



SCHOOLEY

MITCHELL

Sales Strategies

Table of Contents

SALES STRATEGIES 3

Vertical Market Strategies 3

Professional Meetings 7

Specific Asks..... 17

Paid Referral Strategies..... 21

Pay Local Organizations For Referrals 25

Sales Strategies

Vertical Market Strategies

Number 1

Can I help you improve your business? Can I help you achieve the goals you set for yourself when you decided to join Schooley Mitchell?

I am not saying this for any purpose other than trying to help you succeed.

I have put together some detailed sales strategies, some more immediate than others, that are the core to success in Schooley Mitchell. The question is, will you really examine these strategies and challenge yourself to think them through?

There is no magic, no trick, and no 'special skill' required to succeed. Only a commitment to do the things I will lay out for you, and to continue to do them. They work. They will work for you.

I will issue a series of detailed strategies and release them periodically. My hope is that you accept them, internalize them, and decide to act upon them. Exactly as laid out.

Strategy 1

The first strategy I will lay out is to select a vertical industry (or two) and really decide to pursue clients in that industry using the steps listed below.

There are so many examples of Franchisees that have done this and created significant success for themselves. Just a few examples include:

David Dow, IL – Non-Profits
Adam Smith, CA – Dental Industry
Mike Salazar, WA – School Boards and School Districts
Marc Schwalb, PA – Manufacturing
There are many others as well.

Step 1 - Select

The first step is to select an industry you think you can attack.

Why Focus on Any Vertical?

- 1) Access – they are in your area – or in your contact sphere
- 2) Your past experience in the industry
- 3) You have done well with a client and would like to have more of the same
- 4) Your passion to help in that industry
- 5) Other Schooley Mitchell Franchisees have succeeded in that industry – check Testimonials/Registries
- 6) It is simply intelligent – and it will make you more money – and bring you fulfillment & purpose

Decide today to select a vertical to attack.

Sales Strategies

Vertical Market Strategies

Step 2- Research

Once you have selected an industry, begin (or continue) to learn about that industry.

- 1) Google
- 2) LinkedIn – and other social media
- 3) Perhaps join a LinkedIn group just to get used to the lingo and the common topics and evolving issues
- 4) Podcasts – listen/watch
- 5) Blogs - read
- 6) Publications – print and electronic
- 7) Ask SM Franchisees that may have experience in that industry to discuss with you

Are you willing to put in that time and effort to make your business work?

Decide today to start the research today and continue to learn

Step 3 – Claim It

When you decide to pursue a vertical you should claim expertise to anyone that will listen. Whether you actually have experience as a cost reduction consultant in that particular industry is not really relevant because ‘we’ do have that experience. Tell everyone. Some may even pass it on. Claim it and it will soon become real.

Decide today to start telling everyone you are a specialist in the xxx business for cost reduction.

Step 4 - Association

Can you join an association for that industry and attend meetings to learn more and to meet individual business owners? Review the Introvert’s Edge to Networking Webinar before attending (Sales System in The Warehouse) so you are more effective at the meetings.

Ask questions and listen to learn. Isolate the common issues, problems and needs of that industry. Determine which of those issues we can help mitigate. Also isolate those issues that we can’t mitigate just so you can empathize, acknowledge and discuss with industry members. Don’t try to be a know-it-all, you will come off as inauthentic, but listening and acknowledging creates stronger relationships.

Step 5 – Drip Good News

When you meet someone in that industry, work with the Comms/Marketing department to establish a drip campaign of Good News stories and Case Studies for that industry and start to drip on your contact (weekly?). You should have several automated campaigns operating simultaneously. Also determine if there are any marketing collateral items for the industry already developed (Marketing Downloads site).

Decide to start someone on a drip program today for a specific industry.

Sales Strategies

Vertical Market Strategies

Step 6 – Landing Page for Industry

Establish a “Landing Page” for that vertical and when you attend events or meet people in the industry, direct them there. Make sure it contains relevant information for that industry as well as Schooley Mitchell collateral aimed at the vertical – work with Comms/Marketing.

Step 7 – Learn a Story for That Industry

Put together a full story that you can use at the right time as you meet industry members. This will take some work, but the story format and examples are in the webinar mentioned above and Comms can help you as well. Stories resonate.

Decide to start writing a story for the vertical – today.

Step 8 – Regular Touches – Various Media

What is your plan to ‘touch’ them a minimum of 12 times?

