SCHOOLEY MITCHELL

Marketing Manual

Envelope Presentation

If I can put $2.00 in your bank account would you be willing to give me $1.00?

All I need to do in order to do that is review your (telecom, merchant services, small package shipping and courier, waste, electronic logging devices, eSignature, fuel, facility supplies, less than truckload, software as a service, uniforms and linens, unified communications as a service, compressed gases) invoices

You;

1) Incur no expenses
2) Use no internal resources
3) Incur no risk
4) Are in charge of the go/no go decision on my recommendations

To the company;

I have reviewed my clients records and uncovered some errors as well as better options for my client

The results are in my report – please forward the $2.00 to my client

Best Part – You will receive the $2.00 every month!

Better Part – We only receive our one dollar for 36 months and then the entire $2.00 stays in your bank account!

Introduction

A single slip of paper folded over <u>50 times</u> would create a stack how high?

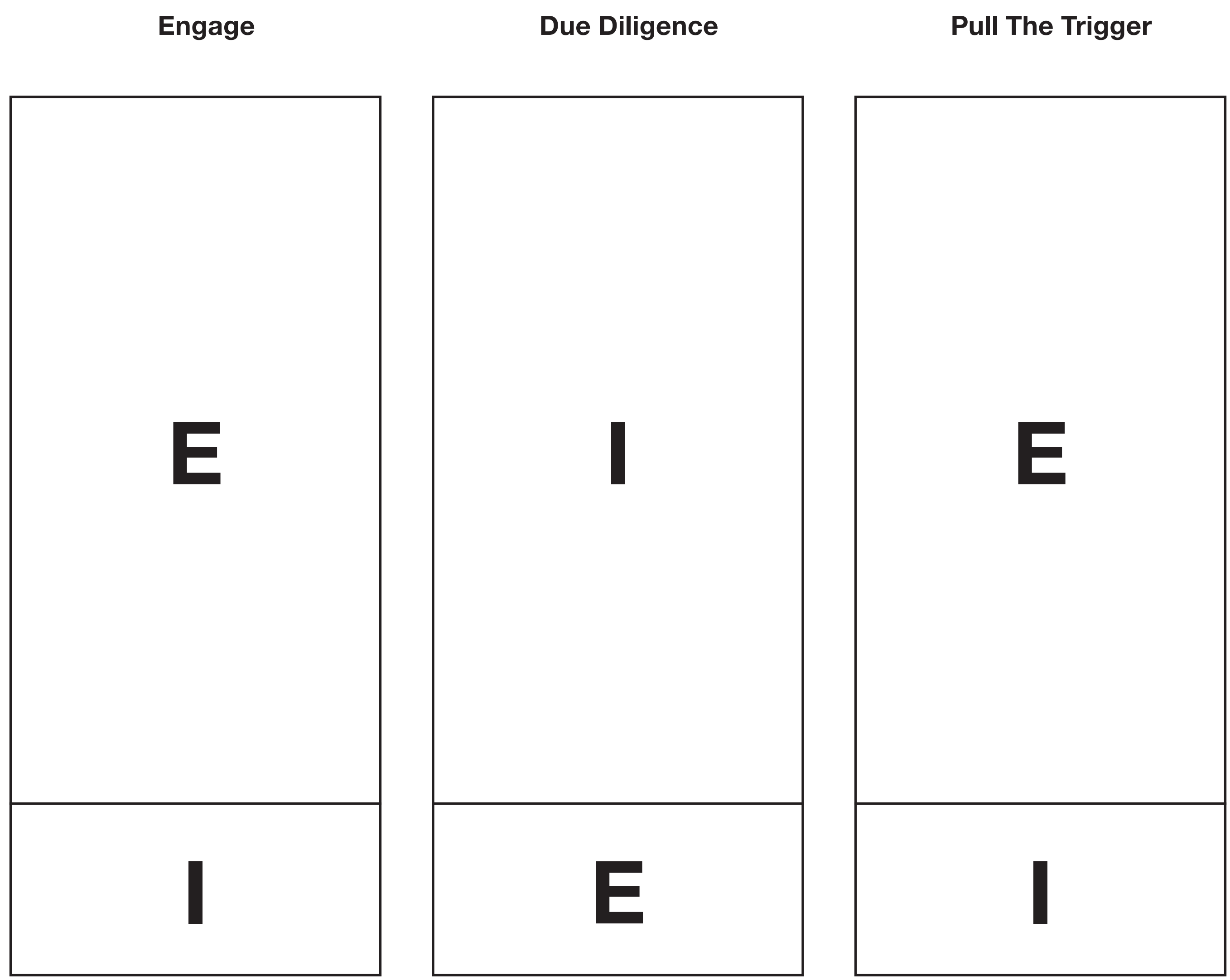
Introduction

Linda is 31 years old, single, outspoken, and very bright. She majored in philosophy. As a student she was deeply concerned with issues of discrimination and social justice, and also participated in anti-nuclear demonstrations

How likely is it that Linda is:

a) A teacher in an elementary school
b) A bank teller
c) Insurance Agent
d) Works in a book store and takes yoga lessons
e) A bank teller and is active in the feminist movement

Introduction



Emotion vs. Intellect in Buying Decisions

Introduction

Opportunity isnowhere.

A pessimist sees the difficulty in every opportunity; an optimist sees an opportunity in every difficulty. – Sir Winston Churchill

Attitude – It's In Your Control!

Two Shoe Salesmen

There is a tale about two shoe salesmen who travel to a developing country in search of new business opportunities.

One man calls his wife the moment he lands, telling her, “Honey, I’m coming back home. There’s no hope here. Nobody here is wearing shoes, so there’s no one to sell to.” He boards the next flight home.

The second man calls his wife and says, “Honey, you wouldn’t believe what I found here. There is so much opportunity. No one here is wearing shoes. I can sell to the whole country!”

There’s opportunity everywhere. When we have a consciousness of expecting the magic to happen, it will happen. We’ll find the right people, we’ll move in the right circles, we’ll ‘bump’ into the right solutions. It all starts with that opening in the mind.

Introduction

Miscellaneous

Situation

You just finished working for the 17th straight day. You have averaged 12-hour days during the week and eight hours per day on weekends. Your clients are demanding quick service and there seems to be no end in sight. You have eleven more projects to complete within the month. You remember your child's name but didn't realize they had pierced their nose. Your spouse told you last night that the kid had done it three weeks ago.

Despite being challenged for time and sanity you still have to attend the annual Chamber of Commerce dinner because you are President. You walk in the door of the dinner meeting and
the first person that greets you says “Hey Pat, I haven't seen you in a while, how's business?”

Your reply is…?

Introduction

Credos

1) Business is great and we're looking for more!

2) |Satisfied customers are my best referral source. I just have to tell them I want new business and ask for referrals.

3) Good is the enemy of great.

4) We not I.

5) I love ____________ (Tell your prospects what you love most about what you do, it creates enthusiasm, confidence and curiosity) – talk about your passion; talk about your mission.

6) The critical few. The trivial many. It's all about results.

Think about your activities. Are you getting bogged down by <u>trivial</u> tasks and issues that don't really affect the success of your business? You should be focusing on the <u>few critical priorities that drive results.</u>

Introduction
We Implore You To

WE IMPLORE YOU TO…………

Read the marketing manual – on a periodic and regular basis

Start with small clients to begin your business

Small Client Examples:

1. Accountant’s Personal Tax Practice

2. Original Franchisee Story

3. Early Franchisee Story

4. Start With Community Vendors

Introduction
Your Community Vendors

Enter Date Here

Enter Community Vendor Here
Enter Community Vendor Name
Enter Community Vendor Address Here
Enter Postal Code Here

Dear Community Vendor First Name:
As you know, I have been a customer of yours for some time now. Actually, I would describe myself as a satisfied customer who has been more than happy. I know in my business, satisfied customers are our most important asset, and hopefully you feel the same way.

As one of your satisfied customers who has helped your business increase your success in the past, I would like to show you how our business can increase your profit even more.

I know that sounds aggressive, but the reality of our service is that we cannot possibly decrease your bottom line. In other words, there is no cost for our professional service.

All we do is examine all of your essential business services, such as telecommunications, merchant services, small package shipping and courier, waste, electronic logging devices, eSignature, fuel, facility supplies, less than truckload, software as a service, uniforms and linens, unified communications as a service, compressed gases. We make sure you are being billed correctly, and you have the best prices and services available to you. If we are unable to find ways to increase your profit, then we don't charge any fees!

First of all, you would be surprised how often there are overcharges in these invoices. We recover that money for you!

Secondly, with all of the changes to these industries on a daily basis, it is impossible to keep up with all of your options. That's what we do for you – and our only fee is to share in the savings we identify for you for a limited period of time. The rest goes directly to your bottom line – forever!

The result is that we review your service invoices and contracts, and we bring you recommendations to increase your bottom line. If we can't find anything for you, then there is no fee. That means that it's a risk-free service with the only possibility being to find you extra money for your bank account, or we simply confirm that you have everything the way it should be at no cost.

Either way, you win!

One other important point to make is that we don't sell you anything. We are completely independent of any vendor of these services, so we are only looking for the best options for you, based on what you need.

Just as I have been a customer of yours, I would like to show you how you will benefit by being a customer of mine!

Yours truly,

Type Your Name Here
Schooley Mitchell

Introduction

Your Community Vendors

Community Vendors Checklist

Discussed
Pulse

Leverage your relationships and make money at the same time!

The time when you have the most leverage is when you are 'giving', so it only makes sense that your strongest position is when you are buying something. Make a list of everyone you buy from or transact with – go through your bank statements and credit cards.

