in your business that is giving you 80% of the results. You need to have a system and sales language that feels like you. You need to ask for the sale and follow up, and you need to value what it is that you sell.

So let's jump in. I have 5 strategies that have been working for my clients for over 10 years that have helped them increase their sales, and more importantly, get more of your perfect clients. People say, "Oh, perfect clients – there's no perfect client." But I bet that if you looked at your current business, you could identify the people in your business that you absolutely love working with. So we're going to talk a little bit about how you can find those people, who they are, and how to get more of them.

Three Ways to Grow a Business

Strategy #1: Who is Your Perfect Client?

There are only **three ways to grow a business**. **Number one is to increase the number of clients**. That's why, if we go back to the mistake of not tracking the numbers, that's why this is so important. So, increasing the number of clients, which obviously as you get better at sales conversations, you're going to be able to do. Increasing the average size of the sale per client is really important. I have another class, "Low Hanging Fruit" that covers easy ways to increase your average size of sale per client. If you don't know what it is, you don't know whether you're doing it or not. Get those numbers written down! Do that today.

Increase the frequency that the client buys. By being really good at explaining the value of what you do, and how it can help the person, that will help you really sell more of what it is that you do. People, who buy more often, will buy more.

Before we move forward into this "perfect client", I want to define the difference between a customer and a client. You'll hear me say, "Client, client, client." There's a very big difference between a customer and a client, so I want to make that distinction for you guys. I thank Jay Abraham for this. Jay Abraham is a great guy in marketing. A customer (using Webster's dictionary) is one who purchases a commodity or service, usually systematically or frequently, one that patronizes or uses services.

So you say, "Oh yeah, I have customers." But a **client is a person under the care or protection of another who purchases a product or a service**. I'll give you an example. If somebody is my customer, I'm going to sell them a product or a service. If somebody is my client, they're under my protection. Say for example you have a website design firm. If somebody is buying a website from you, and they say, "I want a home page, I want this page, and that page," and they lay out everything that they want. They're going to buy the product or service from you. What the difference is, if they're a client, is you're going to advise them from your place of knowing more than they do about the website, and about growing your business through the website, and what it is that they need.

For example, you might say, "Yes, Mr. Client, you need a home page, you need an 'About us Page', you need this page...but you also, (being it's the 21st century) put your Facebook stuff on your homepage so you can connect your social media, you can connect your Linked In with your website. You want to have a blog page on

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your website." So you are advising them as to what they need to do, so that they will get the results that they want. They are under your care.

Now, the person can choose whether or not they want to do what you advised, but it's our obligation as somebody that is serving the client – instead of just selling to the client, and pushing them things, to educate them about what will help them reach their goals.

You probably all know a "not-so" perfect client. Right? And the "not-so" perfect clients, those are the 80% that account for 20% of our revenues. They complain a lot, they're not a good fit with you and your company, or your brand. They're late, they cancel appointments (which means you can't bill for your time). They pay late, etc., etc., etc. We want to make sure that we don't get as many of those anymore, and to gain some confidence so that you can sell to your perfect clients. A lot of times when you start out, you take anybody. This is something that I work on with my one-on-one clients, sometimes you have to **say no to the people that are not your perfect clients.**

So here is your next action step. I want you to define your perfect client. Who is your perfect client? The way that I do this is I ask myself, "Who is that I have now, or had in the past within my business that I love working with? Who is a raving fan? Who loves me, who loves my company, who loves my products? Who is fun to deal with? Who is that I love when they call me on the phone, or send me an email?" That's an example of a perfect client.

Now, hopefully, you have more than one of them! If you don't have more than one of them, start with that one. If you don't even have one that is a perfect client right now, I want you to write down the person that is not your perfect client, and use the opposite of that.

For example, if you're "not-so" perfect client is late, and cancels appointments, and then your perfect client is on-time and values your services. If your "not-so" perfect client pays late, then your perfect client, obviously, pays promptly. Complains? Then the opposite of that would be that they rave about me and my products, and services.