- 1) Visit/Zoom
- 2) Call
- 3) DV – you have to ask and research
- 4) Email
- 5) Drip – can we add more stories to the drip? – Send them to Marketing.
- 6) LinkedIn outreach – other social
- 7) Plant a tree for them
- 8) DV – yes, repeated
- 9) Pulse
- 10) Text
- 11) Lunch
- 12) Coffee
- 13) Where do they network? – “Run into them” – it’s a plan!

You should be using several of these methods and don’t just rely on one. Just dripping on them without other interactions will not work.

You should have several members on this contact flow strategy simultaneously.

Step 9 – Trade Show

Consider participating in a trade show for the industry. Of course, this one has a cost, but you will certainly establish relationships for drip and follow up.

Sales Strategies

Vertical Market Strategies

Step 10 – Post to Web and Socials

Post to your Splash Page and your social media – Comms can help – any success stories and other relevant information for the industry. Do this from the moment you select the industry and continue perpetually. This is a momentum builder and establishes even more expertise and experience. In the beginning, before you have clients, use other Franchisee stories and posts etc.

Decide to make your first post today.

Step 11 – Challenge Yourself

If you really commit to do all these things for a particular vertical you will create success for yourself. Ask any of the Franchisees listed above and you will find these are the types of things they are doing and have done.

Are you willing to put yourself out there and really pursue this strategy? Are you willing to pursue the goals you set for yourself when you started Schooley Mitchell? Are you willing to admit to yourself that you haven't executed these 11 steps - but can you do them now. Starting today. It takes effort and it takes a change. It takes courage.

Sales Strategies

Professional Meetings

Number 2

Can I help you improve your business? Can I help you achieve the goals you set for yourself when you decided to join Schooley Mitchell?

I am not saying this for any purpose other than trying to help you succeed.

I have put together some detailed sales strategies, some more immediate than others, that are the core to success in Schooley Mitchell. The question is, will you really examine these strategies and challenge yourself to think them through?

There is no magic, no trick nor any 'special skill' required to succeed. Only a commitment to do the things I will lay out for you, and to continue to do them. They work. They will work for you.

I will issue a series of detailed strategies and release them periodically. My hope is that you accept them, internalize them, and decide to act upon them. Exactly as laid out.

Strategy 2

The second strategy I will lay out is to set up and execute proper meetings with professionals to simply increase the number of other professional people you know in your community.

Step 1

The first step is to be prepared for the conversations to set up the meetings.

The question most commonly asked when you call to set up a meeting is, "what is the purpose of the meeting?" You must be prepared to answer this question with a compelling answer. Learn the following response.

Response:

Actually, a CPA named Kris Frederickson did a survey a few years ago and found out that it was a very important factor influencing business clients to choose, and stay, with professional advisors that know other professionals in the community. We just think it's a great idea to get to know each other over a cup of coffee.

I don't know if you would be able to help any of our clients, but we just think it's worth 20 minutes to become more familiar with each other.

Knowing more professional people is certainly never a bad thing.

Learn this – word for word!

Decide to learn this response – word for word.

Step 2

Learn to deal with the objection most commonly presented which is, "I don't have time."

There are two alternative approaches to this concern.

Sales Strategies

Professional Meetings

Alternative One

Yeah, I know what you mean – it's great to be in demand isn't it? On the other hand, we all want to expand our opportunities, and the group of professional people we know and trust, right?

What time do you start work in the morning?

How about if I drop by with a coffee 30 minutes before that so you don't impact your regular workday at all?

Alternative Two

Yeah, I know what you mean – it's great to be in demand isn't it? On the other hand, we all want to expand our opportunities, and the group of professional people we know and trust, right?

How about we set something on the calendar in two (three) months down the road? It's just silly not to take advantage of another valuable professional relationship, even if it's in the future a bit, so how are you on July 17th?

Decide to learn these approaches to mitigate the time objection.

Why Do This?

Let's say you spend 2 hours per week for two meetings = 100 hours a year.

20 minutes to get there – 20 minutes for meeting – 20 minutes to get to your next meeting.

That means you meet 100 different professional people in your community in a year.

What if you connect with just seven out of 100 of them and they each refer you to just 1 client.

That's 7 clients for 100 hours – let's add 100 hours just because - so that's 7 clients for 200 hours spent.

Let's say we have 2000 hours in a year (40 hrs. x 50 wks.)

