

Niche Marketing

How to Obtain Appointments With Prospective Clients

Presented by Clifton Warren

The presenter

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Today's Objectives

Selecting the right need to promote

Developing and managing initial contact

Obtaining appointments with high potential clients

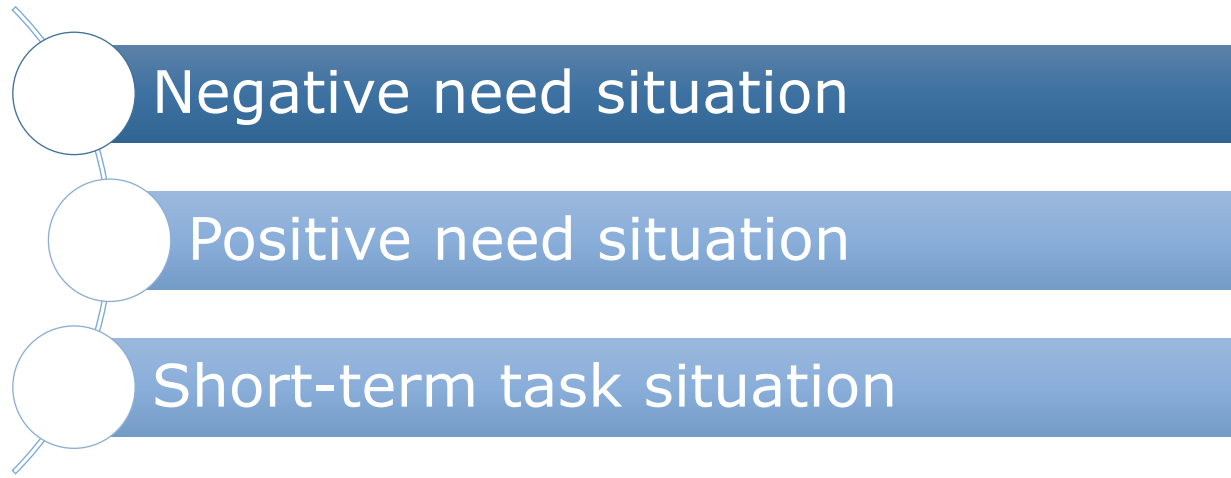
Fine tuning your process

Step 1. Identify new needs

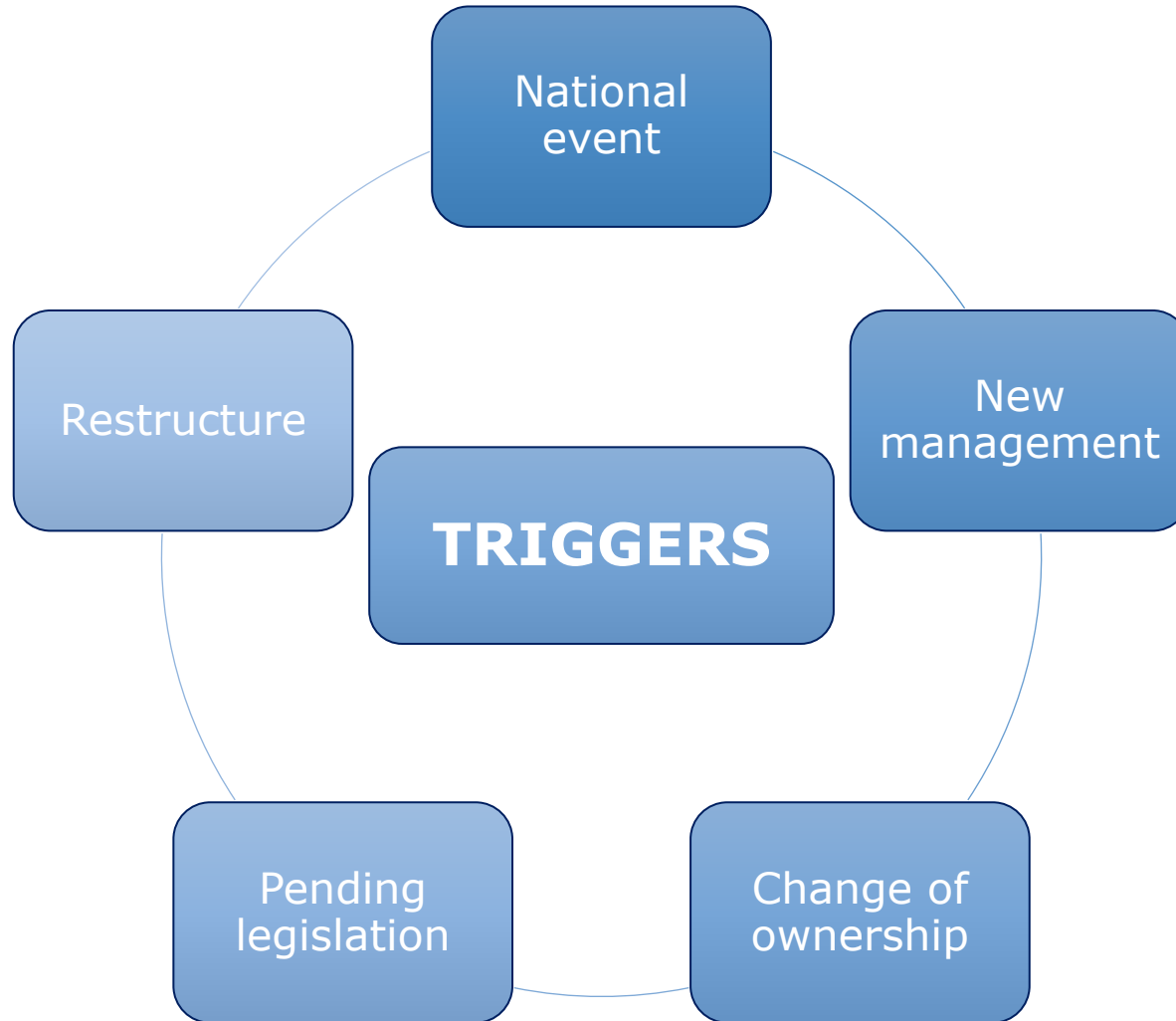
Stronger the need the easier to obtain appointments