Now, we're going to go a bit deeper into this. Those are a few of the things that you don't like, and what you like. What else is it about the perfect client? For example, my perfect client is usually a business owner: 6 to 7 figure business owner that is highly motivated, and is an implementer. I want people that are at

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the point that they want to grow their business rapidly, and that they're ready to do whatever it takes. I've worked with a lot of people that are already successful people who want to take their business to the next level. So, who is it that is your perfect client? What is it that makes them ideal?

My perfect clients are usually "type A", very go, go, and go – high energy people. A lot of times they are selling B2B (which I love to help with their business marketing). A lot of times, if you're looking for a perfect client, look at yourself and say, "Who would I like to work with?"

For example, I'm very high energy, very quick moving, I like people like that because we attract a mirror of ourselves. So you can look at the people that you interact well with, and look to find clients like that.

What qualities do they have? Are they upbeat? Are they happy? Are they patient? Keep looking for all the things that you can identify about them.

Now another thing about your perfect client, if you are looking at your perfect client, what do they want more of? What is it that they want? What are their goals? What do they want less of? What do they want to get rid of?

For example, my perfect clients are fed up with working harder and harder. They want to do more with less. They want to get more leverage; they want to be able to make income while they're not working. They want to be able to take a vacation and not have their business go down the tubes. What is it that keeps your perfect client up at night? What is it they're worried about? I call this my "2:00 a.m. list" – what's on their "2:00 a.m. list?" It depends on what your business is that determines what that is. You're not going to be able to help them with everything that they're worried about at 2:00 am in the morning, but there are going to be the things on the list that you can help them with.

Where do they hang out? Where are your perfect clients? What kind of conferences do they go to? What do they like to do? For example, I met a bunch of you guys that are on here today at the Entrepreneur Growth Conference. My perfect clients are people that are educating themselves. They're endless learners. There's another quality of people that are my perfect clients. They're people who like to learn, people that like to move forward. Maybe they're at a Dan Kennedy conference, or they might be at an InfusionSoft conference. Where are your perfect clients hanging out?

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Who else do they do business with? This is a great way to grow your business. In the “Low Hanging Fruit” call I go into this even more into how to develop strategic alliances. For example, if you’re selling wedding stuff. Where are your perfect clients? Well, they’re at the gym because they’re trying to get in shape for the wedding. They’re at the jewelry store trying to get their rings. They’re at the florist. Look at other places that they’re hanging out and doing business.

What is it that they read? Now obviously, you guys all read Entrepreneur Magazine. You can check me out in this month’s issue. I’m on page 54, so you can see my smiling face there. Your people not might read a business magazine, but they might read a local newspaper. For example, in the bridal example, there’s the newspaper, but then every newspaper usually has a wedding issue of that newspaper. That allows you to get even more targeted. The more targeted you can get the better.

What do they watch on TV? You’re probably not going to buy a television ad. You’re not going to go buy an ad for the Super Bowl, heaven forbid. If you do have that kind of income, come see me! I’ll help you figure out your ad. You want to say, “If they’re watching this show, then wow, I could look at people on Facebook that are also watching this show. People that like The Biggest Loser, and I’m selling fitness, well, hey, they might be somebody that’s my perfect client.” People that are watching whatever show it is, you need to be able to tie that in to whatever you are doing, and be able to find them. Find them on Twitter. Social networking can really help you reach your perfect clients much more easily then it was in times past. We can see what they like, and see what they’re doing.

For example, people that have read Think and Grow Rich might be somebody that is my perfect client. What else would they be reading or doing? I want you to take some time to write down exactly what you need to do find your perfect clients.

What I want to do is really encourage you to go after your perfect client – not settle! That’s a big thing. People settle for what they get versus what they want. I have no idea where this came from, but it really sums it up very concisely.

It’s the **Business Owners’ Serenity Prayer**.

“God, grant me the serenity to accept that there are some clients that cannot change, the courage to confront the ones I can help change, and the wisdom to know the difference.”

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Everybody I read that to loves that. It cracks them up, because it's so true. We get into an unhealthy relationship with trying to please people that are never going to be our perfect client.

Strategy #2: Shift from Selling to Serving

Let's go into the second strategy. This **second strategy is to shift from selling to serving**. This is something that I've been working on for years to help people make this shift. Again, this is a mindset thing. A lot of times, when people are struggling with sales, and struggling with the growth of their company, they're looking for things outside of them that they can do. They're looking to be able to do more advertising. They're trying to do more of stuff. But what you really need to start with is your mindset and what's within that's holding you back, and this is one of the things that holds a lot of people back.