7 clients for every 200 hours = 70 clients per year

If you are getting more than 70 clients per year, then keep doing what you are doing

Otherwise – Get out and meet professionals!

What if you connect with 12 instead of 7?! Or 22?

Step 3

Clearly understand why you are doing this.

Don't go to sell them!!!!!!

Your primary goal is not to obtain them as a client – at least not now

This is the biggest mistake our people make

Sales Strategies

Professional Meetings

It's an incorrect mindset

Go to find out about them. Ask them questions to become familiar with them.

"I like to be the dumbest person in the room."

"I love to learn about other professional businesses."

Decide to 'not sell' them as a client.

Step 4

Select your targets – accountants, bookkeepers, tax consultants, lawyers, bankers, consultants of any kind, financial planners, commercial real estate, commercial insurance, etc.

Make a list and methodically approach them one by one.

Decide to make a list of professional people you will approach

Step 5

Research them before you meet.

Google them and Google their business

Website

LinkedIn

Other Social Media

Ask other professionals about them and their background

Drive by

Decide to put in the work and do the research

Step 6

Know your openers.

"I'm glad I got here on time. I was in the middle of a great meeting and had to cut them short a little bit and re-schedule to make sure I respected your time."

Begins rapport and claims credibility

"Do you come here often? (if it's at a coffee shop). Yeah, I've got a favorite spot where I meet clients all the time. I meet people at..."

"I'm glad you like Starbucks. (if you're bringing drinks to their office). I think I finance Mr. Starbucks' (or Mr. Dunkin') summer home and his kid's college fund"

Sales Strategies

Professional Meetings

Decide to prepare and memorize your openers so they are natural and authentic

Step 7

Know your questions

"I love to learn about other professional businesses. Is it OK if I ask you a few questions? (sets the agenda). Is it OK if I take a few notes as we go along?"

Review the role play in The Warehouse – it's not a perfect Professional Coffee Meeting but it is a good example. (For now, the link is just on YouTube so you can view it with this email. It will be uploaded to the Warehouse next week.)

Link - <https://youtu.be/JpvxbTwAYTs>

In a very conversational manner...

Please tell me about your business.

I saw on your website...

How did you get started in the business?

How long have you been doing it?

Do you have a target market or specific niche?

Who are your main competitors?

What's your edge?

How do you obtain most of your clients?

Do your competitors do anything different than you to get clients?

Do you do any networking?

Which events/groups do you find most beneficial?

How did you get started with that group?

Do you have any specific networking buddies/associates?

So, in your niche, or otherwise, what does your ideal client look like?

Do you grow through referrals?

Who are your best referral sources?

What's the message you want them to give?

Do you ever do webinars or seminars?

Sales Strategies

Professional Meetings

Are you a member of any associations?

Is social media effective for you?

Which platforms do you use most?

Do you use video to promote your business?

What do you feel is your prospect's biggest objection(s)?

How do you address that issue?

Technology has affected pretty much everybody, how has it affected you or your business?

What do you see for the future? How do you think it will affect your business?

Well, our twenty minutes is up, this has been great...

When you're not working all the time, what do you do for fun?

Decide to craft a complete list of questions for professionals and customize a bit for each profession

Step 8

Story – pick the right time

Know your story word for word

Actually, that makes me think about a friend of mine, Joel. I actually knew him before I started my Schooley Mitchell business. He's in consulting too.

He was always looking to improve his business, and after I started to acquire a few clients for my business, there were a couple that I was able to refer to him. He referred one of his to me too.

The client was a little skeptical at first, but he had mentioned to Joel that he was mad at his telecom vendor because of lack of response. It made Joel think of me, but the client didn't think we could help him. Joel just said, why not have them take a look, there's no cost if they don't find anything for you?

The client ended up having us look at three cost categories for them and was really pleased when we were able to recover some billing errors for more the \$5,000 for them. We also reduced their annual cost for telecom, courier, and waste costs by over \$20,000. They have now asked us to look into 2 other categories for them as well.

They told me they used the money to obtain some software they were putting off and also to hold a company function for their managers.

They actually took Joel out to lunch to tell him about the increased profits, so it was good all around.

This is your story – learn it!!

Decide to learn this story word for word or learn your own

Sales Strategies

Professional Meetings

Step 9

Follow up is imperative – every time! Every Professional Coffee Meeting!

Send a handwritten notecard after every professional coffee meeting...

“It was great to meet you...”