*Use your insider knowledge to find a need
that is urgent and important enough to the client.*

Three types of client needs



Triggers can generate hot button leads



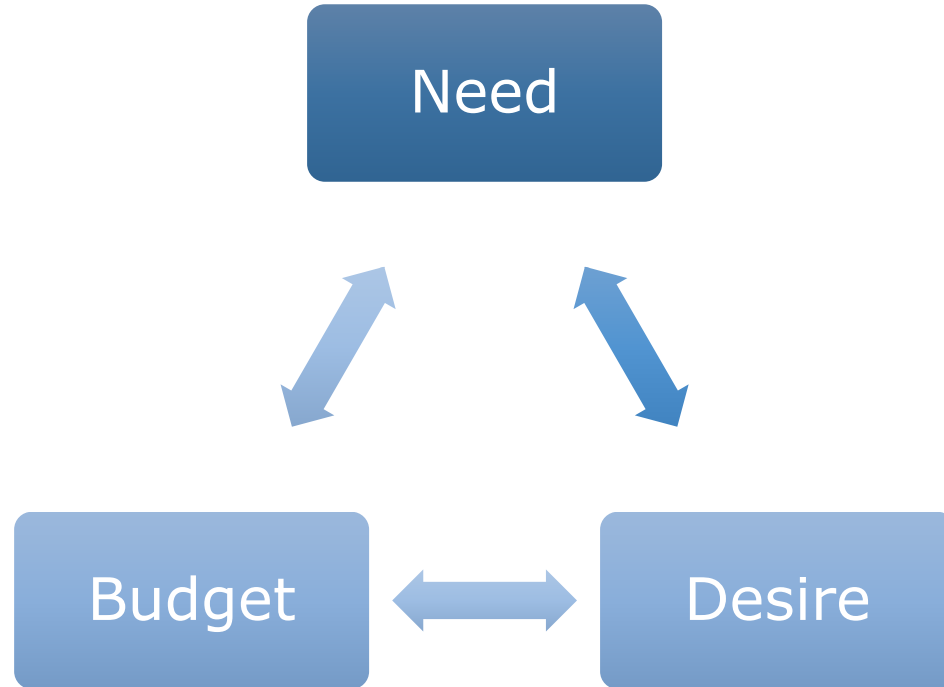
Step 2. Managing your initial contact program