	Company Name	Contact Name	Letter Sent Via Email	Discussed Pulse	Subscribed to Pulse
Appliance dealer			☐	☐	☐
Car dealer			☐	☐	☐
Car mechanic			☐	☐	☐
Insurance agent			☐	☐	☐
Real estate agent			☐	☐	☐
Electronics dealer			☐	☐	☐
Computer dealer			☐	☐	☐
Clothing store			☐	☐	☐
Hairstylist			☐	☐	☐
Church			☐	☐	☐
Sports association			☐	☐	☐
Recreation association			☐	☐	☐
Grocery store			☐	☐	☐
Shoe store			☐	☐	☐
Favorite restaurant			☐	☐	☐
Bank/credit union			☐	☐	☐
Travel agent			☐	☐	☐
Contractor			☐	☐	☐
Plumber			☐	☐	☐

Introduction
Your Community Vendors

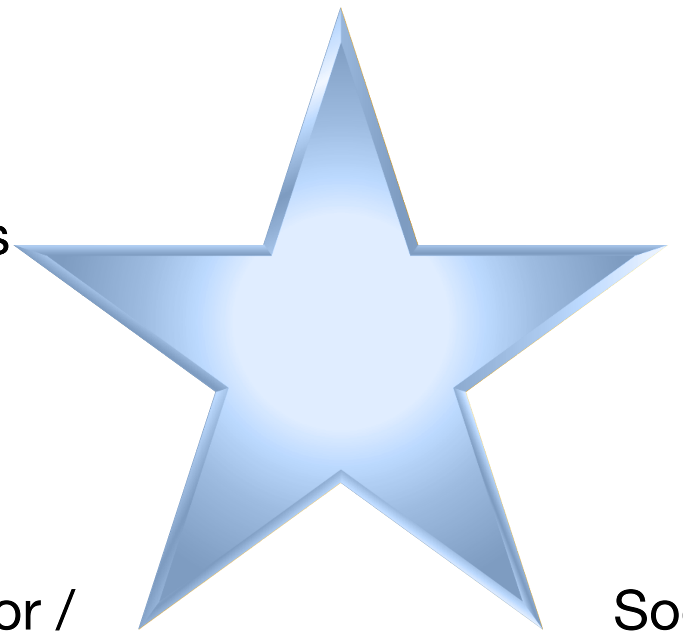
	Company Name	Contact Name	Letter Sent Via Email	Discussed Pulse	Subscribed to Pulse
Electrician			☐	☐	☐
Sports store			☐	☐	☐
Painter			☐	☐	☐
Service club			☐	☐	☐
Accountant			☐	☐	☐
Lawyer			☐	☐	☐
Financial planner			☐	☐	☐
Kids activities			☐	☐	☐
School			☐	☐	☐
School board			☐	☐	☐
Day care			☐	☐	☐
HVAC			☐	☐	☐
Garden center			☐	☐	☐
Landscaper			☐	☐	☐
Doctor			☐	☐	☐
Dentist			☐	☐	☐
Other medical			☐	☐	☐
Hardware Supplier			☐	☐	☐
Professional Assoc.			☐	☐	☐
Specialty stores			☐	☐	☐
Spouse's vendor			☐	☐	☐

Shining Star

Vendor – Business

Neighboring Business

Client / Customer



Family / Neighbor / Friends

(Do They Know Businesses)

Socialize / Recreation / Networking

Introduction
Your Community Vendors

Promote Your Suppliers

Unsolicited promotion of every company where you buy goods or services – business and personal vendors

Every time you buy something, think of networking!

1) Letter of recommendation – once per week for a different vendor for a year
   Use the testimonial generator

2) Video testimonial – once per week for the following year

Let business owner know by sending a letter, then post the testimonial to your splash page with a link back to their site. Also post to your LinkedIn, Facebook, etc.

3) Share on social media and post to review sites eg. Angie's List, TripAdvisor, Yelp, Google Review, LinkedIn recommendation

Sample testimonials and letters available in the Warehouse:
Libraries > Sales & Marketing Library > Promote Your Suppliers

Introduction

Your Community Vendors

Promote Your Suppliers

Example of a testimonial that you write without being asked for every business where you purchase **business goods or services**. Use the second paragraph to promote them generally and the rest to describe your experience and happiness. Never use the exact same letter twice.

No Date

To Whom It May Concern,

I recently met with a colleague at Earl's restaurant for a business lunch and my experience could not have been better.

Earl's is the fastest growing Casual Dining restaurant chain in the city. They feature a varied fare to appeal to all tastes with very reasonable pricing. Each restaurant boasts a certified chef to ensure quality standards are met for each dining experience. They really focus on special care for their clientele.

From the minute I walked in the door I was treated with respect and professionalism. I was greeted with an earnest smile and a happy greeting. They really did make me feel that they were pleased that I had chosen their restaurant for my business lunch.

At Schooley Mitchell we focus on getting to know our clients and colleagues so business lunches are frequent. My experience at Earl's stood out.

The service was great and the food was great as well. The atmosphere was conducive to a good, professional conversation with my guest. While I know it was just lunch they made me feel welcome and satisfied to the degree that I felt compelled to write this letter of recommendation.

I really would recommend Earl's to any business person wishing to entertain clients and build solid relationships.

Yours truly,

Jane Smith

Promote Your Suppliers

An example of a note you can send to the owner of the business that you are sending the testimonial to on an unsolicited basis. Explain the values they receive because of this letter.

Dear Peter:

The last time I was at your restaurant, I had a very pleasant experience. Actually, it has always been a pleasant experience every time I visit for my business lunches and meetings.

As a result, I thought I would write a letter of recommendation for you. I don't know if you will find it useful but I hope you do.

I have mailed you a hard copy so you have that to use as you wish but I am also sending you an electronic version to use as well. When my customers recommend me I find it useful to post the note on my website and social media sites, and also to send to people from time to time.

I will also post it to my website at www.schooleymitchell.com/smith with a link back to your website for you. Hopefully that will create a little extra traffic for you, and if nothing else that link back to your site will create some search engine optimization value for you.

I really appreciate your commitment to run a great business and I just wanted to show you that sometimes people take note of a job well done.

Yours truly,

Jane Smith
Schooley Mitchell

Introduction

Your Community Vendors

Promote Your Suppliers

Example of a testimonial that you write without being asked for every business where you purchase **personal goods or services**. Use the second paragraph to promote them generally and the rest to describe your experience and happiness. Never use the exact same letter twice.

No Date

To Whom It May Concern:

When I go to a convenience store to pick up a few supplies I don't really expect too much. However, whenever I visit Quick Stop at Front and Lake I always feel as if I have been treated well.

Quick Stop is a chain but each store is customized for the neighborhood where they operate. They stock thousands of commonly needed items so their customers can meet their needs without having to deal with the big grocery stores. Lots of parking and friendly service is their motto.

I would say they meet that standard every time I visit. Whether it's Jenny Chan, or one of her well trained employees that serves me, it's always friendly and efficient. I don't think I have ever visited the shop when they didn't have what I needed.

I appreciate the hard work that Jenny puts into her small businesses and I would recommend her Quick Stop store to everyone within driving distance.

Yours truly,

John Smith

Introduction

Your Community Vendors

Promote Your Supplier

Note to the owner of the business that you are sending the testimonial to on an unsolicited basis. Explain the values they receive because of this letter.

Dear Jenny:

Every time I visit your store I come away feeling that you have gone out of your way to be friendly and helpful to me.

As a result, I thought I would write a letter of recommendation for you. I don't know if you will find it useful but I hope you do.

I have mailed you a hard copy so you have that copy to use as you wish but I am also sending you an electronic version to use as well. When my customers recommend me I find it useful to post on my website and social media sites, and also to send to people from time to time.

I will also post it to my website at www.schooleymitchell.com/smith with a link back to your website for you. Hopefully that will create a little extra traffic for you, and if nothing else that link back to your site will create some search engine optimization value for you.

I really appreciate your commitment to run a great business and I just wanted to show you that sometimes people take note of a job well done.

Yours truly,

John Smith
Schooley Mitchell

Introduction
Client Evaluation Criteria

Prospect's Evaluation Criteria

As a professional advisor to business clients (accountant, lawyer, architect, engineer, cost reduction consultant), what criteria do you think those business clients evaluate before they choose you as an advisor rather than choosing a competitor. List five criteria that you feel will be evaluated, beginning with the most important.

Introduction

Client Evaluation Criteria

A Marketing Study in the United States, based on actual responses by prospective business clients, documenting the reasons they picked particular professional firms for service, resulted in the following ranking:

1) Specialization in their particular industry

2) Recommendation of other clients

3) Recommendation of third party (lawyers, bankers)

4) Aggressiveness of the firm

5) Current client list – who is on it

6) Size of organization

7) Fees

Introduction

Client Evaluation Criteria

Accounting firm partners completed the same survey and picked Fees as No. 1

THE SCHOOLEY MITCHELL 4X4 CONCEPT

The four Purposes of Business are:

Get Customers

Satisfy Customers

Keep Customers

Grow Business with/from Customers

The four Basic Currencies of all trade are:

Money

Time

Security

Knowledge

4x4 Concept – Purpose and Benefits/ Objectives and Currencies

Get		Money
Satisfy	X	Time
Keep		Security
Grow		Knowledge

THE SCHOOLEY MITCHELL 4X4 CONCEPT

Delivery

Our marketing strategies and execution of our assignments must center around the delivery of these currencies to our Clients. Each strategy must be driven by the achievement of the purposes of business, and the purpose must be clear with each strategy.

Message

Our message must clearly state how we will deliver benefits to our Clients in these currencies.

THE SCHOOLEY MITCHELL 4X4 CONCEPT

TIME Let's talk lettuce!