“Here’s another coffee on me (send a Starbucks card)”

“Next coffee will be on you!” (a little levity)

Decide to send a handwritten note immediately after every meeting

Step 10

Nurture the relationship with those where you connected

You need to follow up with the ones (maybe it’s only 1 out of 10 of them) where you feel a good connection was made:

- 1) Call again
- 2) Lunch
- 3) Coffee
- 4) DV – did you ask?
- 5) Pulse
- 6) Offer Pulse without branding to one or two – script to follow - next step
- 7) SMARRT steps
- 8) Plant a tree for them
- 9) LinkedIn message
- 10) Drip – do they specialize in a vertical – are they a potential paid referral source? Can you become a specialist cost reduction consultant for that vertical?

If it is 1 out of 10 - that means you make a good connection every 5 weeks. Follow up multiple times using various methods, not just ne of the above.

Decide to follow up with each connection with a series of touches

Step 11

This should be done with a few of them – not all

The contacts you feel are most likely to refer to you

We have found that by providing our clients with a regular flow of valuable business knowledge is a great way to build lasting relationships. If you would like, we can provide you with the Pulse in an unbranded Word format to distribute to your clients with your own branding.

Sales Strategies

Professional Meetings

Explain the Pulse.

When a client leaves a professional advisor, surveys show it's usually because they feel ignored. With this tool, none of your clients will ever feel ignored.

Decide to provide The Pulse without branding to at least one or two appropriate professionals

Step 12

Debrief yourself every single time – how can I be better?

Better openers, better questions, better listening skills (to understand – not to respond), better body language, better tone, better facial expressions, better stories?

Decide to debrief yourself after every meeting

Conclusion

If you do this twice per week, exactly as it is laid out, that's 100 effective meetings per year.

You have to obtain benefit from knowing 100 professionals you didn't know before

Some won't like you...but... some will

The worst result is you don't connect with them...

But...

At least you know them

One more professional knows you

It may be a nice opener at a networking event where you run into them – with someone else

The second worst result is they can't make referrals to clients that would be good for us, and they are not a good potential client...

So what!

You know another professional.

Maybe it's a bridge at a future networking event.

If you asked them the right questions, maybe you know something about them personally – everyone knows other businesspeople

Maybe you learned a different way they obtain business/network etc.

Maybe you learned about someone they know that could be a good connection

Sales Strategies

Professional Meetings

Maybe you have a connection for them – add value to the relationship
There should be no wasted meeting!

We have also developed a Cheat Sheet to be a helpful guide for Professional Coffee Meetings (attached)



**SCHOOLEY
MITCHELL**

Professional Coffee Meetings Cheat Sheet



Likely Targets To Set Meetings:

Accountants	Lawyers	Bankers	Financial Planners
Consultants	Bookkeepers	Commercial Insurance	Credit Unions
Commercial Realtors	Sales Training		

Questions To Ask

- › See Roleplay – Warehouse – (Warehouse > Training > Sales)
- › See list of questions in Libraries > Sales & Marketing > Paid Referrals - Print them off until you know them

Follow Ups

- › Send a handwritten notecard after every professional coffee meeting...
- › It was great to meet you...
- › Here's another coffee on me (send a Starbucks card)
- › "Next one will be on you!" (a little levity)

You need to follow up with the ones (maybe it's only 1 out of 10 of them) where you feel a good connection was made:

1. Call again
2. Lunch
3. Coffee
4. DV – did you ask?
5. Pulse
6. Offer Pulse without branding to one or two – script below
7. SMARRT steps
8. LinkedIn
9. Drip – do they specialize in a vertical – are they a potential paid referral source? Can you become a Cost Reduction Specialist consultant for that same industry?

- › This should be done with a few of them – not all
- › The contacts you feel are most likely to refer to you
- › We have found that by providing our clients with a regular flow of valuable business knowledge is a great way to build lasting relationships. If you would like, we can provide you with the Pulse in an unbranded Word format to distribute to your clients with your own branding.
- › Explain the Pulse.
- › When a client leaves a professional advisor, surveys show it's usually because they feel ignored. With this tool, none of your clients will ever feel ignored.



**SCHOOLEY
MITCHELL**

Professional Coffee Meetings Cheat Sheet



Pain Points

Client Acquisition
Time
Delivering Value to Clients
Differentiating From Competitors
Seeking Consulting Dollars from Clients – Competing against all others seeking those dollars

Story

Actually, that makes me think about a friend of mine, Joel. I actually knew him before I started my Schooley Mitchell business. He's in consulting too.

