SCHOOLEY MITCHELL

Sales Strategies

Table of Contents

Contact List – Perpetual Asset

Sales Strategies

Contact List – Perpetual Asset

Your biggest asset for your life as a whole is the people you know and the people that know you. That can turn into the biggest asset for your business, which will be your clients and referral sources.

Step 1

The first step is to create a list of 50 people that you know and that know you. The critical thing with this strategy is to keep this list as a living, breathing thing and not something that you do once and never look at again.

To that end, I would suggest that you start with a list of 50 people. You will not have specific strategies for 50 people in your first month (or any month) so 50 is plenty to begin the process.

Decide to create a list of 50 people that you know.

Step 2

The next step is to put an entry on your calendar each month to add 50 people to your list. That way, your mind is always active about additions, and you will continue to grow your list. By the end of your first year, you will have a list of 600.

Decide to remind yourself to add 50 names to your list each month until you can no longer do so.

Step 3

Once you establish a list, rank them in terms of priority for approach. Your monthly calendar entry should allow for enough time to list 50 people as well as update your rankings of everyone on the list.

As described in The Marketing Manual they should be ranked into 4 categories, Strong, Direct, Medium, Casual

Strong – People you can network with on some sort of schedule

Direct – People who can become clients and have the responsibility to do so

Medium – People that work in a business that could be a potential client and could possibly introduce you to a decision maker

Casual – Everyone else

Step 4

Plan (this will take some purposeful thought) a different approach/communication to 2 people on your list a minimum of once weekly. This does not just mean a mass email to a group of people on your list.

This means that you intentionally plan an approach to ensure you can have a one-on-one discussion with them, whether they are a potential client, potential referral source, or someone that can introduce you to others that would be valuable to know for your business.

Sales Strategies

Contact List – Perpetual Asset

For each of them, you should plan:

1) Lunch
2) Coffee
3) Phone call
4) Visit them
5) Invite them to an event/meeting
6) Plan to 'bump' into them at an event they will be attending
7) Other valuable interaction

If you do this weekly and continue to add to your list as you go along that means you will have 100 purposeful conversations in a year about possibilities. 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.

This is a critical part of this strategy. Take the time to determine how you can meet with them. Do the research, and find out what they do for fun/enjoyment/fulfillment:

1) What networking groups
2) What community groups, charity groups, service clubs
3) What sports, arts, entertainment groups
4) What do their spouse, kids, grandkids do…
5) What are they good at…

How can you 'bump' into them on their turf?

Decide to make a specific approach to 2 people on your Contact list each week. Decide to do the work to make it happen.

Step 5

Learn three stories that may be appropriate for the person you are meeting using not only your own experiences but those of other Franchisees as well.

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

Step 6

Plan your conversations whether it's a lunch, coffee, networking event, or one-one-one conversation, including your openers, questions, and stories. It's your 'play' so plan it, write it out, and learn it line-by-line.

Also plan your 'listening to understand'.

Step 7

As soon as you have a conversation with anyone from your list, determine if there is an appropriate Drip Program and start them on that program in The Warehouse.

If you do have two planned conversations each week, it means you will be using the system to increase the likelihood of success with 100 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 contact list member – every time.

Sales Strategies

Contact List – Perpetual Asset

Step 8

Use the SMARRT Relationship Building steps for each person you speak to each week. 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 (100 in a year) you will establish several relationships of reciprocity, and that will result in referrals or clients 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 2 contacts each week.

Step 9

It will not be appropriate for every person but determine which people are worth a follow up and plan the next interaction – briefing, lunch, coffee, etc.

Isolate the most likely clients, referral sources, influencers, etc. and plan specific follow ups.

As described above, use Drip and SMARRT for every one of the 100 people you meet. However, the individuals where you feel you have a specific opportunity start a cadence of contact. We know that sales (client, referral source or influencer) will take place between 5 and 12 contacts, so we need a plan for at least 12 contacts using different methods:

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!

Summary

Establishing a pervasive contact list, and purposefully managing it properly, means you have a perpetual source of opportunities, and should never wonder what you should do next. You want to get to the point where you have so many opportunities to discuss your business, that prioritization is the problem. That's a good problem to have and one which we should all strive for each week.

Vertical Sales Strategy

Sales Strategies

Vertical Sales Strategy

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.

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

Decide today to start the research 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.

Sales Strategies
Vertical Sales Strategy

Step 4 – 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 5 - 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 6 – 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.

Step 7 – Campaign/Landing Page for Industry

Establish a "Campaign 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 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

Sales Strategies
Vertical Sales Strategy

10) Text
11) Lunch
12) Coffee
13) Where do they network? – “Run into them” – it’s a plan!

Write out your ‘touch’ plan and start executing it – today!