MONEY We cannot decrease your bottom line … the only possibility is to increase it!
We are the cost reduction experts!

SECURITY We don't have a horse in the race. All solutions are for your benefit and not the suppliers benefit. The security is that we find the right solution – for you.

KNOWLEDGE We are the largest cost reduction consulting organization in North America.

We deliver that wealth of knowledge to you!

Introduction

The Four Cornerstones

Our specialty is expense reduction!

Our entire advertising and marketing strategy centers around the concept of specialization and expertise.

Independent
Objective
Professional
Expert

Introduction

WII – FM

Remember when you are prospecting:

The world's most popular Radio Station:

WII – FM

What's In It for Me?

Ask for a Briefing

Strategy: Ask for a Briefing
• "I'm not sure if I can help you"
• "I'd like to show you so I can determine if I can help"
• Briefing in 14 days (or 21) – schedules are usually not filled that far out; people will commit that far out

Sample

Hi, this is Dennis Schooley from Schooley Mitchell calling.

I'm an Optimization Specialist for the [auto] industry. I help companies cut your business costs in several areas, all those costs below the gross margin line, the costs that cause death by a thousand cuts, all from an independent standpoint. I'm not sure if I can help you or not, which is why I'm calling.

We've helped other companies like yours and I'd love to be able to come in to show you what we've done for them. It will help me determine if we're able to do the same for you.

I'd like to set up a short briefing, it should take 20 to 30 minutes. Do you have something open on your calendar two weeks from now?

Scripts

Two Line Intro – What We Do

Always be the first to ask what they do – listen with interest, empathy, and ask a few questions.

They will always ask what you do. Your response:

We are the profit keepers.

Two Line Intro – What We Do

We've had a couple of people ask me what we use for a one-line explanation when asked what we do (OK – two liner). Here's a great teaser which then will get people to ask further questions so you can go into your more descriptive stories and elevator speech.

"You know how business people pay too much for their telecom, merchant services and courier and don't know if they're paying the right amounts? That's what we do – we help make sure they're not paying more than they should be paying to their vendors."

"By describing a common problem first, it helps the potential client perceive a need and then they see you as the potential solution." (Jeff Mowat)

Elevator Speech Sample – Core Service

Our core service is pretty simple. We review everything you do for our expense categories with a view to save you time and money.

Our audit includes the review of most of your expenses below the gross margin line.

We do three basic things.

Firstly, we make sure that you are being billed correctly, and you would be shocked how often we find mistakes. Then we would get your money back for you and put it back in your bank account.

Secondly, we will check your services for you to see if you are paying for things you don't either need or want.

Thirdly, and more important than the other two we examine the whole marketplace using our specialized processes and tools to identify the best prices possible while maintaining the same level of service for you.

Two really great things about our service:

1) One, our Fees are self-funded from the savings; if we don't find savings for you, there is no fee at all - just a free audit. What it really means is your vendors are paying us.

2) Two, we are completely independent of all vendors - we only look out for your best interests. We don’t have a horse in the race.

Telecom or IT Manager

While you deal with the important projects that are on your plate, we can work behind the scenes for you and analyze the nitty-gritty bills for you – we can look at it on a phone-by-phone, line-by-line, service-by-service basis for you. We have specialized tools and staff available to do those things that are just impossible to get at with your busy schedule. We can probably help you identify some savings, and we'll prepare a report for you to take to the board. We really work behind the scenes to see if we can help you identify some areas where you can create some budget room for more important projects that you would like to implement.

Fee Based Job

There are a number of reasons we can help you:

The suppliers know that we are familiar with the market so they tend to keep their pencils sharp – we probably recover a good portion of our fee for you through reduced pricing.

You can concentrate on your business, while we spend our time dealing with vendors, technology options, and comparing quotes. We spend our time making sure we're comparing apples to apples for you.

Through our knowledge and experience, we help you get the right thing, at the right price, from the right supplier – for now and for the future – we help you avoid mistakes.

Service Agreement Description – Common Language Short Version

Our Service Agreement is pretty simple.

1) It says that you want me to do this
2) It says that you are going to give me the records I need to do my work
3) It says that you get last call on go-or-no-go
4) It describes how we calculate things
5) And it says you will not take advantage of me

You can follow up any meeting by emailing the summary to your prospect 'just to provide a quick summary for you to help in your review'

Distinctive Value
Formula

$$(EV + DV) \times T = PS$$

Distinctive Value

Stress and Knowledge

Stress and Knowledge

1. Identify Stress/Dissatisfaction

- Better Questioning Techniques; the real stress of the business and the individual you're speaking to (see Questioning Techniques section)
- Not necessarily related to our core services but in general

2. Remove Stress

- Better Presentations – Best Solutions
- Can we cause knowledge to be delivered that addresses the REAL stress of the business AND the person

3. Examine Events

- Examine current events to determine who may be stressed by a particular event
- Can we provide something of knowledge/value to address that stress thereby building a trusting relationship?

4. Ask The Question!

- When you're not working 12 hours a day, what do you do for fun?
    - o How long have you been doing that?
    - o Really? What kind of _____?

Distinctive Value

High Touch

High Touch

- High Touch Creates Trust – as long as it's meaningful

Causing Action

Change Will Only Happen If:

- Pain is so great they have to
- Pleasure is so good they want to

Distinctive Value

Connect in a Meaningful Way

Connect in a Meaningful Way

- Pulse – Illustrates caring; nobody else does it
- Drip Marketing
- Personal Interest – Deliver knowledge-based information (Distinctive Value) to address the personal interests of the individual
  - When asked how you knew something personal about your prospect, explain: “Because it’s my business to know my clients and potential clients.”
- Acknowledge the anniversary of signing your Service Agreement with them each year; Show the importance of the relationship and send them something of value
- Send thank you cards and letters
- Look for ways to deliver personal value – Think hard about this process!

Distinctive Value

High Touch
Introduction to The Pulse

Dear (Recipient First Name):

One of the great programs we have at Schooley Mitchell is called ‘The Pulse’, also known as The Schooley Mitchell Business Education Network.

We provide this program free of charge to all of our business contacts, and to all of our clients. It’s just an added value we provide to the people we have come to know.

The program is both educational and enjoyable. We will send an email to you every couple of weeks containing one of the following items:

1) A short video or audio of a prominent business speaker that we have engaged (informative and enjoyable)

2) A book review of a recent business book (we know you’re often too busy to read the whole book and yet the information can be so valuable to help keep you up to date with current practices and ideas)

3) A brief article about a pertinent business topic of the day

I have arranged to have ‘The Pulse’ delivered directly to you. Of course, you can opt out at any time, but I think you’ll find it very valuable if you give it a try a couple of times. If the item delivered has business value for you then you will benefit on an ongoing basis but if a particular item doesn’t interest you then you can simply delete it.

This program is just our way of helping you with your everyday business strategies and challenges. Enjoy!

Yours truly,

(Your name)
Schooley Mitchell

Distinctive Value
High Touch
The Pulse Library

The Pulse Library – Send to Contacts

The Warehouse will now have a section called “Pulse Issues". This area archives all issues of The Pulse that have been sent out in the past. Each new Pulse issue will be archived in this area after it is sent out.

If you have a client, contact, or referral source that might have an interest in any of the topics that are in the inventory, you can now send them any of the Pulse issues along with your custom comments.

As you know, putting a contact on The Pulse program will ensure they get the sample note, as well as all future Pulse issues from that point forward. However, that also means that new people won't get the issues that have already been sent. That's why we're making them available to you to use as additional electronic marketing collateral with some “oomph".

This is a custom method of providing Distinctive Value to contacts based on their interests, and your individual efforts. You can complement the current issues of the Pulse with any of these issues that you feel are appropriate for any of your contacts or clients.

Note 1: The default introductory Pulse that every new entry into the system receives contains the Ted Ed video How to Practice Effectively for Just About Anything, the Motivation Management article, and the book review for Daniel Pink’s To Sell is Human. You may not want to send those particular issues because they will get them if you enroll the contact in the program. You can also customize the introductory Pulse issue with videos of your choice if you prefer.

Note 2: Sending the Pulse inventory issues will not automatically enroll the recipient in the program itself, so be sure you do that as well.

Note 3: You can test the system to see what it looks like by enrolling as a recipient on the easy to use form in The Warehouse.

Drip Marketing Campaigns

The purposes of a drip marketing campaign:

a) Stay in touch with many people simultaneously
b) Stay in touch regularly with any one person – each touch is a rose
c) Provide valuable information to others (DV) – be a giver
d) Use technology to enhance your practices
e) Be progressive

We have put together a number of campaigns with content for you. For example:

a) Let's say you want a drip campaign to promote your own services at Schooley Mitchell that you can use with prospective clients and referral sources etc.
b) Let's say you want to give people advice about using social media in their business
c) Let's say you want to send simple sales tips to people in order to help them in their businesses
d) Let's say you want to stay in touch with prospects who have gone cold by sending Good News stories
e) Let's say you want to leverage large client case studies with prospects or other contacts so they see the value we deliver

• Selling Schooley Mitchell Services – these items are complementary to your selling efforts, they are not your selling focus. You will not get a boatload of clients just because you send out emails, each one is a deposit into the relationship bank account.

• You can add or subtract to the campaign as you see fit to send to your audience(s)

Distinctive Value

High Touch
DV Items

Note to your contact explaining why you are sending a DV item. Also includes a reinforcing statement that you get most of your business through referrals from happy clients.

November 8, 2024

Hi Frank:

I was doing some research on the web yesterday for one of my clients who was originally referred to me by one of my happy clients. I came across this article that I thought would interest you. I copied the link below for you.

I don’t know if you have already seen it or not but it seems to be relevant to your business so I thought I should send it to you in case you find it useful.