He was always looking to improve his business, and after I started to acquire a few clients for my business, there were a couple that I was able to refer to him. He referred one of his to me too.

The client was a little skeptical at first, but he had mentioned to Joel that he was mad at his telecom vendor because of lack of response. It made Joel think of me, but the client didn't think we could help him. Joel just said, why not have them take a look, there's no cost if they don't find anything for you?

The client ended up having us look at three cost categories for them and was really pleased when we were able to recover some billing errors for more the \$5,000 for them. We also reduced their annual cost for telecom, courier, and waste costs by over \$20,000. They have now asked us to look into 2 other categories for them as well.

They told me they used the money to obtain some software they were owing off and also to hold a company function for their managers.

They actually took Joel out to lunch to tell him about the results, so it was good all around.

Sales Strategies

Specific Asks

Number 3

Can I help you improve your business? Can I help you achieve the goals you set for yourself when you decided to join Schooley Mitchell?

I am not saying this for any purpose other than trying to help you succeed.

I have put together some detailed sales strategies, some more immediate than others, that are the core to success in Schooley Mitchell. The question is, will you really examine these strategies and challenge yourself to think them through?

There is no magic, no trick nor any 'special skill' required to succeed. Only a commitment to do the things I will lay out for you, and to continue to do them. They work. They will work for you.

I will issue a series of detailed strategies and release them periodically. My hope is that you accept them, internalize them, and decide to act upon them. Exactly as laid out.

Strategy 3

The third strategy I will lay out is to create real tangible results from BNI (or similar referral-based groups).

There are so many examples of Franchisees that have done very, very well with BNI referrals and created significant success for themselves. The strategies I will lay out here almost guarantee success if you actually execute them as described

I do hear common complaints that my BNI is all B2C and not B2B. I also hear "my group is just not making referrals to me. I have attended 100 meetings and received no value."

I will address both of these items after I lay out a few strategies.

Step 1

Research one member to identify their neighbors, vendors, customers, and other networking associates. Start a database for this particular member.

Research includes:

Google them and their business

Go to their website

Google anyone mentioned on their website

LinkedIn

Other social media

Drive by

Ask others that may know them

Sales Strategies

Specific Asks

Select one company identified that you would like to have as a client.

Step 2

Execute a specific ask with that **identified actual company** at the next BNI Meeting

Save 5 seconds at the end of your 45 second intro...

“And my featured prospect for this week is Pinnacle Contracting”

A specific ask is not saying, “I am looking for contractors”. A ‘specific ask’ is doing the research and identifying a specific company you know someone in the room knows.

Do this every single meeting by doing the research on a different member each week and announcing that new specific ask each week.

That’s 50 specific asks per year.

It will create referrals for you.

Decide to do this properly just the way it is described – starting this week!

Step 3

The entire reason you join a BNI is to receive referrals. It’s the same for every other member. Everyone also knows that attempting to identify referrals for fellow members is an activity everyone should strive for as a participant in the chapter. In fact, people that give referrals are favored in the group.

Therefore, there should be no hesitation, or apology, for making it easier for a member to refer to you.

Research a member as described above. Then send one member this email as a specific ask to someone you know they know.

Hi Bob,

I had a question at our last BNI meeting about the type of prospect that would make a perfect referral for me. It made me realize that one of your neighbors close to your business would actually be a great referral for me. Do you know anyone at Jones Plumbing Supply?

If you are OK with making that referral to me, I would be more than happy to follow up. I’m pretty sure we will be able to increase their profits with no risk to them.

Please let me know at the next meeting if you would be able to introduce me to someone of responsibility at Jones Plumbing Supply. Let’s talk about the best method of introduction to increase our chance of success as well.

Thanks Bob.

Yours truly,

Sales Strategies

Specific Asks

If you cycle through all the members and do this once per week that will be another 50 specific asks per year.

Now you are up to 100 specific asks per year. You will get clients – and you are dictating what they will look like as long as you research your asks.

Decide to send your first email specific ask this week.

Step 4

Set up a 1-2-1 lunch with a different BNI member every week until you have done it with all of them – then start over again.

Research the member you are going to meet for lunch as described above. Identify a specific ask that you would like to have as a client.

Find a way by rehearsing exactly how you will introduce the ‘specific ask’ at the lunch. Don’t just go to the lunch without a plan to ask for that specific referral

That’s 50 more specific asks per year.