When I worked on this process with an individual client, this is what she said. This was her grim definition of the word "selling." I asked her to "Tell me everything you can think of when you think of selling." Her ideas of selling were: resistance, hard, impossible, grim, not me, and get through it quick (it was something she had to get through quick)! Can any of you relate to that? That's what her definition was for selling.

But when I asked the same client about serving, this is what she came up with: she liked it, it's what she did naturally, she has a desire to connect, she felt like she had a purpose, she felt engaged, she felt she was challenging, exploring, energizing, contributing and making a difference. Can you hear the difference in the energy between the two things she was thinking about? That's what I want you to have - some really positive energy behind what you are doing. If you don't have positive energy, then the client is definitely going to feel it.

Some of you know that I work with Tony Robbins. I coach his business clients. Not the personal clients, but the Business Coaching Clients through Tony Robbins. That's one of the big things, changing your mindset before you even have that conversation; getting into the right energy, getting into your peak state before you have the conversation. So let's talk about how we can do that.

If you clearly identify who your perfect clients are, and you identify with their needs and wants. Then you need to look at what your products and services can help

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them with; what they are the solution for. **How does your product or service help, or serve them?** So that's your action step.

Now that we've decided who our perfect client is, (again, keep this perfect client in your mind – don't go with the ones who are energy vampires) think of what their gaps are. Let me define what a gap is someone being at one place, and they want to get to another place. There's a difference between what you have and what you want to be. It could be that I have no web presence, and I want to have a fabulous website. It could be that I have a website, but I want to sell stuff online. That would be their gap. Those might be two different types of markets. If you're a web designer, you might decide that you only want to work with people who are already online, but now want to add a shopping cart. These are the things that you want to think about.

You could look at what are the gaps that you really like working with? Then look at what you do that could help them with that. That's one of your assignments – create the list of your perfect client's gaps. What do they need? The thing about needs is, a lot of times to needs, and it's not what they want. I want you to keep the big distinction in mind. They might need it, but they might not want it. You want to make sure that whatever they need – they also want!

For example, if you're selling weight loss coaching – I'm sure there are a gazillion people that need weight loss, but not all of them want it. But if you are looking at somebody that has a gap and they say, "hey, I want to lose 20 pounds, they have a need. They want to get in shape for their wedding – they have a need that they want to fill. Again, make sure you are working with things that people really want.

What are their problems, and what are their goals? Here's a good thing. You're going to create a list of their gaps, their needs, their problems, and their goals. Put all of that down the left side of the paper. Then on the right side paper, look at what you do, whatever your service does, or your product does, can serve them or help them with those needs.

Another part of really serving the client that I love to do is - if there's something that my perfect client really wants, or needs, or has a gap with, I like to be able to help with that. That's why I am always an available resource for my client. If they need help with something, like getting publicity or something like that – that's not something that I do. So I like to be able to refer people to other people so they can get what they want even it's not for me, because you are creating good energy,

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creating a connection, creating a relationship with the client. That's really what you want, to create a relationship.

So when you do that, then you can go back to this whole strategic alliance part. So you look at the left side of the page, and you see all the goals, wants, and needs – things they need help with – and then look at how you can serve them. Here's how my product or service serves them, and what are the connections, what are the resources that you can provide them with? What is the information that you can provide them with?

For example, the one thing that came up several times in coaching this week was CRM systems – a client relationship management system. We talk about how to follow up with clients, and how to assist them to do their CRM, but they needed the software. That's something from my experience, in seeing what's worked and what hasn't worked, that I'm able to help them find something. There are different size solutions for different size companies. So look at how you can connect with people. That will help you set up really powerful strategic alliance partners that will also refer people back to you.

Strategy #3: Value Yourself and What You are Selling

We're ready to hop on over to **strategy #3. This is to value yourself and what you are selling.** I go really in depth on this process when I do something I call the VIP Day. This is a day I spend either in person, or over the phone, and we really dig into their business. We look at their marketing plan, and their strategic plan. We help them develop a sales process. One of the first things that you need to do is value yourself. It's a mindset thing. If you're not valuing it, then no one else will.