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.

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.

Just do it.

Sales Strategies

Example Verticals

1) Manufacturing – by segment
2) Non-profits/Charities – by segment
3) Accountants
4) Lawyers
5) Consultants - various
6) Restaurants – multi-location
7) Dental/Orthodontists
8) Churches/Synagogues/Temples/Mosques
9) Veterinarians
10) Optometrist/Ophthalmologist/Optician/Eye Care Clinics
11) Trades/Home Builders/Plumbing/Carpentry/Electrician/H-Vac/Pools/Flooring - multi-vehicle
12) Construction
13) Plumbing Supplies/Electrical Supplies/Lumber Yards
14) Retirement Homes/Senior Care
15) Small Hospitals
16) Large Hospitals
17) Car Dealers
18) Parts Suppliers
19) Sports Facilities - Golf Courses, Tennis, Gymnastics, Curling, Gyms, etc.
20) Retailers – multi-location
21) Wholesalers
22) E-Commerce
23) Credit Unions
24) Associations
25) Arts/Theater
26) Municipalities/Counties
27) Fire Departments
28) Police Departments
29) Trucking/Transportation
30) Bus Companies
31) Property Management
32) Malls
33) Farm Equipment
34) Farm Operations
35) Grocery
36) Chiropractors
37) Medical Clinics – Physical Therapy/Rehab/Psychiatry/etc.
38) Real Estate – Brokers/Title/Mortgage etc.
39) Banks
40) Franchise Systems
41) Aerospace
42) Distributors
43) Cannabis Industry
44) Hotels/Motels
45) Hospitality
46) Restaurant Supply
47) Food Processors
48) Telecom Companies
49) Waste Companies
50) Software Developers
51) Large repair and service shops
52) Schools – private/public/School Boards/School Districts
53) Post Secondary Schools
54) Insurance

Shining Star – Perpetual Referrals

Sales Strategies

Shining Star – Perpetual Referrals

This strategy is a core fundamental to your entire Schooley Mitchell business. It is so important to do the leg work and research your clients, community vendors, referral sources, paid referral sources, and networking associates, with the ultimate goal of being able to have conversations about their specific associates.

Step 1

Select one entity and commit to understanding and identifying their neighbors, vendors, customers, networking associates, and personal contacts (Shining Star).

This is all about identifying Specific Asks for the people around you.

If you complete this exercise, you will have a significant volume of valuable information about an entity to help you with building a relationship and with identifying specific opportunities for you and your Franchise. That is a significant asset for you.

Decide to Execute the Shining Star methodology.

Step 2

The next step is to put an entry on your calendar each week to research one entity. That way, your mind is always active about additions, and you will continue to grow your targets. By the end of your first year, you will have 50 entities that you have researched and that will be a significant asset for your business.

Decide to remind yourself to research one entity each week to gather information for follow up for your business.

Step 3

Research includes:

Google them individually 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

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

Decide to do the research using the Schooley Mitchell Shining Star Methodology every week

Step 4

Plan (this will take some purposeful thought) a different approach/communication to each entity researched a minimum of once weekly.

This means that you intentionally plan an approach to ensure you can have a one-on-one discussion with the source. The whole idea is that you can speak to them and ensure you have a ‘specific ask’ in mind.

For each of them, you should plan:

1) Lunch
2) Coffee

Sales Strategies

Shining Star – Perpetual Referrals

3) Phone call
4) Visit them
5) Invite them to an event/meeting
6) Plan to 'bump' into them at an event they will be attending
7) Other valuable interaction

If you do this weekly and continue to add to your list as you go along that means you will have 50 purposeful conversations in a year about specific referrals. 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.

This is a critical part of this strategy. Take the time to determine how you can meet with them.

Decide to make a specific approach to 1 entity you have researched each week. Decide to do the work to make it happen.

Step 5

Learn three stories that may be appropriate for the person you are meeting using not only your own experiences but those of other Franchisees as well.

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

Step 6

Plan your conversations whether it's a lunch, coffee, networking event, or one-one-one conversation, including your openers, questions, and stories. It's your 'play' so plan it, write it out, and learn it line-by-line.

Also plan your 'listening to understand'.

Step 7

As soon as you have a conversation with anyone you have researched, determine if there is an appropriate Drip Program and start them on that program in The Warehouse.

If you do have a planned 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 Shining Star target – every time.

Step 8

Use the SMARRT Relationship Building steps for each person you speak to each week. 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 1 Shining Star target each week.

Sales Strategies

Shining Star – Perpetual Referrals

Step 9

It will not be appropriate for every person but determine which people are worth additional follow up and plan the next interaction – briefing, lunch, coffee, etc.

Isolate the most likely referral sources and plan specific follow ups.