Now you are up to 150 specific asks per year. You will get clients – and you are dictating what they will look like as long as you research your asks.

Decide to call today to set up a 1-2-1 lunch this week including a specific ask. Today.

If you execute steps 1 through 4 you will get referrals.

Step 5

Forget the excuses. It’s you.

If your BNI is mostly B-2-C I don’t understand why that’s an issue unless you are trying to land them as clients. Don’t.

I don’t know one life insurance salesperson, restaurant owner, residential real estate agent, or Mary Kay rep that doesn’t know other businesspeople. That’s just not sensible.

The research may be a little different and may include direct conversations with them or the people they know but that is simply a challenge and not a major hurdle. It’s about committing to do it. Make it your mission.

In addition, you can follow the strategy laid out step-by-step in the Marketing Manual on how to improve your chapter by helping to bring in more B-2-B people by collaborating with another member to do so.

Step 6

Forget the excuses. It’s you.

The second point above is about attending many meetings and getting no results. That result should not be blamed on the other members. You are simply not saying the right things. Study this information and it all changes.

Sales Strategies

Specific Asks

You can also use the flaming \$100 bill – even if you think it’s hokey. You’ll live, and you can improve your business. This is your livelihood – so what if it’s hokey! Claim it. Learn it. Execute it.

You can use the tracking sheets and other items laid out for BNI’s in the Marketing Manual. They are great and simple tools.

Executed properly, BNI can change your business and your life. Just commit – decide – to do it properly. Results change only if specific activities change.

Sales Strategies

Paid Referral Strategies

Number 4

Can I help you improve your business? Can I help you achieve the goals you set for yourself when you decided to join Schooley Mitchell?

I am not saying this for any purpose other than trying to help you succeed.

I have put together some detailed sales strategies, some more immediate than others, that are the core to success in Schooley Mitchell. The question is, will you really examine these strategies and challenge yourself to think them through?

There is no magic, no trick nor any 'special skill' required to succeed. Only a commitment to do the things I will lay out for you, and to continue to do them. They work. They will work for you.

I will issue a series of detailed strategies and release them periodically. My hope is that you accept them, internalize them, and decide to act upon them. Exactly as laid out.

Strategy 4

The fourth strategy I will lay out is to create solid and profitable Paid Referral relationships

There are so many examples of Franchisees that have done very, very well with Shared Revenue referrals and have created significant success for themselves. The strategies I will lay out here almost guarantee success if you actually execute them as described

Step 1

The first step is to introduce the concept properly to a prospective referral source. You never want to make it feel like an "under the table payment".

It should be explained that you are like all good businesspeople and are looking to grow your business and your stability. You should also explain that several people have participated in your growth and have benefitted by doing so. Then explain that you think they can help as well. If they would like to collaborate with you to figure out the best ways to do that, you would be more than willing to share the revenues with them for any companies they think could benefit from our services and would like to reduce costs.

Decide to learn and become comfortable with this introduction

Step 2

Identify and track possible targets that could become paid referral sources. Make this a specific effort where you spend time creating a list of at least 30 targets.

Examples could be:

List out top 10 past business acquaintances

List at least 10 people that are networking associates

List at least 5 alumni, friends, relatives, neighbors, etc.

List out anyone you can think of that needs more money – things are tight, and you can help them earn money

Sales Strategies

Paid Referral Strategies

Research and list any consultants in your area that may do contingency consulting

Communicate with your own accountant – help them understand that they can accept a share of revenue and really help their clients at the same time

List out 10 associations in your area

Is there a Fractional CFO group in your area?

Any other Fractional providers of other services?

Is there a local non-profit organization that would benefit from extra funds for their organization?

Decide to establish a pervasive list of potential paid referral sources

Step 3

Once you establish a list, rank them in terms of priority for approach

Plan a different approach/communication to each group/person and execute a minimum of once weekly

If you do this weekly and continue to add to your list as you go along that means you will have 50 conversations in a year about potential shared revenue opportunities. You will get better and better at it the more you do it, as long as you debrief yourself after each discussion and look for ways to improve your approach each time.

You have to fail miserably to succeed. Get out there and do it and just get better at it as you go along. It doesn't matter if it takes three months to get good at it – that's a short timeframe related to your overall business success over the next 10 years.

Decide to make a specific approach to a potential paid referral source every single week.