I hope it has some value for you.

Yours truly,

David Schooley
Schooley Mitchell

(Warehouse > Libraries > Sales & Marketing Library > Client Accountability)

Distinctive Value

Business Distinctive Value

To All Consultants:

There was a question on the Prospecting webinar yesterday related to Business Distinctive Value. The Warehouse CRM system has a spot to record Personal DV as well as Business DV.

Personal DV would include things like personal interests, hobbies, sports, etc. Business DV would include things like business stresses, issues, problems, and concerns, as well as interests and opportunities.

The point of recording these types of things is that they are fully searchable. As a result, if you come across a good article about golf, you can call up all your contacts that have golf as an interest and send them the information.

An example of business DV, might be if you came across an article, book, website, video, or other resource or referral that related to any subject you have recorded in the database such as – staff retention, employee motivation, office politics, interested in international markets, distribution problems, etc. As you can see, there can be all kinds of subjects, stresses, and interests recorded here so you can address them or provide related information as you are able to do so.

This type of information can be gold to you. The CRM system is the spot to record the information so it can be queried at any time in the future for you to take action. Those interests and issues will always be recorded in your contact's record, and can also be queried by subject or keyword etc.

Dennis

Distinctive Value

DV Program

To All Consultants:

Re: Distinctive Value Program

One of the Distinctive Value items we suggest to send to contacts, prospects, and clients is an article of interest that may have an effect on their business or industry. As long as it is something current that may provide value to them, or pertinent knowledge to them, it will in turn provide value to you by sending it. The value will be in relationship capital.

We are providing an article to you that may be interesting to some of your contacts, prospects, and clients so you can send it to them. You simply have to decide which ones will receive benefit if you send it to them.

In some cases it may be appropriate to send them the link included below via email. In most cases it will be more effective to clip or print the article itself and send it with a hand written note. Don't be lazy with this – clip it, send a short note, and use the snail mail to really make a mark.

Each time you do this it will ensure that the recipient knows that you are thinking about them and going out of your way to provide value to them. It doesn't matter if they've already seen the item you are sending. It's still a touch from you – it's a rose.

We are instituting a program whereby we will provide these articles of interest for certain industry segments on a periodic basis. You choose how many people it will apply to and use it accordingly.

You should not do this too often with any one person so it becomes bothersome. However, you can judge to whom you should send each article, and also to how many of your contacts, prospects, and clients.

Article for the Week: The Internet of Medicine Is Just What The Doctor Ordered

Technology, driven by the Internet of Things (IoT), is poised to make a big change to the healthcare industry. The IoT holds the key to lowering medical costs, improving quality and making healthcare more personalized, accessible and affordable for average patients. The Internet of Medicine (IoM) will increasingly rely on recurring revenue arrangements, and its impact could soon exceed a trillion dollars per year.

Suggested Contacts:
- Medical, Dental, Veterinary, Optical, Pharmaceutical

Example of note to your contact (send what you feel is most appropriate):

Hi <<Client Name>>

I recently came across an article I think you might enjoy reading. It discusses how technology is poised to dramatically transform virtually every aspect of medicine. By giving patients immediate access to information about the state of their health, the Internet of Medicine (IoM) could help usher in a new era of highly personalized, self-directed healthcare. I hope you find this article as interesting as I did!

Regards,

<<Franchisee Name>>

Article URL: http://techcrunch.com/2016/02/16/the-internet-of-medicine-is-just-what-the-doctor-ordered/">The Internet of Medicine Is Just What The Doctor Ordered

Kind Regards,

Joe

Referrals

Referrals

Endless Chain – Existing Clients

- Existing clients

- Paid referrals
  - Clients
  - Networking contacts
  - Sales people – Bird dogs
  - Friends/Acquaintances
  - Organizations/Associations

- Centers of influence

- Client accountants

- Consultants/Business advisors

- Networking
  - Your sphere of influence
  - Chamber
  - BNI (etc.)
  - Service clubs
  - Charities
  - Vendors/Suppliers
  - Participation groups
  - General

Referrals

Endless Chain – Existing Clients

Fact

- A segment of the population is looking for our service right now
- People want referrals
- People don't want to pick randomly for accountants, lawyers, doctors, insurance agents, real estate agents, mechanics, etc

Referred leads are:

- Easier to close
- Have fewer objections
- Have stronger loyalty
- Remain clients longer
- Have more trust

Referrals
Endless Chain – Existing Clients

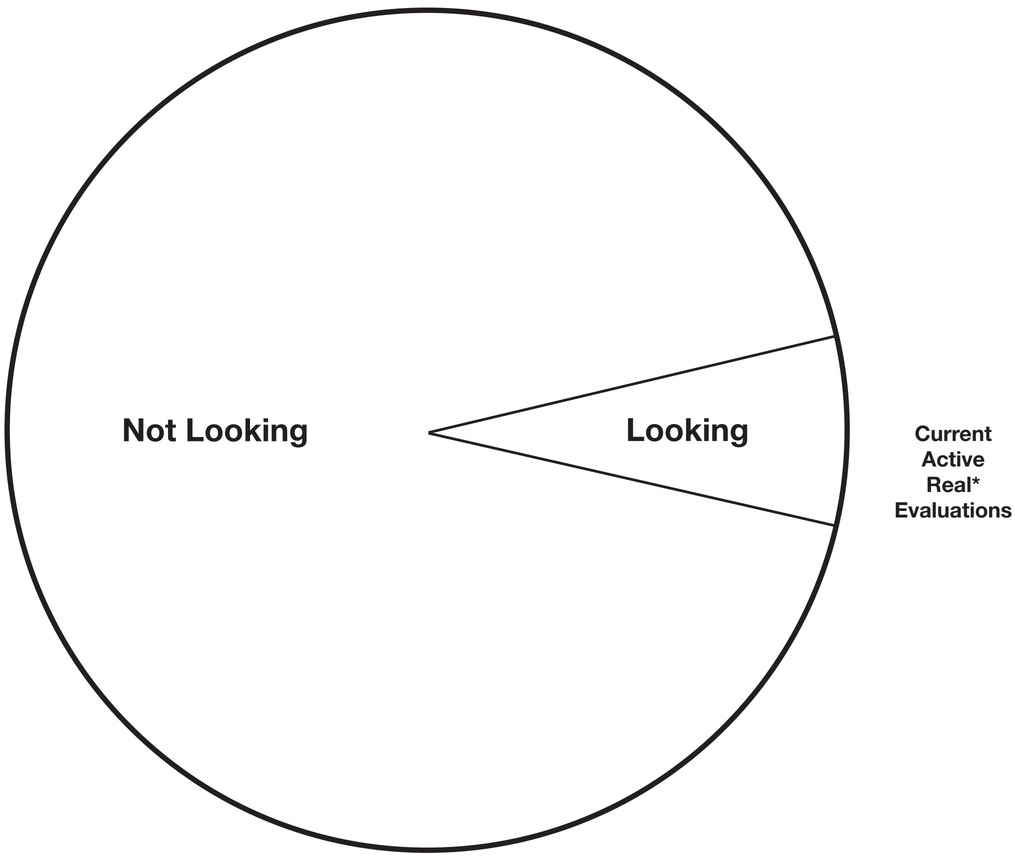
Most opportunities are never advertised –

Clients hire people who have become known to them.

Referrals

Endless Chain – Existing Clients
Looking vs Not Looking

How many **SHOULD** be looking?



Power person driven
Business issues defined
Requirements on paper
Evaluation team in place

ONLY 3% – 5% ARE LOOKING
BASED ON THESE CRITERIA

Our job is to turn those that are not looking into "looking"

Referrals are the best weapon to inform those that are not aware of our service and value

Referrals

Endless Chain – Existing Clients

Referrals

Endless Chain – Existing Clients

- Referrals of existing clients – No. 1 source for new clients, along with specialization in prospect's vertical

- Use "Schooley Mitchell", not just your own experience until you accumulate significant clientele, when discussing current clients

- "Welcome Letters" to all new clients

Referrals

Endless Chain – Existing Clients
Welcome Letter

Welcome Letter Sample

(Template in WAREHOUSE)

Enter WELCOME LETTER Date Here

Enter Client Company Name Here
Enter Address Here
Enter Address Here
Enter Address Here

Dear Client Name:
We would like to extend our warmest welcome to you as our new client. It is our privilege to include <client name> in our firm's list of clients and you can be assured that we will honor our pledge to provide services on a professional, confidential and timely basis.

We are pleased that our base of happy clients has expanded significantly in the past year. In fact, business is great and we're looking for more. We have welcomed over 5,000 new clients in the past year, most of them acquired by referrals from other satisfied clients. If you know of any other organizations that might benefit from our specialized cost reduction expertise, please let us know.

Our intention is to serve you with our personal attention in the timeliest manner possible. Primarily, we will deliver great value to you by increasing your profits through cost reduction and acting as watchdogs over your vendors so you can concentrate on your core business without having to worry about service-related issues or costs. If you have any questions or concerns, please call us directly at any time.

Yours truly,

Enter Your Name Here
Schooley Mitchell

Warehouse > CRM >Manage > Client Relations Letters > Welcome Letter

Referrals

Tell & Ask

Tell and Ask – “T&A” or nothing happens

Tell

- Tell your client you are looking for more business
- Tell your client you think you’ve done a good job
- Tell your client they can help you grow your business

Referrals
Tell & Ask

Ask

Ask for six separate things:

1) Referral directly to another prospect
2) Testimonial letter
3) Reference approval
4) Paid referral relationship
5) Introductions
6) Association

1) Ask if they will refer to you. you must be specific:
   - Neighbours North-South-East-West
   - Vendors
   - Customers
   - Networking associates
   - Personal connections

2) Ask for a testimonial letter upon the completion of every assignment (Warehouse)
   - It's preferable if your client writes it, but if they are too busy there is nothing wrong with offering to write it for them so they can approve it and copy it onto their letterhead for signature. Call them to offer to write it if they don't respond within a reasonable time.
   - Don't give up on this – it's one of our most valuable weapons! Go back and ask again if you're not successful the first time.