As described above, use Drip and SMARRT for every one of the 50 people you meet. However, the individuals where you feel you have a specific opportunity start a cadence of contact. We know that sales will take place between 5 and 12 contacts, so we need a plan for at least 12 contacts using different methods in order to receive referrals:

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!

Summary

Establishing a regular list of referral source possibilities and purposefully managing it properly using the Shining Star Methodology means you have a perpetual source of opportunities, and should never wonder what you should do next. You want to get to the point where you have so many opportunities to discuss your business, that prioritization is the problem. That's a good problem to have and one which we should all strive for each week.

Contact Cadence

Sales Strategies

Contact Cadence

This strategy is a simple one. Here's what we know:

80% of all sales are made after 5 to 12 contacts

You need a plan for every prospect for 12+ contacts using various media/methods. You need to have a cadence in operation for multiple prospects and referral sources at all times.

Examples

Nurture the relationship with every Prospect

1) Follow up call
2) Call again
3) Propose breakfast at their location
4) Lunch
5) Coffee
6) DV – did you ask – business – job - personal?
7) Pulse
8) Follow up email – ask to speak/meet
9) SMARRT steps – chocolates, book, write a story about their business, or about their charity, etc.
10) Plant a tree for them
11) LinkedIn message
12) Drip – Is there a campaign that fits them, or can you work with Comms to develop one?
13) Plan to “run into” them at an event – it's a plan

Decide to plan a strategy of 12+ outreach contacts using various methods for every single prospect. It's a numbers game and this strategy will create linear positive results for you.

Client Management Sheet

Sales Strategies

Client Management Sheet

This strategy - Use the Client Management Sheet – religiously. This is one of the core six things in the Marketing Manual that 'guarantees' your success.

All our top Franchisees build great relationships with their clients. All of them. That is a replicable skill and activity, and the Client Management Sheet is central to that goal,

Step 1

Your clients are your best referral source. However, they won't refer or renew with you unless you build a great relationship with them. Using the Client Management Sheet for every single client will ensure you build those great relationships.

Establish a Client Management Sheet for every single client you obtain as soon as you sign a Service Agreement. You can either print it off and fill it in over a period of time using a pen, or you can save it as a computer file and complete it electronically.

It is important to do it for every client. You are building relationships with individual people, and it doesn't matter if they are your smallest client or your most important client. You never know who other people know. Your smallest client could know someone that just bought the biggest business in town, or their uncle could be the CFO for a big manufacturer.

Decide (today) to establish a Client Management Sheet for every single client you obtain as soon as you sign a Service Agreement.

Step 2

Review your client list and establish a sheet for each client regardless of when you actually obtained them. It's better to start the relationship building process now rather than putting it off. Figure out how you can start that process on a client-by-client basis.

Step 3

Every time you start a sheet, set up a regular reminder (Outlook/CRM – whatever tool you use) to open the sheet for that particular client and execute one of the steps. You should do this at least monthly for each client. Yes, it's work but the payoff will be enormous if you simply apply the process regularly for every client.

If this becomes too much work because you have so many clients, that's a great spot for you. It doesn't mean you shouldn't do it. It means you should hire a student to help execute the process because this exercise will grow your business exponentially.

Decide to establish a system to remind yourself monthly to execute one step each month for each client. It's a system.

Step 4

Why is this so important? The steps in the sheet guide you to perform all those functions that will build a great relationship with your clients. That will increase implementations, increase referrals, and increase renewals, all keys to wealth and success. Included are:

Sales Strategies

Client Management Sheet

1) DV for the business
2) DV for the individual(s)
3) Identify Neighbors/vendors/Customers for Shining Star purposes – Specific Asks
4) Identify IT vendor
5) Reminder to begin renewal conversation
6) SMARRT steps – add significant value to the relationship
7) Service Agreement anniversary touch
8) Referral touches reminder
9) Send Accountant's Letter for every Value Report
10) Pulse discussion

Step 5

Establish a cadence of valuable contact with every client you obtain, and your business will grow exponentially over time. You must start it today.

As we know, 80% of all sales are made from 5 to 12 contacts. Although they are already a client, you are still 'selling' to them. You are selling the implementation. You are selling referrals. You are selling a renewal. Therefore, you should establish a minimum of 12 touches with every single client and the Client Management Sheet can help you.

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

1) Visit/Zoom – at least annually
2) Call
3) DV – you have to ask and research
4) Email
5) Drip – which Drip Program is appropriate here?
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!

Write out your 'touch' plan and start executing it – today!

We all acknowledge that our clients are our biggest asset. They are our revenue stream. They are our referral source. They are our renewal source which leads to exponential growth. They are our advocates. They are our asset to sell at the end of the day.