Step 4

Learn three paid referral stories using not only your own experiences but those of other Franchisees as well.

Example:

One of my referral sources is a friend of mine, Shannon. We were talking about business one day and when he understood what we do, he asked if I thought I could help a particular customer of his that was looking to grow but was dealing with financing and budget issues.

I told him, yes, we can help pretty much any company that is incurring expenses in any of our 18 cost areas. He made the introduction, and we proceeded to help them reduce their Shipping and Waste costs. The company was able to use the savings to implement some of their growth tactics, so they were very happy with the result. Shannon was happy too as he received \$5,800 as his share of the savings. He told me he was using the money towards a family vacation in the Bahamas.

This is your story – learn it, word for word.

Now research and learn two more.

Decide to learn and use a few stories that will help you engage in your conversations – word for word.

Sales Strategies

Paid Referral Strategies

Step 4

As soon as you have a conversation with anyone about a shared revenue model and they show any interest at all, start them on the Drip Marketing Program for Paid Referrals in The Warehouse.

The Drip Program has several mini-stories about successful paid referral relationships that resulted in significant payments to the referral source. The payment amounts range anywhere from a few thousand to \$3.9Million and everything in between.

This program is very effective in making them realize this is not about them making a few hundred dollars for trip to Vegas but rather a program where they can make significant income.

If you do have a paid referral conversation each week, it means you will be using the system to increase the likelihood of success with 50 people in a year on an automated basis. That will absolutely have a positive impact for you.

Decide to implement the Drip Program immediately following a conversation with a potential paid referral source – every time.

Step 5

Establish a lunch program for potential paid referral sources where you go to lunch twice per month with a different person. Research the person you are meeting as described in the Marketing Manual so you can go to every lunch with a Specific Ask. Use the Shining Star methodology to identify neighbors, vendors, customers, networking associates, and personal contacts of the source.

Plan your icebreakers, your conversation, your stories, and your questioning (use the questioning guide in the Marketing Manual) for each lunch.

Plan exactly how you will introduce the 'Specific Ask' part way through the lunch meeting. They have said they may have an interest in a paid referral relationship so there is nothing wrong with making a specific request to help them make money.

Use the tracking sheet in the Marketing Manual to keep an organized and evolving relationship with your lunch sources.

Decide to establish a regular lunch program with potential Paid Referral sources, and to use the tools established in the Marketing Manual.

Step 6

Use the SMARRT Relationship Building steps for each potential Paid Referral source. These steps will establish the delivery of Distinctive Value to each person on a regular basis.

By providing these values on a regular basis to multiple people (50 in a year) you will establish several relationships of reciprocity, and that will result in referrals to you if you stay consistent with the program.

Whether you execute the steps yourself, or you have us do it for you, you will create beneficial results for yourself with very little cost.

Decide to execute the SMARRT Relationship steps for each potential paid referral source.

Sales Strategies

Paid Referral Strategies

Step 7

Whenever you receive a referral, ensure that you communicate with the referral source every two weeks in terms of what is going on with the referral. This should be executed for each individual referral that you receive. You can either use your own series of communication emails or use and customize the system in The Warehouse. The important thing is to keep them in the loop, so they know what is going on with each referral, and just as importantly, that you are caring for their referral and treating them professionally. The process of regular communication will encourage additional referrals because they have faith in you and the Schooley Mitchell process.

Decide to communicate with every referral source every two weeks for every referral.

Summary – Decide you want to grow your business for the very reasons that you joined Schooley Mitchell in the first place and execute these precise strategies. If you feel resistance or doubt within yourself, face it and get rid of it. Just do it! And yes, we used that phrase long before Nike ever did!

What's more important – those doubts/fears/embarrassments you have limiting you – or your success in your business.

Ask your spouse – they will tell you what is more important.

Sales Strategies

Pay Local Organizations For Referrals

Number 5

Can I help you improve your business? Can I help you achieve the goals you set for yourself when you decided to join Schooley Mitchell?

I am not saying this for any purpose other than trying to help you succeed.

I have put together some detailed sales strategies, some more immediate than others, that are the core to success in Schooley Mitchell. The question is, will you really examine these strategies and challenge yourself to think them through?

There is no magic, no trick nor any 'special skill' required to succeed. Only a commitment to do the things I will lay out for you, and to continue to do them. They work. They will work for you.

I will issue a series of detailed strategies and release them periodically. My hope is that you accept them, internalize them, and decide to act upon them. Exactly as laid out.