3) Ask if you can use them as a reference for others to call

4) Ask if they are interested in a paid referral relationship (shared revenue model) – share the wealth

5) Ask if they will introduce you to others, preferably by bringing their contact to coffee or lunch with you. If they aren't able to do that, a telephone or email introduction would be the next best steps.

Those who don't ask, don't get

Referrals
Relationship Building

Deposit into the Relationship Bank Account

- Put them on The Pulse Program – as many employees as possible
- Put them on a Drip Marketing Campaign
- Deliver Distinctive Value to your clients
- Take a Client to Lunch (TACL) – co-ordinate and track
- Organize an information session for a specific client and their staff
  - Topics could include phone etiquette, phone system training, voicemail training
- Organize an information session and invite your clients
  - Ask them to bring a guest
  - Send follow-up letters for each participant
- Take a client to a seminar/show put on by someone else (Internet, Chamber of Commerce, Business Seminar, etc.)
  - Ask them to bring a guest
- Send handwritten note cards when something of “note” happens in their business

SMARRT Introduction

Please do not explain the program to your client ahead of time. You are just asking for a negative reaction if you do that.

Think about when you received a gift from someone that was unexpected and how good it made you feel. That's much, much better than saying, “Hey, I'm going to give you something tomorrow.”

If you try to explain what the program is all about you are missing a significant part of the value. Expectations get out of whack and misunderstanding takes place. By simply continuing to deliver the individual values in the program unexpectedly your likability increases much more. If you explain that we will be doing this, or doing that, each month in the future you will get people that will say, “Don't bother.” Lost opportunity.

Just let it happen and don't over think it. Just do it as outlined in The Warehouse. The feedback we continue to receive is nothing short of fantastic so please just trust the process and don't even mention it to the recipient.

Referrals

Promote Your Clients
SMARRT Relationship Builder

Promote Your Clients

Execute the **SMARRT Relationship Builder** steps to promote your clients:

1) Send your client a small package of Schooley Mitchell logo chocolates along with a handwritten note.
2) Send a Schooley Mitchell flashlight with a handwritten note.
3) Do a positive review for your client on Yelp, Angie's List, TripAdvisor, Spiceworks, Google Reviews, etc.
4) Send a Schooley Mitchell Branded Starbucks Card with a handwritten note.
5) Promote your client by drafting a short promotional message and posting it on your social media sites including LinkedIn, your Schooley Mitchell Facebook page, and your Splash Page. Send an email to the client to explain.
6) Post the logo/image from the client website on your Splash Page in the News and Resources section, under the title 'Featured Client,' with a link back to their site. Send an email to the client to explain.
7) Send a testimonial letter to your client electronically, along with a note of explanation, and offer to send a hard copy in the mail. The testimonial can endorse their goods or services, or touch on the company's work in the community, charitable efforts or awards.

Warehouse > Libraries > Sales & Marketing Library > Promote Your Clients

Promote Your Clients (continued)

Execute the **SMARRT Relationship Builder** steps to promote your clients:

8) Send your client a Schooley Mitchell thumb drive with valuable content on it including unique music and a short video featuring Harvard Business School social psychologist Amy Cuddy. Send along an email to describe the content.
9) Draft an email asking your client for a time to do a short interview with one of our media specialists, who will write a feature story for them – for our website and theirs, and their social media. This story can feature them or their business or a charity. Follow up with a phone call if they don't respond to email.
10) Send your client a book of current interest along with a note.
11) Draft an email to your client asking them if they have any promotional video/audio/materials that you can post for them on your Splash Page. Explain the value it would provide to them.
12) Send your client more valuable content links
13) Send your client a handwritten note on the anniversary date of your Service Agreement with them
14) Put your client on the Sales Tips Drip Marketing Program and send them an email let them know they can use it to send to their contacts.

Warehouse > Libraries > Sales & Marketing Library > Promote Your Clients

Referrals

Promote Your Clients
SMARRT Relationship Builder

Not every client will be a natural fit for each step of the SMARRT Relationship Builder. Consider substituting steps with the following:

- Send your client a Distinctive Value article.
- Put your client on the Pulse and send them a note to let them know they can share the content with their own contacts, use in newsletters, etc.
- Ask your client if they would like to put on a webinar/seminar to pass on their special knowledge and skills to your other clients.
- Send an email to another client/contact promoting your client's products or services.
- Write a recommendation for them on LinkedIn.

Use Google Alerts to keep tabs on your client:

- Set up alerts for their name and their business name, and any new content indexed online or any mentions in the news will be delivered to your inbox.
- Use that information in your relationship building strategies. For example, if they win a big award and are featured in the newspaper, you will receive an alert. You can then promo that accomplishment online, or reach out to them to offer congratulations with a handwritten card.

Warehouse > Libraries > Sales & Marketing Library > Promote Your Clients

Referrals

Promote Your Clients
SMARRT Relationship Builder

SMARRT Relationship Builder

1) Send your client a small package of Schooley Mitchell logo chocolates along with a handwritten note.

Hi <Contact Name>:

I wanted to reach out and express my gratitude for the trust you've placed in me and Schooley Mitchell. To show my appreciation, I’ve had a small box of Schooley Mitchell chocolates sent out to you in the mail.

I hope you enjoy it!

Yours truly,

<Consultant Name>
Schooley Mitchell

2) Send a Schooley Mitchell flashlight with a handwritten note.

Hi <Contact Name>

I thought you might find this small gift helpful, so I’ve sent a Schooley Mitchell flashlight in the mail to you. Keep your eyes open for the package!

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals

Promote Your Clients
SMARRT Relationship Builder

3) Do a positive review for your client on Yelp, Angie's List, TripAdvisor, Spiceworks, Google Reviews, etc.

Dear <Contact Name>:

I wanted to let you know I posted a positive review for you on Google. If you would like anything changed, just let me know and I'm happy to have my marketing team follow up with you. I thought it might help to spread the word online.

Yours truly,

<Contact Name>
Schooley Mitchell

4) Send a Schooley Mitchell Branded Starbucks Card with a handwritten note.

Hi <Contact Name>

I know your days are busy, and thought I'd send over a Starbucks gift card in case you needed to grab a coffee or snack. Your hard work does not go unnoticed!

I've sent via mail, so please keep an eye out for it and let me know if you don't receive it.

Enjoy!

<Consultant Name>
Schooley Mitchell

Referrals
Promote Your Clients
SMARRT Relationship Builder

5) Promote your client by drafting a short promotional message and posting it on your social media sites including LinkedIn and your Splash Page. Send an email to the client to explain.

Hi <Contact Name>:
At Schooley Mitchell, supporting businesses in our community is a top priority. To help with this, I have posted a short promo for you to my website and LinkedIn.

Website
LinkedIn

Hopefully, this will create more exposure for you. If anything needs to be changed, please let me know and I'd be happy to have my marketing team follow up to adjust it.

Yours truly,

<Consultant Name>
Schooley Mitchell

Dennis Schooley
Schooley Mitchell

Referrals

Promote Your Clients
SMARRT Relationship Builder

6) Post the logo/image from the client website on your Splash Page in the News and Resources section, under the title ‘Featured Client,’ with a link back to their site. Send an email to the client to explain.

Hi <Contact Name>

At Schooley Mitchell, promoting our clients has always been a top priority. To help boost your online presence, I am planning on uploading your logo and a link to your business page to my website within the next 24 hours.

When it goes live, it will appear in my Featured Clients news feed. A sample image showing how it will display is attached to this email.

Hopefully, this will create a bit of visibility for you and help raise the profile of your business. If you’d prefer not to be featured, or anything needs to be changed, please let me know and I'll have my marketing team follow up with you.

This is just one of the ways I can thank you for the business we do together. As one of my valuable clients, it just makes sense to help promote you. Your success is our success. Please let me know if there is anything else I can do for you.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals
Promote Your Clients
SMARRT Relationship Builder

7) Send a testimonial letter to your client electronically, along with a note of explanation, and offer to send a hard copy in the mail. The testimonial can endorse their goods or services, or touch on the company's work in the community, charitable efforts, or awards.

Dear <Contact Name>:

I wanted to provide you with some continuing value, so I thought I would write a letter of recommendation for you. I have attached an electronic version for your convenience, but please let me know if you would like me to mail you a hard copy.

I will also post it to my website with a link back to your page. If you would like anything changed, or any information added to the letter, just let me know and I'll have my marketing team adjust it.

I really appreciate your commitment to running a great business and I hope you find the letter useful.

Yours truly,

<Consultant Name>
Schooley Mitchell

8) Send your client a Schooley Mitchell thumb drive with valuable content on it including unique music and a short video featuring Harvard Business School social psychologist Amy Cuddy. Send along an email to describe the content.

Hi <Contact Name>

At Schooley Mitchell, we're so fortunate to have an extensive library of great content. I thought you might find some of it interesting, so I've copied a few items onto a thumb drive and had it sent out to you.

It includes unique music and a short video featuring Harvard Business School social psychologist Amy Cuddy.

I hope you enjoy the content and have use for the thumb drive.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals
Promote Your Clients
SMARRT Relationship Builder

9) Draft an email asking your client for a time to do a short interview with one of our media specialists, who will write a feature story for them – for our website and theirs, and their social media. This story can feature them or their business or a charity. Follow up with a phone call if they don’t respond to email.