Does it not make sense to invest more time, money, and effort into building great relationships with every single one of them?

As mentioned above, every single one of our top Franchisees builds great relationships with their clients. The advice is to use these tools to do the same thing.

Chamber of Commerce Strategies

Sales Strategies

Chamber of Commerce Strategies

There are many Franchisees that do very well with their Chambers of Commerce. There are also those that don't do well because they 'just go' and don't have a plan.

These following steps lay out several plans to do well with your Chamber of Commerce. There are many activities you can execute related to your Chamber if you simply choose to do so.

Unlike most of the other Sales Strategies some of these items don't carry on from step-to-step but rather are just independent ideas that will work for you.

Decide to create a flow of opportunities by doing something different than your current activities with your Chamber.

Step 1

List every member of the Chamber and then rank them in order of likelihood of a good relationship or a referral source. Employ the following tactics using the list to prioritize.

Step 2

Take out your phone at the next meeting and arrange to do two 1-minute mini-commercials with two different members. Just tell them that we video mini-commercials at Schooley Mitchell for Chamber members to "help promote your business" and ask them to step aside to a quiet place with you.

Simply ask them two questions and let them answer. "Take 60 seconds and please tell me about your business and what you do. What are the biggest values you deliver for your customers?"

That's it.

Now send the video to them the next day. They will love you for it. If you need help doing this, Marketing and Comms can help you.

Also post it to your LinkedIn, Splash Page, and other social media. Marketing and Comms can help you set up a YouTube channel if you wish to post them there as well. Of course, send the member the link to all the postings.

We have done this sort of thing at head office for some time, and the results are fantastic!

Even if you don't know the people in your Chamber, this is a great way to introduce yourself and get to know new people on a continual basis as well as provide them with great value.

Decide to do 1-minute mini-commercials with two Chamber members at every meeting.

Step 3

Arrange lunch with a different Chamber member every two weeks. Explain to them that we write short business profiles for Chamber members at Schooley Mitchell just to help out our fellow members.

This lunch is not for a Specific Ask – at least not yet.

Use the 'Getting to Know You' questioning process in the Marketing Manual and document their story. That way, the lunch is all about them. You will never finish the entire questioning process in one lunch, but it will give you enough information to write a short profile about them. It also provides you with a natural 'lead in' if you feel you have a good connection and would like to meet again – to learn more about them.

Sales Strategies

Chamber of Commerce Strategies

Write the short profile about them and use Marketing & Comms to help you set it up, so it looks like a professional profile.

1) Send it to them for them to use on their website and socials.
2) Send it to every Chamber member where you have obtained an email address, simply explaining that this is something we do for our fellow Chamber members
3) Keep building up your database of email addresses for this purpose. You will soon become an important member of the Chamber.
4) Post the profile to your Splash Page and link back to them.
5) Post the profile to your LinkedIn and other socials as well and send them the links
6) Keep track of who you send the profiles to in a spreadsheet so you can send existing profiles to people where you obtain their email address in the future – one at a time on a schedule that makes sense.

Step 3

After you have lunch – if you connect - arrange to touch them 12 times minimum. If you feel they could be a good potential client or referral source, start a program of outreach. Also start them on the SMARRT Relationship Program right away.

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) Follow up call
2) Lunch
3) Coffee
4) DV – did you ask?
5) Pulse
6) SMARRT steps
7) Plant a tree for them
8) LinkedIn message
9) Drip

Decide to follow up with each connection with a series of touches – starting today!

Step 4

Find a way to connect with Chamber management.

You can start them on the SMARRT Relationship Program, explaining this is what we do for our clients and close contacts at Schooley Mitchell.

Your goal here is to ultimately see if they are interested in a paid referral relationship where you can share part of your revenue with the Chamber itself.

Even if they are not interested in a formal paid relationship, it makes perfect sense to contribute to them anyway if you obtain a Chamber client. The process of doing that will result in their support in spreading the word. They will never send the check/cheque back and will soon realize that recommending you will help them. It is a more organic method of executing this process, but it will work just the same.

Sales Strategies

Chamber of Commerce Strategies

Message – "I appreciate my membership in the Chamber and would like to make a contribution. My fellow Chamber member, Jones Plumbing Supply has become a client of mine. As a result, I would like to contribute 10% of my earnings from helping them reduce their costs to the Chamber for general Chamber purposes. Thank you for all you do."

Decide to pay - 'contribute' to the Chamber for every Chamber client you obtain.

Step 5

Arrange with one member at each meeting to have a follow-up meeting to do a video about their business. This is not the same as the 'mini-commercial'.

This would be a 10-minute interview about their business. It can be done in person using your phone, or virtually via Zoom (or other software).