Strategy 5

The fifth strategy I will lay out is to create solid and profitable Paid Referral relationships with local non-profit organizations

This is something that doesn't have a lot of history to document but it's just a great idea.

Step 1

The first step is to make a list of 15 local organizations that would benefit from raising more funds for their group. Make this a specific effort where you spend time creating a list of at least 15 targets.

Examples could be:

Local baseball, softball, volleyball, soccer, hockey, basketball, or any other sports organization

Boys & Girls club

Arts or theater groups

Boy Scouts or Girl Guides

Downtown Improvement Organization

Any group that has a local flavor and is in need of money to serve their constituents better or has fund-raising challenges

Decide to make a list today and prioritize it

Sales Strategies

Pay Local Organizations For Referrals

Step 2

Identify their organizers or board members. Make this a specific effort where you spend time identifying these specific people or targets.

Find a way to reach out to them to introduce our method of helping them.

Decide to do the research and identify advocates/members/board members

Step 3

The next step is to introduce the concept properly to a prospective referral source. You never want to make it feel like an “under the table payment”.

Right off the bat you should explain that you have a process that will be helpful for their organization to raise more money for their purposes. You should also say right up front that it helps you too, but it also helps them, and you are looking for a good long-term partnership that is beneficial to both of you. Then explain to them again that you think they can raise significant money for their organization by setting up a shared revenue model with you.

Ask them if they would allow you to attend one of their meetings to explain how it could work and how it could benefit their organization.

If they, or any of their members, would like to collaborate with you to figure out the best ways to do that, you would be more than willing to share the revenues with them for any companies they think could benefit from our services and would like to reduce costs. They would benefit from the funds they would share by executing the process.

Decide to learn and become comfortable with this introduction

Step 4

Prepare a presentation that is short and to the point. It will probably have to be in printed format unless you know they have Power Point capabilities at their meetings – many will not.

Collaborate with Marketing/Comms to help put a presentation together.

Make it clear that you know that partnerships between non-profits and businesses is not a common thing. However, you think in this circumstance it can be very helpful to their group.

You can also point out that any of those members that want to participate can do so but it doesn't have to be everybody.

Point out that there is nothing to lose by trying it out.

Make it clear that we are not asking them to sell anything, just make introductions. Also point out that many organizations do benefit from partnerships with businesses such as cookie sales, chocolate covered almond sales etc. In this case, they don't have to sell anything, and the funds generated for their purposes can be very significant.

Decide to create a presentation that can be used for non-profit groups.

Sales Strategies

Pay Local Organizations For Referrals

Step 5

Determine if you can isolate one or two members where you can have a 1-2-1 meeting (lunch) with them to collaborate regarding a few target businesses as examples or beta tests.

Decide to get out to lunch with members of non-profit organizations individually to show them how you can help the organization through a referral program.

Step 6

Learn three paid referral stories using not only your own experiences but those of other Franchisees as well. These are not specifically for these non-profit groups for now, but they still emphasize the point and connect through all the benefits of story telling.

Example:

One of my referral sources is a friend of mine, Shannon. We were talking about business one day and when he understood what we do, he asked if I thought I could help a particular customer of his that was looking to grow but was dealing with financing and budget issues.

I told him, yes, we can help pretty much any company that is incurring expenses in any of our 18 cost areas. He made the introduction, and we proceeded to help them reduce their Shipping and Waste costs. The company was able to use the savings to implement some of their growth tactics, so they were very happy with the result. Shannon was happy too as he received \$5,800 as his share of the savings. He told me he was using the money towards a family vacation in the Bahamas.

This is your story – learn it, word for word.

Now research and learn two more.

Decide to learn and use a few stories that will help you engage in your conversations – word for word.

Step 7

As soon as you have a conversation with any group about a shared revenue model and they show any interest at all, start them (as many members as possible) on the Drip Marketing Program for Paid Referrals in The Warehouse.

The Drip Program has several mini-stories about successful paid referral relationships that resulted in significant payments to the referral source. The payment amounts range anywhere from a few thousand to \$3.9Million and everything in between.

This program is very effective in making them realize this is not about them making a few hundred dollars but rather a program where they can raise significant funding for their purposes.

It means you will be using the system to increase the likelihood of success with these groups on an automated basis. That will absolutely have a positive impact for you.

Decide to use the Paid Referrals Drip Program to work for you with non-profit groups.