Hi <Contact Name>

More and more businesses are utilizing digital content to promote themselves online, so I was wondering if you’d like us to do a short feature story about you and your business.

These features are always an interesting read and are great to share online. I have attached an example we have written for another client so you can see what we are offering to do for you.

If you are interested, please suggest a few times you could talk to our media specialist, who will conduct a quick phone interview and then write the story. Once the story is finalized, I will gladly post it to my website and social media profiles for you.

If you aren’t able to participate right now, just let us know and we’d be happy to reach out when you are ready.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals

Promote Your Clients
SMARRT Relationship Builder

10) Send your client a business book along with a note.

Hi <Contact Name>

At Schooley Mitchell, we believe in the importance of reading a business book each month. This helps us stay up-to-date with the latest concepts and continue to grow as professionals.

I thought you might find it valuable, so I sent one to you via Amazon. Feel free to let me know what you think!

Yours truly,

<Consultant Name>
Schooley Mitchell

11) Draft an email to your client asking them if they have any promotional video/audio/materials that you can post for them on your Splash Page. Explain the value it would provide to them.

Dear <Contact Name>

As you know, supporting businesses in our community is a top priority at Schooley Mitchell. I noticed you have a promo posted online and thought it would be helpful if I shared it with my network. Let me know if you'd like any changes, and I'll have my marketing team follow up with you.

Website
LinkedIn
Facebook

Hopefully that will create more awareness for you and encourage people to visit your page. I'm always happy to share this type of material, so feel free to send me anything new in the future.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals

Promote Your Clients
SMARRT Relationship Builder

12) Send your client more valuable content links.

Dear <Contact Name>

A few months back, I sent you some great content we have at Schooley Mitchell. I thought you might enjoy some others, so I have copied a few links below.

This includes a brief animated video which gives an overview of our services and a short video of Daniel Pink that was originally shared as part of the Schooley Mitchell Business Education Network.

I hope you enjoy the content. As always, please let me know if there is anything else I can do for you.

Som Sabadell Flashmob
Daniel Pink Link
Animated Video Link

Yours truly,

<Consultant Name>
Schooley Mitchell

13) Send your client a handwritten note on the anniversary date of your Service Agreement with them. Note: There is no accompanying email for this step.

Dear <Contact Name>

It's hard to believe another year has passed. I'm sending you a special note to recognize the anniversary of our first service agreement. Working with clients like you is one of the things I love most about Schooley Mitchell.

It's a real pleasure doing business with you and I look forward to a continued relationship for many years to come.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals

Promote Your Clients
SMARRT Relationship Builder

14) Put your client on the Sales Tips Drip Marketing Program and send them an email let them know they can use it to send to their contacts.

Dear <Contact Name>

I have started an email program for you that provides a short sales tip every other week. I hope someone in your business will find them useful, but you can certainly opt out if you would rather not receive them.

These tips share interesting information that can be applied to many areas of life, so feel free to send them to any of your contacts. If you'd like to do this without Schooley Mitchell branding, I would be happy to send you a generic copy.

Yours truly,

<Consultant Name>
Schooley Mitchell

Referrals
IT/Computer Company

To All Consultants:

I was preparing the weekly sales tip for The Warehouse and I realized that this one is so important that it should also be sent via group email.

List every client you have and...

Ask your client for the name of their outsourced IT/Computer company. These types of companies have all kinds of business clients and are often quite motivated to increase their revenues through paid referrals to their clients. You may need to prove yourself but this can be a very lucrative source to multiple clients for you if they "get it".

This is especially easy to get introductions to this type of vendor if you have been promoting your client via the SMARRT Program but even if not...

You may even want to consider a higher than normal referral fee because if done properly they can walk you right in to their existing clients. You may also want to explain to the IT company that they can tell their clients that our savings may be able to fund purchases of the goods and services the client needs (and they would like to sell).

List every client of yours and make it a mission – find out every IT provider for every client. Then take them out to lunch one-by-one. They should be happy to do so under the premise "maybe we can help each other – I'm not sure but I would be willing to spring for lunch to find out."

If a company has internal IT staff, they very likely still have a local IT or computer vendor as well so don't give up until you research properly. Just imagine if you get even half of them to bite. We have five or six companies like this to service little old Stratford so imagine how many there are within 30 minutes of your house.

Dennis

Referrals
Associations

Ask for an introduction to any associations where they have membership

- Attend meetings
- Presentation to association – be a speaker resource
- Write articles (I'm An Expert Program) for newsletter
- Attend/display – trade shows and conferences.
- Provide service to association in return for endorsement to membership
- Offer a percentage back to association for each client obtained

Referrals

Associations

Client Relationship Tracking Sheet

My Client Relationship Sheet	Be Positive About Everything - Be Negative About Nothing!					
ABC Company	1	2	3	4	5	6
A) Stress/Issues/Problems of the Business	Send DV - What	Send DV - What	Send DV - What	Send DV - What		
1)						
2)						
B) My Contact(s)' Personal Interests	Send DV - What	Send DV - What	Send DV - What			
1)						
2)						
3)						
C) Neighbouring Businesses	Ask for Referral					
North -						
South -						
East -						
West -						
D) Vendors to the Business	Ask for Referral					
1)						
2)						
3) Ask for Outsourced IT						
E) Business Related Issues - Newspaper/Google	Send Article	Send Article	Send Article			
1)						
2)						
F) Customers/Clients of the Business	Ask for Referral					
1)						
2)						
3)						
G) Execute a Specific Ask or Multiples Over Time						
1) Begin renewal conversation						
H) SMARRT - Promote Your Clients	Splash Pages	Social Media	Testimonials	Chocolates	Promo Media	Social Reviews
1)						
	Feature Story	Business Book	Re-Post Promo	Thumb Drive	Sales Tips - Drip	Promo Video
2)						
I) Service Agreement Anniversary	Send DV - What					
J) Pulse	Who	Who				
K) Have They Referred to You? Use Referral Touches	Speak	Article(s)	Paid Referral	Trade Show	Meetings	
L) Send Accoutants Letter						

Referrals

Tell & Ask
Referral Strategy

Paid Referral Sources

I have had several people ask what I say when I'm setting up a paid referral relationship. I think that sometimes we simply ask someone if they would like to make some money by referring business to us and then slap them on the back, go home and pray they will send business our way.

I would be very surprised if that method works at all. Even if they agree to do so, I would doubt they will act.

First of all, the approach should be much more of a professional nature. We want them to understand that this isn't an "on the side, under the table" thing because that has the wrong feel. We want them to understand they are helping us grow our professional business and that they can share some significant benefit from helping us do so. It should go something like this;

"Many businesses make the mistake of assuming that other people know they are trying to grow their business. I don't want to make that mistake because I am certainly looking for new clients to improve my business. In fact, if you could give me some advice and would like to help me grow I would be very thankful. In fact, I'd even be willing to share the wealth if you are interested in helping me. As you know, I only make money if I save my clients money, so I would be more than happy to share those savings with you for anyone you refer to me."

If they agree to that premise, that's when you have to make the direct "ask". You should be prepared before you begin this conversation with some idea of who they may know. Once they say, "yeah, I might be interested", that's when you say, "Great, would you be willing to give me some advice?" (They always say yes) "You know I would really like to see if I can help that business next door to yours. Do you know the financial person there?"

Obviously, you may ask for some other example as opposed to a neighboring business but the point is to be prepared to ask for a referral right there if appropriate. It takes a little research – so do it beforehand. Asking them if they would provide you with advice also makes them feel important and ultimately, more cooperative.

In addition to this method of providing the message, and asking for a specific referral, you need to nurture the relationship. It won't continue to happen if you don't build on the relationship. You will get much more benefit if you speak with the person on a regular basis:

1) Meet with them for coffee
2) Explain clearly what you are looking for and communicate that to them every time you add to the list of potential targets
3) Take them to lunch
4) Continue to ask them if they can provide you with advice
5) Deliver their check/cheque to them once in a while
6) Pay them as often as you possibly can. Send a check/cheque every time you get one from a client – don't accumulate them – it's not about efficiency or saving a stamp – it's about reinforcing the activity
7) IMPORTANT – STORIES WORK – tell them stories of successes – not just yours but all of SM. Tell them that we had one Consultant that paid $20,000 to one referral source last year and $40,000 to another. Tell them we had one Consultant that paid out more than $50,000 last year to various referral sources.
8) Give them gifts

Remember this – find reasons this entire process will work as opposed to reasons it won't!!

Referrals
Great News Memo

To All Franchisees,

This one is worthy of its own Great News Memo.

Recently in one of our Good News Memos, there was a story about a lucrative paid referral relationship set up by a franchisee and an optometrist association. He pays them 10% of his earnings from members and they have pledged to refer over 300 members. Now it's really paying off. He has signed 13 of these clients already - four in just these past two weeks with his subcontractors, and with more briefings set up in the near future.

He just presented the first client with savings of $44,000. The client was extremely happy and signed off on the spot. He asked for referrals and the doctor walked him into a law firm three doors away. He walked out with the signed Service Agreement. Now that's using the Shining Star Method we teach.

And that's not all. ..

To make his day even greater, that same doctor referred him to a chiropractor who is an executive of the chiropractic association. After reviewing our services with him, the chiropractor explained they are having their association meeting in Cancun this weekend - and made arrangement to fly him to Cancun to present to the whole group at their conference for three days.

Wow! Wow! Wow!

Dennis

Referrals
Know Your Source

List every paid referral source using the Paid Referral Source Tracking Sheet

Fill in as much information as you can and then make it a mission to learn the rest of the information for every single source.

Stalk them one at a time.