It's easy - craft several questions that you can ask them, including:

1) Tell me about your business and what you do.
2) How long have you been in business and please tell me how you got started?
3) Tell me about the biggest values you deliver to your clients/customers.
4) Do you have a particular type of client that would benefit from your business and what is your experience with that type of client/customer?
5) Please tell me a great story about a client/customer experience (or two).
6) Any other comments or stories you would like to tell us about your business?
7) How do people contact you?

Send these questions to them ahead of time, and ask them if there is anything else they would like you to ask them.

1) Send the video to them for them to use on their website and socials.
2) Post the video to your Splash Page and link back to them.
3) Post the video to your LinkedIn and other socials (YouTube) as well.

Step 6

If you want to get to know more members, suggest a speed dating exercise at the beginning of every meeting.

Everyone pairs up randomly with another member. For two minutes you tell the other member about your business and for two minutes you listen about theirs.

Over time, more and more members will become more familiar with each other. This exercise eliminates and issue with cliques at the Chamber. That roadblock disappears.

Step 7

Drip paid referral stories (Warehouse) on any members that have shown any interest in a shared revenue model.

Step 8

Volunteer for a committee or two. You will become familiar with the other members on that committee and that will carry value for you into the organization as a whole.

Sales Strategies
Chamber of Commerce Strategies

Step 9

Review the webinar in The Warehouse about a proper Sales (Networking)System, and learn to network in a planned fashion for each and every Chamber meeting you attend. Don't just go – it's a plan.

Summary – This is a simple summary. If you join a Chamber, don't just go. Employ some of these tactics to build much stronger relationships and create value out of your Chamber membership for your business.

Paid Referral Strategies

Sales Strategies

Paid Referral Strategies

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 (partnered with you) 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 shared revenue (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

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 (review the Partnering with Accountants Sales Strategy)

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

Sales Strategies

Paid Referral Strategies

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 shared revenue (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.

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 shared revenue (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 shared revenue (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.

Sales Strategies

Paid Referral Strategies

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 shared revenue (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 shared revenue (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 shared revenue (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.

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.

Sales Strategies

Paid Referral Strategies

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 precises 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.

Specific Asks – BNI etc.

Sales Strategies

Specific Asks – BNI etc.

This strategy will lay out how 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

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

Decide to research one member in your BNI every week

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 prosect 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

Sales Strategies
Specific Asks – BNI etc.

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,

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

Sales Strategies

Specific Asks – BNI etc.

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.

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.

Professional Meetings

Sales Strategies

Professional Meetings

This strategy will lay out how 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.

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?

Sales Strategies
Professional Meetings

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 ultimately 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

You're not even going to ask them to be a referral source – at least not right now.

This is the biggest mistake our people make

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 or a referral source.

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

Sales Strategies
Professional Meetings

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've had a great day so far as I've had 4 really good client briefings already today"

Or

"It's going to be great day as I have 4 more client briefings scheduled after we're done talking."

"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"

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…

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Contact List Perpetual Strategies

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?

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.

Sales Strategies

Contact List Perpetual Strategies

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

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?

Sales Strategies
Contact List Perpetual Strategies

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 – starting today!

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.

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.

Sales Strategies
Contact List Perpetual Strategies

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

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)

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.

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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 outing off and also to hold a company function for their mangers.

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

Partnering With Accounting Firms

Sales Strategies

Partnering With Accounting Firms

This strategy will review 'Partnering with Accounting Firms.'

Step 1

Identify an accounting firm that would be a good target

Not a National Firm and not a sole proprietor

Choose a firm that has several staff members – and hundreds of clients

Step 2

Identify the partner you would like to approach

You may need to talk to some other professionals or businesspeople to determine who is a 'business development' type accountant

Check their website and see if they have a 'Contact Us' link

Make a query so you get a response from them

"I'm not sure if you can help my clients or not but I would like to speak to you."

Reach out to them directly as an alternative and offer to buy them lunch

Tell them you are looking for an accounting firm to partner with to provide professional services to business clients

Perhaps it's the accountant in your Chamber or your BNI

If you are setting Professional Coffee Meetings with accountants, you would do this as a follow-up to the initial coffee meeting once you establish that it is someone you would like to pursue

Decide to identify an accounting firm and a partner and make a plan to get in front of them.

There is a difference here

Option 1

1) Your coffee meeting strategy may produce someone to follow up for this purpose, but it should not be the purpose of the initial coffee meeting – you are just getting to know them

Option 2

1) You are reaching out specifically for this purpose, which is not a normal coffee meeting

Step 3

Go to the lunch fully prepared to learn about them

Customize the 'Getting to Know You' lunch questionnaire in The Marketing Manual

Sales Strategies

Partnering With Accounting Firms

Ask these questions and document their story

Prepare a handout to describe what you are proposing

The Marketing/Comms team can help you with this document if you want to make it look good

Continue to reference it as a 'partnership' – that's their lingo

Decide to set a lunch with an accountant to discuss a potential partnership and go fully prepared to the lunch.