I'm going to give you an example using the web designer again. What a web designer does is very, very simple. They're creating html code; they're designing a page for their client that looks nice – right? That's what they do. That is not the value of what they do. It's basically a picture on my screen! But the value of that website is huge. They're giving a business an online presence. They're giving them an ability to sell their products and services worldwide. They're giving them another revenue stream, possibly. They're helping them establish credibility. They're helping them get more clients. They're helping them get leverage in their business by being able to sell products on their website, or educate their prospects 24/7.

So you can see the difference between "I do a webpage" or, "I can serve you in all of these ways to help transform your business." That's a huge shift! Here's your next action step. What is the value of your product or service – not the dollar amount – but what does it help your client with? I want you to list at least 50 things. This might be a challenge for some of you, but I want you to dig deep. Here are some ways to look at this. There's the value of what you do in terms of the client. But then, there's the ripple effect, too. This is the part I go into more depth with my clients. If you help them with this, what's the ripple effect? How does that affect their family, how does that affect their legacy, how does the world?

A lot of my clients, I help them increase their sales and their profits, but the other part that goes hand in hand with it is to help them have more freedom. I help them have more leverage so they can take time off to spend with who and what they love, and do what they love. That's something that is a huge value. It's not just "I want to increase sales" – it's not what you immediately think of, but it has a ripple effect. What's the ripple effect to that person's kids? That person took his kids to Disney, and now his kids are really interested in entrepreneurship. They can see the difference between what that parent is doing and how other parents are with their kids. The 3rd strategy is to value yourself and what you're selling. I

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want you to list 50 things, 50 things that help your clients. I like to draw little arrows and say, "well, this helps them with this, this helps them with that, and that leads to this..." really keep going with it, and see how far you can go.

Strategy #4: Ask Better Questions

The 4th strategy to help you increase sales and get better clients is to **ask better questions**. What would your prospects say yes to regardless of their interest in you or your product? The thing that is so powerful about these questions is, a lot of times the hardest thing to do is start a conversation with somebody - to get your foot in the door, to not have them hang up on you. This is a strategy that really helps with that. It opens the dialogue, opens the relationship. So you should have a list of questions that will get your prospect to say yes even if they weren't thinking of buying your products or service.

For example, for an image consultant: Do you like to make a good first impression? Well, who's going to say no? If they do say no, that is just an opportunity to then to ask some more questions, and deepen the relationship. You can get some more interaction there. Some people might say no just to mess with you. Then you say, "Oh, really! You don't want to make a good first impression? So let me ask you this, when you go to meet a new client – do you wear your best suit or you worst suit?" Ask more questions.

A web designer: You don't want to say, "Do you want a website?" because then they're going to say yes or no, there's no more opportunity for conversation there. You want to ask some questions that can take you deeper. So try, "Let me ask you a question, Mr. Prospect, are you working on growing your business right now?" "Uh, yes!" Most people are going to say yes to that, and if they are going to say no to that, that's a whole other set of questions that you can ask them. If they say, "Oh, I'm not growing my business right now," you can say, "Wow, tell me more about that", or "That's very unusual." They might say, "Oh, well I'm so busy, I just got on Oprah last month, and blah, blah, blah..." that might lead you to, "have you developed a line of products that you can sell online as a result of your Oprah appearance," and so on. You can always open that door and enter the conversation, open up the relationship. I like that one, it's fun. It just opens the door.

The other one, the web designer, or other businesses could ask, "Are you taking on new clients right now?" It's another way to know if they're interested in growing their business. Are they interested in moving forward? If your web designer is taking on new clients, then having a better website, being able to get new clients through the website, is something you can help them with. If you're a web designer, a lot of people don't know how to use the Google Maps, and all that sort

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of stuff, that are little add-ons that really add value. Again, you are serving the client.

The logistics industry: that's a very different industry. It's very competitive. I have a client that sells in the logistics field, and he says, "Sales people are like little mosquitoes in a swarm of mosquitoes." That's not a very empowering place to be – one of the mosquitoes in a swarm of mosquitoes! What that means is the prospect doesn't even want to talk to you. They don't want to take your calls; they don't want to take your emails. It's like everybody is trying to get the prospect to work with them on their logistics. So you really have to have some very good questions.