1) Google their business (if applicable)
2) Google them personally
3) Go to their website
4) Google any businesses mentioned on their website
5) LinkedIn
6) Facebook
7) Twitter (X)
8) Instagram
9) Google Places
10) Drive by their business (if a business)

Find out as much as you can about them for several purposes:

1) Specific asks at 1-2-1 meetings/lunches
2) Better conversations at meetings and 1-2-1's
3) Know their:
    a. Neighbors
    b. Vendors
    c. Customers
    d. Personal Associates
    e. Business Associates
    f. Association
    g. Competitors
    h. Promotion Strategies
    i. Charities they support
    j. Challenges
    k. Other networking activities

Referrals

Shared Revenue Source Tracking Sheet

Paid Referral Source Tracking Sheet

Last Name	First Name	Business Name	Buisness Phone	Cell Phone	Business Address	Business Type	Email Adress	Website

Example Paid Referral Source

Last Name	First Name	Business Name	Buisness Phone	Cell Phone	Business Address	Business Type	Email Adress	Website
Schaduley	Donald	Warehouse Inc.	123-456-7890	132-456-7890	12 Main Drag, St Rat-ford, ON, N5A 333	Store Frozen Goats	ds@goat.ca	goat.com

SCHOOLEY MITCHELL

Referrals

Shared Revenue Source Tracking Sheet

Paid Referral Source Tracking Sheet

	Shining Star		Shining Star		Shining Star		Shining Star		Shining Star			
	Neighbors		**Vendors**		**Customers**		**Social & Recreational Business Contacts**		**Personal Business Contacts**	**Enrolled In Paid Referral Drip Marketing**	**Sent Animated Video**	**Sent Spokesperon Video**
1		1		1		1		1				
2		2		2		2		2				
3		3		3		3		3				
4		4		4		4		4				
1		1		1		1		1				
2		2		2		2		2				
3		3		3		3		3				
4		4		4		4		4				

Example Paid Referral Source

	Neighbors		Vendors		Customers		Social & Recreational Business Contacts		Personal Business Contacts			
1	Frank's Accounting	1	Quick Freeze	1	Goat Tails Int.	1	Joe Network	1	Aunt Barb	Yes	Yes	Yes
2	Jones Plumbing	2	xx	2	xx	2	Pete Bowling	2	Alumni John			
3	Just Toys	3	xx	3	xx	3	xx	3	xx			
4	Just Tools	4	xx	4	xx	4	xx	4	xx			

Referrals
Shared Revenue Source Tracking Sheet

Paid Referral Source Tracking Sheet

SMARRT 1	SMARRT 2	SMARRT 3	SMARRT 4	SMARRT 5	SMARRT 6	SMARRT 7	SMARRT 8	SMARRT 9	SMARRT 10	SMARRT 11	SMARRT 12	SMARRT 13	SMARRT 14

Example Paid Referral Source

Yes	Yes												

Referrals

Specific Ask - Email to Paid Referral Source

Hi Bob.

I had someone ask me just the other day about the type of prospect that would make a perfect referral for me. It made me realize that one of your vendors would actually be a great referral for me. Do you know anyone at Paper Products Inc.?

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.

I have a client in a similar business where we saved them in excess of $80,000. Of course, that would mean $4,000 for you for referring me to help them cut costs.

Please let me know if you would be able to introduce me to someone of responsibility at Paper Products Inc. Let's talk about the best method of introduction to increase our chance of success as well. I will give you a call to set up a coffee or lunch meeting to discuss.

Thanks Bob – much appreciated.

Yours truly,

Dennis Schooley
Schooley Mitchell

Referrals

Individual Meetings/Lunches with Paid Referral sources

Schedule 1-2-1 Lunches with every paid referral source at least twice per year

If you do this right it can be the source of many referrals for you

Stalk them before the meeting (Know Your Source)

Buy them lunch – even if it's virtual – send them lunch with a food delivery service and break bread with them virtually – a bit of fun makes for good connections.

Prepare for the meeting – and tell them you want to take some notes as you go along so you don't forget important stuff – they always say yes.

Use the 'Getting To Know You' questions checklist to take your notes – focus on them but of course, answer any questions about you – then get back to them

Go to every 1-2-1 with a **Specific Ask** to a neighbor or vendor of the Paid Referral Source

Find a way to ask conversationally – Plan it!

Find a way to ask for introductions to any other leads that may come up during the conversation – not too many but maybe one besides the **Specific Ask** you came into the meeting prepared to pursue.

"You mentioned JB Accounting a few minutes ago. That would be a great client for me. Can we figure out how I can speak with them? I would love to set up another virtual lunch with them and you if you would like."

"I would love to do the same thing with (neighbor or vendor **Specific Ask** you came prepared to ask about)".

Referrals
Getting To Know You

The ability to ask more probing questions is your key to really increasing your results.
Have you thought about the questioning process/conversation planning – think hard?
I would like to understand your business better so I have a few questions to ask. OK?
I always find it’s better if I keep a few notes as we go along. OK?

1) I guess the first one isn’t really a question – please just tell me about your business so I can get a good feel.

2) Tell them you looked at their website and make a comment or ask some questions about that.

3) Do you have any specific target markets or a niche market?

4) So what do you think is your competitive advantage?

5) Do you remember back to how you got your best customer?

6) Is that the same way you get most of your customers? What is your best method to get customers?

7) I’m assuming you’re looking for referrals. Who refers to you now?

Referrals

Getting To Know You

8) Are there others like that who you would like to have as referral sources?

9) Do you network with any groups – which ones?

10) Is it helpful?

11) Do you belong to any associations?

12) Do you find that helpful? How so?

13) Are you a Chamber member?

14) There has been a lot of change over the last while – how has your business changed?

15) What about technology – how is that affecting you?

16) What do you see for the next few years?

17) What about charities, community groups or non-profits – any involvement?

Referrals

Getting To Know You

18) How do you keep your knowledge current? For your business/industry or just for business in general?

19) I'm always looking for good sources of business learning – how do you stay up to date? Books, seminars, speakers, courses?

20) What about competition, who are your main competitors?

21) Which are the ones that take business away from you?

22) And who do you take business from – or would like to?

23) Any ideas on how you can you do that better?

24) What about issues with employees - do you have an issue with employee turnover

25) What about keeping them productive?

26) Any other business problems or issues keeping you up at night?

27) I always seem to run out of time to get everything done – let them respond.

Referrals

Getting To Know You

28) How do you stay on top of IT?

29) If they have business customers, ask them what the challenges/problems of their top customers would be.

30) Have you figured out a way to help your customers in their businesses with any of those problems? (This one can go many different ways but can lead to gold for you if you can figure out how to help them help their customers).

31) The same conversation related to their important vendors (now you're finding out about their vendors)

32) What do you do for fun when you're not working all the time?

33) By the way, I don't think I asked, what does your spouse do (or kids/grandkids too – – depending on their age)?

34) Any other relatives in business?

35) What about your neighbors?

36) Any friends in business?

Referrals

Getting To Know You

37) More, more, more – this is your business!

Listen for:

1) I want
2) I need
3) I can't
4) I don't know

One of my fellow consultants paid $40,000 to one referral source recently so it can be significant (or another story if already used)

General Questions Discussion Topics

If you want better relationships and conversations, consider yourself a human encyclopedia/Google that needs more info.

Show genuine interest and ask about:

1) I'm always looking for good spots for business lunches – do you have a couple of spots you go?

2) What about for personal lunches or dinners?

3) I read an article recently about… Do you read any publications or blogs?

4) What about books, do you read much for business or for pleasure? Who (authors) do you like?

5) Did you see (news topics but stay away from politics or other taboo topics)? Community & charities are good topics to mention – positive things!

Referrals

Getting To Know You

6) I was just at the … Event, have you ever been? Do you go to any fundraisers?

7) Where is your hometown? Oh yeah, when did you leave – where did you go to school?

8) I watched … the other day, although I try not to spend too much time in front of the boob tube. Have you seen any good shows/movies recently?

9) Other (think about it– hard) - just don't emphasize your personal interest – try to get them to focus on theirs.

10) Avoid the Negative Norm – try not to complain about things even if they do – stay positive!

These questions are interspersed with the business questions above and not asked rapid fire but rather, conversationally. Practice. And then practice. And then practice.

It does not matter if you have lots of unanswered questions – that's for next meeting. That's why we keep notes on every lunch/meeting.

Referrals

Drip - Paid Referral Sources

1) Our Consultant in North Carolina paid a Fractional CFO a referral fee of more than $100,000 recently for a referral to an E-Commerce client for a review of multiple expense categories.
2) Our Consultant in British Columbia paid a Foundation a referral fee of $51,000 for a referral to a Tourism Industry client for an audit of their Merchant Services expenses.
3) Our Consultant in California has paid another Business Consultant referral fees of more than $200,000 per year for five years in a row now for referrals to multiple clients for Telecom Cost Reduction Services.
4) Our Consultant in Ohio paid one individual $40,000 in a recent 12-month period and another individual $20,000 in the same year for referrals to multiple business for Cost Reduction Services.
5) Our Consultant in Ontario paid another Business Consultant more than $100,000 for a referral to a Software Company for a review of their Telecom expenses.
6) Our Consultant in Florida paid $3,000 per year for three years to a Business Consultant for a referral to a client in the Financial Industry.
7) Our Consultant in Texas paid an individual $18,000 for a referral to a Professional Sports Team for a review of multiple expense categories.
8) Our Consultant in Ontario paid an individual more than $120,000 for a referral to a Construction Company for a review of Telecom expenses.
9) Our Consultant in Texas is paying a friend $1,000 per month for 36 months for a referral to a Shipping Industry client with multiple locations with more to come as reviews of additional expenses is ongoing.
10) Our Consultant in Ontario has paid a Tax Consultant more than $2,000,000 in referral fees over the past 10 years for referrals to more than 100 individual clients.
11) Our Consultant in California has paid $3.9 million to one referral source over the past seven years.
12) Our Consultant in Missouri is paying a referral partner $2,400 per year for a referral to an E-Commerce client and those referral fees continue to grow.
13) Our Consultant in Michigan is paying referral fees of $7,800 per year for three years to an individual that referred two different clients.
14) Our Consultant in Texas is paying referral fees of $8,000 per year for several referrals to several small and medium clients.