Step 4

Prepare a Business Partnership Proposal – prepare this document with the help of Comms/Marketing

Purpose – To Improve Profitability of Business Clients

How – Contingency Based Cost Reduction Services in 18 Cost Categories

Zero Fees for the audit work (use the word audit – again, it's their lingo)

Fees Earned – 50% of client savings for 36 months

Partnership Fees allocation

Example

Client Saves $40,000

Fees Earned - $20,000

Cost of Auditing Specialists - $7,000 (35%)

Cost of Record Gathering & Fact Finding - $1.000 (5%)

Overhead - $1,000 (5%) (this is yours too – you're just isolating for purposes of the split conversation)

Partner Share – Smith & Jones - $5,000 (25%)

Schooley Mitchell Share - $6,000 (35%)

You are keeping 75% here before you pay head office 35% (+ Client relations – optional)

Decided to document your proposal in a professional presentation format

Step 5

Also document

Client Benefits

1) Every net dollar saved goes right to the client bottom line

2) Time savings in managing vendors, tracking weekly market changes for 18 cost categories, checking invoices for price creep and errors, negotiating contracts, etc.

Sales Strategies

Partnering With Accounting Firms

3) Security that they are making the right decisions about getting the right services from the right vendors at the right prices, with professional guidance

4) Access to Schooley Mitchell knowledge and clout from 31,000 clients completed, 4,700 vendor relationships and in excess of $1Billion in client savings

5) Monthly audit/monitoring to guard against errors and price creep and review market options

6) Optimal contract and agreement negotiation

Decide to document the benefits (currencies) received by each client

Step 6

Create and learn a specific story or two to really connect

Story time

One of our partners, Jerry, from a tax specialty firm has been partnering with us for several years now. We have worked together on a few dozen clients over the past few years. Jerry just saw it as a way to increase his clients' profitability by managing these ancillary expenses properly.

The clients certainly have more confidence in his services because he has been able to help them in so many different and unexpected ways.

I don't think he really expected the results we achieved together, but his share of the fees earned so far is in excess of $2 Million at this point. In that case, the series of clients have increased their profits by more than $16,000,000 for the sharing period and much more afterwards as they continue to save well past that point.

Many of the clients have renewed resulting in an income stream for everyone well beyond three years.

Jerry is very happy that we started this partnership and continues to bring clients into the process.

This is your story – learn it – word for word - and make it yours internally.

Decide to learn this story and maybe one other story as well

Step 7

Document an example with some meaningful numbers

Savings percentages vary by cost category

Let's say we save 50 clients $4,000,000

That creates a partnership income share of $500,000 for Smith & Jones

(See table in slick)

Sales Strategies
Partnering With Accounting Firms

Step 8

Outline participation – emphasize that they can be involved or not, depending on their preference
Document these steps so they can see the level of work we provide and our professionalism.

Participation in the Process
1) Briefing with the client to explain the services
2) Audit, reconciliations, negotiation, reports, post audits – Schooley Mitchell audit staff
3) Value Report presentation to review the findings
4) Implementation of the results – Schooley Mitchell audit staff
5) Post Audits – Schooley Mitchell Post Audit Staff

Schooley Mitchell will lead for both presentations for steps 1) & 3)
Smith & Jones can participate in either or both 1) & 3), or not at all

Step 9
Claim the value of our work by outlining the VR

Work Product – Value Report
Following the audit the Value Report will show the client their three best options to consider
Included
Executive Summary outlining the three recommended options
An overview of the reasoning for the options
Details of the featured option on an item-by-item basis
Savings Summary
Graph of savings results

Step 10
Emphasize the ongoing audit procedures we execute for each client

Continuing Service
Invoices are audited every month for 36 months
Purposes
1) Calculate savings

Sales Strategies
Partnering With Accounting Firms

2) Eliminate billing errors
3) Guard against price creep
4) Monitor vendors
5) Monitor ongoing market changes for additional opportunities

Summary

Outlining this strategy in this manner changes the focus from a ‘paid referral’ to a partnership focus

It will be much more acceptable to them on this basis

Yes, you are offering a higher paid referral percentage but hopefully you can get them to introduce you directly to multiple clients

I would rather have 40% of $1,000,000 than 65% of $10,000

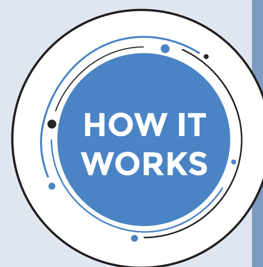
You will need to be rejected (maybe several times) in order to find the one that ‘gets it’