Again, this is one of the questions that works in the current economy. "Are you looking for ways to get more out of less?" All of my clients say yes to that. They all want to get more out of less. If they say no, again, open that door, and ask them a follow up question. Be serious. A lot of times, when people get something that scares them, or they get a little fearful, they shut down. They stop asking questions. The question is where you're going to learn more about the prospect, or more about what their needs are, what their concerns are, and how you can serve them. Just be curious. My dad always used to say (and my dad was one of my sales mentors), "Be like Colombo!" You know, the bumbling detective that would be trying to solve the case, and he'd be ready to leave and say, "Oh, well I'm just curious, where is the blah, blah, blah, when you blah, blah, blah? And it would be the question that would broke open the case. So think like Colombo, **don't be so worried about being right, or being perfect, or having this image to maintain, that you're not willing to ask questions.**

Be in a beginner mind about this person that you are meeting. It's just like when you are meeting someone at a cocktail party. You want to ask something that would be opening up the relationship. Sales are always about opening up the relationship. As your next action step, I would like you to **create some yes questions that open up the conversation for more interaction.** Then, have some follow up curiosity questions that are fun.

We've been zooming through this, we are now at our 5th step to help you increase your sales, and get more of your perfect clients without being pushy. You can see how all of this is very conversational, it's very "serving" the client, and it's helping people. It's something that you can feel very confident in doing, and doing consistently.

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Strategy #5: Be Consistent in Your Actions and Be Accountable for the Results

So, that leads me to #5. You need to **be consistent with your actions, and accountable for your results**. This is a mistake that a lot of small make. In large corporations, they track everything. They do all these reports. As a small business, a lot of times we're so doing everything – being the chief cook and bottle washer – that we don't do the important things, and work on the business.

First, you need to set clear sales goals for your business. Don't have wishy-washy goals; they're not going to get you anywhere. It's just like saying, "Oh, I'm going to go west today." Ok, well, do you want to end up in Arizona, or do you want to end up in Washington State? There's a big difference in the weather between those two places, right? Do you want to be in the rain, or do you want to be in the dry heat? You really need to know that. Set clear goals for your business recording the number of sales that you want to make. Also, the things you need to look at are your profit margins. Make sure that when you're making the sale, you're not just low balling the price, and not getting enough profit out of it. Know your financial goals for your company, your actions. What are you going to do that moves you forward? So, if you want x number of sales, how many calls are you going to make? How many good connections are you going to make at a conference? Everything that you do, you need to have a goal for.

Then, you need to be accountable for your results. For example, if you went to the conference, most of you went to the Entrepreneur Conference. Did you have a goal for how many people you wanted to meet? It's funny, I saw some people there at the event that were passing out their business cards, and not talking to people! They were just going up to people and handing them their cards. Now, there's no reason for me to develop a relationship with that person. There's no reason choose that person over somebody else. And, they didn't ask for my card, so they don't have a way to contact me!

That's why you want to have these very set goals. They might have want to hand out 400 cards, but now let's look at the results are. They don't have any people to contact after the event. Have they had a conversation? Have they moved people forward? Have the understood how they can serve somebody? No. So you always want to really be accountable for what you did, and review what you are doing – see how it works.

That's why it's important to have somebody as a coach, or a mastermind buddy, somebody to really ask these questions of you, and be accountable to moving forward, always improving. So you want to track the number of sales conversations you have. Again, handing out your business card is not a sales conversation. It's kind of like spam! Like conference spam!

You want to track the conversion. How many conversations are you having, and how many people are then moving forward to the next step? So when I say conversions, you can track several different things. You can track conversion on your website; you can track conversion to setting appointments. If you get an appointment, you can track how many people then move to the next step, or to the sale.

Another good way to be really accountable and consistent is to have a good CRM system. I use InfusionSoft, which I love – the big solution. I wanted to get that for years, and I just did. Have a good CRM system so that you can see how often are you touching the people? How often are you having a conversation, or interacting with them? If you have a good CRM system, then you can pull up a report and see how many people you've spoken to this month. How many people have you called?