View needs from the clients prospective

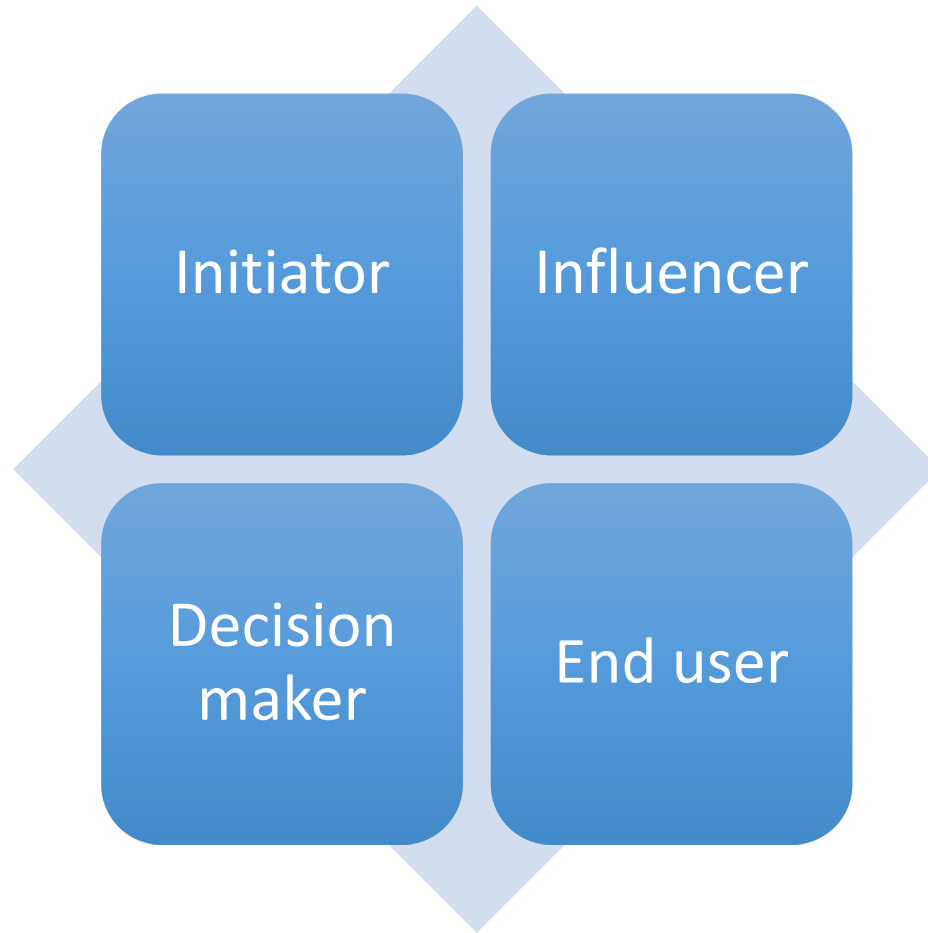
6 components of a need scenario

1. What is the need?
2. Who is responsible
3. Who else is involved and why?
4. What the negative consequences?
5. What are the positive consequences?
6. What is the for the need?