Business Partnership Proposal

A
Purpose

How It Works

- Zero fees for the audit
- Contingency based cost reduction services in 18 cost categories
- Fees Earned – 50% of savings for 36 months



B
Client Benefits

1) **Immediate profit impact** – every net dollar saved goes directly to the bottom line
2) **Time Savings** – Eliminate time managing vendors, tracking weekly market changes in 18 cost categories, checking invoices for price creep and billing errors, and negotiating contracts
3) **Security** – Ensure they are making the right decisions about obtaining the right services from the right vendor, for the right price, with professional guidance
4) **Clout** – Access to Schooley Mitchell knowledge and clout from 31,000 clients completed, 4,700 vendor relationships built, and in excess of $1 billion in client savings
5) **Monitoring** – Monthly audit/monitoring prevents billing errors, price creep, and identifies new market opportunities
6) **Contracts** – Optimal contract and agreement negotiation

C
Partnership Fees Allocation – Example

Client Savings – $40,000
Fees Earned – $20,000

- Cost of Auditing Specialists – $7 ,000 – 35%
- Fact Finding and Record Gathering– $1,000 – 5%
- Overhead – $1000 – 5%
- Your Partner Share – $5,000 – 25%
- Schooley Mitchell Share – $6,000 – 30%

D
Work Product – Value Report

- Following the audit, the Value Report will reflect the three best savings options
- Executive Summary, outlining the three recommended options
- An overview of the reasoning for the options
- Details for the featured option on an item-by-item basis
- Savings Summary
- Graphical analysis

SCHOOLEY MITCHELL Business Partnership Proposal

E — Participation in the Process

1) Briefing with the client to explain the services – Schooley Mitchell & Partner (optional)
2) Audit, reconciliations, negotiations, reports – Schooley Mitchell audit staff
3) Value Report presentation to review the findings – Schooley Mitchell & Partner (optional)
4) Implementation of the results – Schooley Mitchell audit staff
5) Post Audits & Monitoring – Schooley Mitchell post audit staff

F — Continuing Service

Invoices are audited every month for 36 months

1) Calculate monthly savings
2) Eliminate billing errors
3) Prevent price creep
4) Monitor vendors
5) Monitor ongoing market changes for additional opportunities
6) Annual Market Review
7) Accumulated Savings Reports -Annually

G — Accumulated Partnership – Savings Example

Clients	Annual Savings	36 Months Savings	50%	Total	Your Share
30	$5,000	$15,000	$7,500	$225,000	$56,250
50	$25,000	$75,000	$37,500	$1,875,000	$468,750
100	$40,000	$120,000	$60,000	$6,000,000	$1,500,000

H — Existing Partner Experience

One of our partners, Jerry, from a tax specialty firm has been partnering with us for several years now. We have worked together on several dozen clients over the past few years. Jerry just saw it as a way to increase his clients' profitability by managing these ancillary expenses properly.

The clients certainly have more confidence in his services because he has been able to help them in so many different and unexpected ways.

I don't think he really expected the results we achieved together, but his share of the fees earned so far is in excess of $2 Million at this point. In that case, the series of clients have increased their profits by more than $16,000,000 for the sharing period and much more afterwards as they continue to save well past that point.

Many of the clients have renewed resulting in an income stream for everyone well beyond three years.

Jerry is very happy that we started this partnership and continues to bring clients into the process.

Joint Presentation with Centers of Influence

Sales Strategies

Joint Presentation with Centers of Influence

This is a strategy that is not executed by nearly enough Franchisees and yet can be so central to building a great professional business over time. We know that building strong business relationships with other professional advisors can be very helpful to your business in several ways. One way to do that is to fully execute this strategy to build long lasting relationships with other professionals. This is a farming activity and will create long-term results for you as opposed to instant gratification. Start the process today and results will be in the near future.

Decide to execute a series of joint seminars with other professionals.

Step 1

The first step is to identify a professional person from several disciplines that you think can refer their clients to you. You should identify those professionals that have several hundred local clients and not those from national-type firms or sole-proprietor-type firms. Make a list of only one from each profession, as follows:

Accountant

Lawyer

Banker

Financial Planner

Commercial Insurance

IT Consultant/Vendor

Other Consultant(s)?

Are these the people you would like to build a long-term relationship with to build your business?

Step 2

Plan your approach to them to offer a joint seminar for businesspeople. You are the organizer and therefore will bring them value by offering to include them on the panel of 'Business Experts'.

I am planning to put on a live seminar for businesspeople with a panel of professional business experts. I would like to invite you to sit on the panel as one of the experts. The panel will include several professionals, including accounting, legal, banking, commercial insurance, IT, financial planning, and cost reduction.