Then you want to be accountable for the results to somebody else. That's the problem with entrepreneurs, because we're working on our own, we are the boss. A lot of times, we make excuses instead of getting results. That's because we don't have someone that's higher than us saying, "How many sales calls did you make, how many of this did you make? Why did you do this instead of that?"

We're often doing the busy stuff instead of the productive stuff. These are the conversations that you should have to move you forward and grow your business. You need either a coach, or a mastermind group, somebody that's going to hold you accountable.

Even for today, you've done this class. Now you need to be accountable that you're going to do the action steps that I laid out in the call. We've gone over the mistakes that you might be currently making, and I've given you 5 strategies to implement. Now, it's your actions that are either going to take you closer to your goals, or further away. My favorite saying that I say at the end of all my calls is, **"Don't just learn. Implement!"** Just learning will not do you any good.

I have a special offer for you guys. As I mentioned, I do coaching in a multitude of different ways and different price points. I would like to offer is a special, free, marketing strategy session for the first 10 people that are here today that email me. You can email strategyssession@businessoptimizercoach.com

I would like you to think about what you want to get out of that session. Usually, what we look at is what's stopping you, what's holding you back. We look at a plan to move you forward, to help you increase your sales, to help you increase your profits, to help you be more successful in your marketing – to have marketing that actually works, and ways to help you get leverage

Resources

To get more help with your sales and marketing, go to www.BusinessOptimizerCoach.com to find out more about our other products and coaching services.

To contact Stacey Hylan directly call 1-866-763-0713.

About the Author: Stacey Hylan, The Business Optimizer Coach



Stacey Hylan helps successful, high-performing entrepreneurs become wealthier.

Delivering powerful sales and marketing strategies to six and seven-figure-earning entrepreneurs, Stacey brings business owners better systems, bigger profits and more time to do the things they love with the people they love.

She's the proud founder of Business Optimization Week, an annual online event featuring leading business growth experts and well-known speakers. She herself is a sought-after International speaker who was chosen by Robert G. Allen and Mark Victor Hansen for the promotional tour for their New York Times best-selling book, *One Minute Millionaire*.

Stacey is a contributing author to *Living an Extraordinary Life* and has an upcoming book titled, *The Power of Leverage: Get More Out of Less in the New Economy*. She's the creator of two popular self-study programs, *Become a Magnet: Attracting Your Perfect Clients* and *Low Hanging Fruit Strategies to Rapidly Increase Sales*.

Stacey's trained at the World's premier coach training school, Coach University. She has continued to learn from high level mentors such as Dan Kennedy, Jay Abraham, Stephen Pierce, Kendall Summerhawk and Yanik Silver over the past decade. She also works closely with Chet Holmes and Tony Robbins as a senior level coach with Business Breakthroughs International.

Stacey knew she'd never answer to a boss at the age of seven, after reading *How to Win Friends and Influence People* which inspired her to start topping up her meager allowance income. She started selling stationery she'd purchased wholesale to her neighbors, at retail prices. By fifth grade she'd read Tom Hopkins' *How to Master the Art of Selling* and started selling product B2B.

Like many born entrepreneurs, Stacey dropped out of University to follow her heart and has lived her life in pursuit of her dreams. It's a decision this lifelong learner has never regretted. She excelled as a top sales performer in the insurance and beauty industries after leaving school. Her consultative sales approach helped her customers grow their businesses up to 200% in one year which is what led her to shift her focus to coaching and mastering marketing, copywriting, direct response marketing and other critical components to building a business.

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With her entire life to date devoted to learning about sales and marketing strategies, Stacey has more than achieved 'expert' status in many areas. Her clients benefit (often by doubling and tripling their sales) from her high energy, passion and unique ability to optimize a business, earning her the title of Business Optimizer Coach.

Stacey follows her own advice and her own thriving business allows her to take eight weeks of vacation each year and Fridays off all summer to spend with her family. Stacey is passionate about honing her skills, helping entrepreneurs and generating fresh new ideas so "work" doesn't really feel like "work" to her. When she's not in her office, Stacey enjoys spending time with her husband and kids boating, swimming, skiing, biking, hiking and anything else that will get giggles from her daughters – the best sound in the world.