Select the targets for your initial contact program

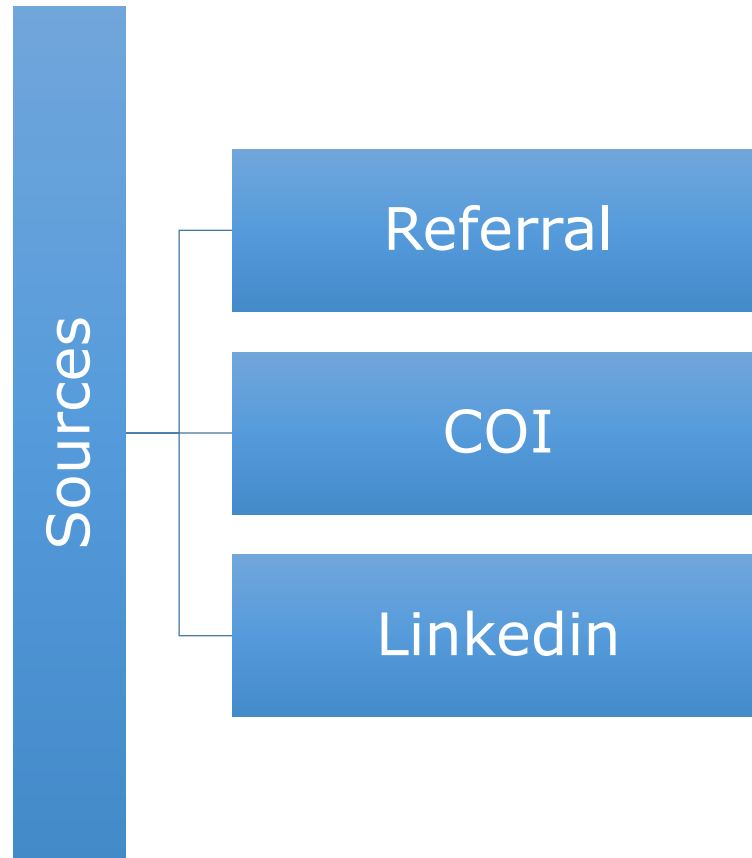


Locate the buyer or decision maker



Step 3. Getting appointments with high potential clients

Find a connection to open the door



Build your contact tool kit

Toolkit components

1. Email
2. Letters
3. Value pieces
4. Voice mail scripts
5. LinkedIn scripts
6. Telephone scripts
7. Lead magnet

Use a phone script to help guide your conversation #1

Mr. _____ please

I'm _____ with _____

My reason for calling is _____

Did you receive my letter?

Good. As you recall, I mentioned that we work with

_____ in _____.

My reason for calling you today, is to see if it makes sense for us

to meet and discuss ways in which you can

improve _____ (need situation) _____.

Use a phone script to help guide your conversation #2

Mr. Smith

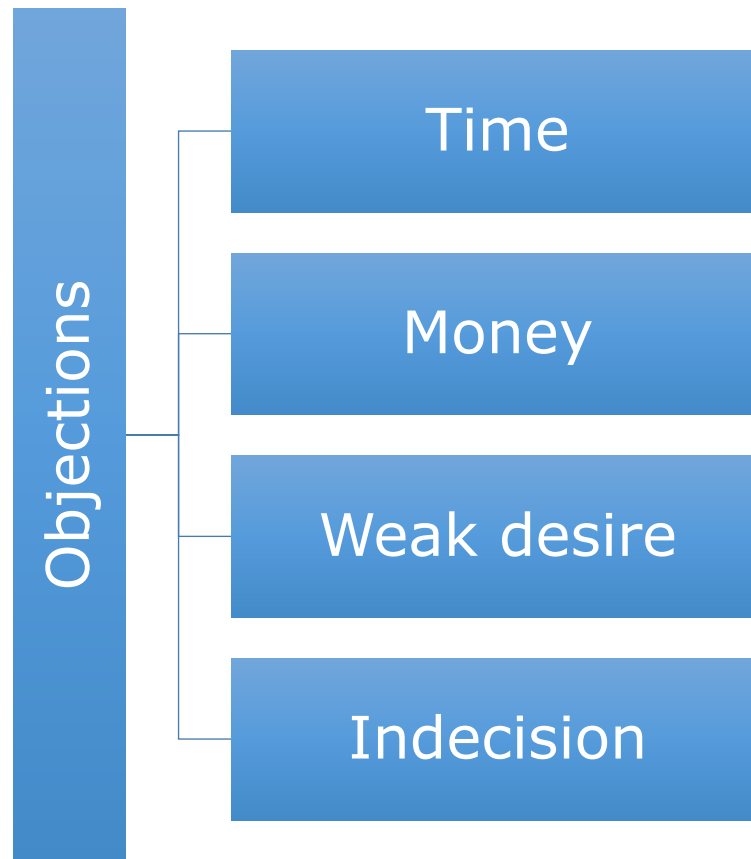
I'm Bill Jones with ABC Financial.

My reason for calling, I recently sent you a letter and article on Tuesday that you should have received today. Did you receive my letter?

Good. As you recall, I mentioned that we work with restaurants to reduce risk.

My reason for calling you today is to see if it makes sense for us to meet for 30 min's and discuss ways in which we can improve our situation.

Four common types of objections



It can take up to 5 attempts to reach your contact



Step 4. Nurturing prospective clients

Some prospects will need to be nurtured until ready to buy



How Corporate Eye Can Help

Free prospecting process review

We will help you:

- Critique your email – phone scripts
- Review pre-call contact kit
- Suggest triggering events to use

Contact me clifton@corporateeye.com.au

Thank you!

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