A panel like this will provide tremendous value to the business community and will also afford you the ability to gain exposure as well as build great professional relationships.

There will be no cost for you to sit on the panel.

If you have an interest in sitting on this professional panel, please let me know and I will reach out with more details, including appropriate timing and location for the seminar.

Of course, you would customize this for each different professional including the following information.

Accountant – Your topic would be a 15-minute discussion about accounting, record keeping, and tax topics pertinent to a variety of businesses.

Lawyer - Your topic would be a 15-minute discussion about legal topics pertinent to a variety of businesses. Things like buy-sell agreements, shareholder/partnership agreements, or other legal topics you deem to be appropriate, etc.

Banker – Your topic would be a 15-minute discussion about banking and finance topics pertinent to a variety of businesses. Things like proper cashflows & projections, financing instruments, service charges and interest management, and other banking topics you feel are appropriate for an audience of businesses.

Insurance – Your topic would be a 15-minute discussion about commercial insurance topics pertinent to a variety of businesses, including business interruption insurance, key man insurance, errors and omissions insurance etc.

Financial Planner – Your topic would be a 15-minute discussion about wealth planning topics pertinent to a variety of businesses, including investment planning, estate planning, tax mitigation, etc., and other topics you feel are appropriate for an audience of various businesspeople.

IT Person – Your topic would be a 15-minute discussion about technology and the changing landscape pertinent to a variety of businesses.

Step 3

Prepare your own 15-minute segment related to cost control. Marketing and Comms can help you with the content and Power Point if you wish. Consider including the Lettuce Story or the Queen of Diamonds to provide a little entertainment. Make sure you provide some good advice to the audience regarding cost control and management. Don't be afraid to give away good tips – they won't implement them anyway.

You may also want to take a few minutes after you're done to do the envelope presentation. Yes, you are taking a little extra license here but you did everyone on the panel a pretty big favor so it shouldn't be an issue to take an extra five minutes at the end.

Step 4

Approach the Chamber of Commerce to offer a free seminar for business management with several business experts for the entire Chamber membership. Plan a date and location with them if they have those resources. If not, you may need to rent an appropriate training facility in a hotel or appropriate locale.

Step 5

Make sure you have an hour at the end of the night for networking capabilities for both the audience and the panel. Think about appropriate refreshments of some kind. It doesn't have to be alcoholic refreshment, and you may ask the panel to split the cost if you feel it will be too expensive.

Step 6

Plan to do the same thing every 6 or 12 months with the same panel. This is all about building relationships with the six or seven panel members and not so much about the audience for you. Don't lose sight of this as your primary goal which is different from the other panel members. This is all about ultimately establishing a referral flow from the other panel members, but it may take some patience to get there.

If you need other means of obtaining an audience for additional events, there are several other alternatives.

Offer it to a Service Club and tell them they can include all their members, but each member can also invite several businesspeople they know.

There are various Service Clubs that should have an interest in this sort of presentation for their group so this can be done on a cyclical basis.

You could also ask each panel member to bring five of their clients, which will create an audience.

You can also ask the panel to create a new presentation so you can go back to the Chamber for a return performance.

You could also contribute $500 each and advertise.

SCHOOLEY MITCHELL

Sales Strategies

Joint Presentation with Centers of Influence

Step 7

As soon as the first session is over, start each panel member on the SMARRT Relationship Builder Program. 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 (6 or 7 panelists) you will establish several relationships of reciprocity, and that will result in referrals or clients 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 immediately for all panel members.

Step 9

It may not be appropriate for every panel member but determine which people are worth a follow up and plan the next interaction – briefing, lunch, coffee, etc.

Isolate the most likely clients and referral sources and plan specific follow-ups.

As described above, use SMARRT for every one of the panel members. However, the individuals where you feel you have a specific opportunity start a cadence of contact. We know that sales (client or referral source) will take place between 5 and 12 contacts, so we need a plan for at least 12 contacts using different methods:

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!

Summary – If you become the driver that puts together regular joint seminars with other professionals, you will build great relationships with 6 or 7 people that can refer multiple clients to you. This is an easy way to get in the door to garner favor with other professionals. Be patient in terms of receiving direct results. Just keep building it and they will come.

Pay Local Organizations For Referrals

Sales Strategies

Pay Local Organizations For Referrals

This strategy will lay out how to create solid and profitable Partnership (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

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". Make it feel like a fundraising partnership.

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.

Sales Strategies

Pay Local Organizations For Referrals

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.

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

Sales Strategies

Pay Local Organizations For Referrals

with the result. Shannon was happy too as he received $5,800 as his partnership 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.