Referrals
Centers of Influence

Accountants/Lawyers/Bankers/ etc.

Referrals

Centers of Influence
Tell & Ask

Accountants, Lawyers, Bankers

Tell and Ask

Tell

- Tell them you can help their clients save money and time
- Tell them you are growing your business
- Tell them they can help you

Ask

- Ask them for referrals
- Ask how you can help them
- Ask how you can work together to help both of your clients
- Ask if they are interested in a paid referral relationship

The Magic Question!

When I’m out there talking to people, what does a great client look like to you?

Relationship Building

- Put them on The Pulse Program
- Put them on a Drip Marketing Campaign
- Execute the SMARRT Relationship Builder
- Establish a Center of Influence Lunch Program – coordinate and track
- Deliver Distinctive Value
- Organize an information session for them
  - Tell them to invite their staff and clients
- Invite them to a business seminar/Chamber of Commerce event/City Center meeting, etc.
- Always send a thank you letter

Script

We have found that 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's raw material for you to distribute to your clients with your own branding. Or we can email it for you with our branding if you want to introduce the program to your clients.

Referrals

Centers of Influence
Relationship Building

Promote Them

- Refer clients to them
- Write a testimonial for them and post on your splash page and social media – and deliver a physical copy
- Organize joint presentations
    - To association
    - To chamber
    - To groups…
    - Advertise
    - Bring five clients each

Referrals

Centers of Influence
Paid Referral letter – Accountant

As part of our responsibility as your financial advisors, we are constantly researching methods to help you increase profitability in your business.

With that in mind, we have forged a relationship with a company called Schooley Mitchell. Their sole mandate is to help their clients reduce business expenses for things like merchant services, courier, waste, electronic logging devices, eSignature, fuel, facility supplies, office supplies, shipping and packaging supplies, less than truckload, software as a service, uniforms and linens, unified communications as a service, compressed gases and telecommunications.

The best part of their service is that they don't charge any fees to you unless they identify savings for you. They don't sell anything but are in fact independent and objective advisors just like we are in the field of accounting. In other words, their fees are completely self-funded from money they find for you to put into your bank account. It is very likely that you are currently paying more to the various vendors than you should be paying and Schooley Mitchell helps you fix just that.

We are very excited to build this relationship so that we can help you reduce your costs. We view this as a method of adding value to our relationship with you as your accountants. We are required to inform you by our CPA Association that if they do find savings for you that we will receive a fee of 5% of those savings from Schooley Mitchell. For three years you receive 50% of the savings you realize, Schooley Mitchell receives 45% of the savings and we receive 5% of the savings. After three years you receive 100% of the savings. In a sense we are helping you to pay for our own annual accounting fees and increase your profits every year.

If you decide to accept our recommendation to engage Schooley Mitchell to help reduce your costs, we will help them to understand your expenditures. They will gather the appropriate records directly from you and – using their complex software tools, databases, and knowledge of the marketplace – will bring you recommendations on how to reduce costs after analyzing your specific usage patterns. You have the final say on whether you want them to implement the recommendations, so you are always in control of the process.

I hope you accept this recommendation to have John Smith of Schooley Mitchell set up a short briefing with you to show you how the process will work and to discuss whether or not he feels he can help you reduce your operating costs.

Yours truly,

Referrals
Script
Client Accountant

Script

One of the values we provide is to ensure your financial advisors are aware of your cost-cutting measures. Could you please provide me with the name and address of your accountant so we can send them a quick summary of our findings?

Letter

(Date)

(Accountant First Name) (Accountant Last Name)
Accounting Firm Name
Address
Address
Zip/Postal

Dear (Accountant's First Name):

As part of our professional consulting assignment with our mutual client, (Client Name) we always make it a practice to keep you informed of the results of our work.

We know that one of your responsibilities with your clients is to ensure you are on top of their financial results on a regular basis so you can advise them in relation to profitability and in relation to their tax position as well.

To provide you a quick summary of what we do, we help our clients of all types to reduce their business expenses in a variety of areas. Through our analysis and recommendations, we have been able to reduce telecom expenses for (Client) by approximately $XXXX, and their merchant services processing costs by approximately $XXXX over the next three years.

Please let me know if you have any questions, or if you would like to discuss the methods of our analysis or any of our results for (Client).

Yours truly,
(Franchisee First Name) (Franchisee Last Name)
Schooley Mitchell

Referrals

Paid Referrals
Relationship Building Best Practices

The idea here is to call another business professional and explain that you are operating a professional business and you feel that there may be some reciprocal value in getting to know each other. Invite them to lunch, or just tell them that you will be in their area and would like to meet for coffee if you don't want to spring for lunch or dinner.

You can pick your own activity level with this strategy but if you want to fill your funnel significantly you could do this four times a day for the next three months if you're really serious about building your business to the next level. These calls are easy to make because you are not asking for anything – just to determine 'if we can help each other'. If you make ten calls like this you will get at least half of them that will agree to meet with you – for lunch, for coffee, or even in their office if that's their desire.

So who do you call – the list is endless:

Accountant	Lawyer	Financial Planner
Banker	Credit Union Manager	Other Consultants
Sales Coach	Chamber Manager	Investment Dealer
Receivers	IT Consultants	Cost Reduction Consultants
Business Services	Business Trainers	Insurance Agency Manager
NFIB/CFIB		

Every one of these people is looking for help and looking for relationships and they don't necessarily know their best alternatives. The key here is to focus on them. Do a little research and then ask them intelligent questions about their business, their needs, their pains, what they're looking for, how you can help if possible, what their personal interests are, etc.

There is no way that you will have that conversation without them asking for some more details about you and Schooley Mitchell.

The key here is that there is no bad result regardless of what happens because you shouldn't go in with any expectations except to meet someone new, learn about their business, and inform them about yours. The whole point here is that if you stay true to this program through regular meetings your business will flourish just because more people know about you and our great business.

Referrals

Shared Revenue
Relationship Building Best Practices

Cont.

The more people that you talk to – regardless of who they are – the better you will get at delivering your message – and the more advocates you will build up.

If you expect a specific result, you could fail – if you don't expect a specific result then it's impossible to fail. Remember:

1) Focus on them – ask about their business

2) Ask how you can help, if possible

3) Ask about their challenges, stresses, competition, shortfalls, strengths, interests, opportunities, plans, etc.

4) Your goal is also to inform/spread the word about your business and as long as you are able to do that you have succeeded

5) Also inform them that you are looking to grow and that you are looking for referrals – your goal is informing (if they bite then you can discuss our referral programs but if they don't you've still met your goal)

6) When you go home determine if there is Distinctive Value (particularly information/books/ seminars/articles/websites etc. to address their needs/interests) you can provide to address any of the subjects you discussed in #3 – including personal interest

The formula is simple – more relationships = more business. Stay true to the program and promise yourself to set up two of these meetings every week for the next three months and you'll be shocked at what will happen (unless you've already got more appointments than you need!)

Tip Summary

If you want to make more money and you're not working eight hours every day from Monday to Friday, then commit to fill every open hour with one of these meetings. The more you practice at delivering your message, the more advocates you will build up.

Referrals
Tell & Ask

Two different research studies showed the same results:

Only 11% of clients have been asked to give a referral

BUT

72% and 83% respectively said they would give a referral if asked

DO YOU ASK? DO YOU SET THE STAGE FOR ASKING?

Skills to be learned and practiced!!!!!

<u>Word of Mouth</u>

Could be; NO

Should be; NO

<u>Must</u> be . . . Planned and nurtured!

Develop a powerful, diverse network of contacts

Create a positive message, delivered effectively

Watch the Ivan Misner webinar at http://schooleymitchell.com/warehouse/misner/

Building Your Network

Inventory your contacts

- Whom do you know
- Who knows you

Rank them

- STRONG – Could network actively
- DIRECT TO BUSINESS – Could lead to a specific client(s)
- MEDIUM – Could nurture for future lead(s)
- CASUAL – Passive networking

Exercise

In 10 minutes, list every person that you know personally. Let your mind flow; this is a free-thinking exercise; there are no parameters.

Networking
Building Your Network

1. Where do they work?

2. Who is their spouse/significant other?

3. Where do they work?

4. Who do they influence?

5. Who do they know well?

6. Who are they related to?

7. Who do they meet?

8. What sports/clubs do they participate in?

9. Where do they live – neighbours?

10. How do you know them – will that reason lead to others?

11. When do you expect to see them again?

12. Can you think of something that would lead that person to discuss your business and possibly a direct lead or referral to someone to create a direct lead?

Can you move each person through:

1. Visibility (they know you)

2. Credibility (they do business with you)

3. Profitability (they refer to you)

Networking

Building Your Network

Personal Network

Home

- Family
- Neighbours
- Relatives
- Church Group

Work

- Colleagues
- Former Employers
- Former Subordinates
- Suppliers
- Customers
- Contract Workers

Social

- Friends
- Service Clubs
- Sports Groups
- Trade Associations

Casual

- Shopkeepers
- Insurance Agent
- Doctor
- Dentist
- Real Estate Agent

Networking
Building Your Network

Personal Contacts

Send “My New Business” Letter to as many as possible

Find the New Business Letter Warehouse -> CRM -> Manage -> Client Relations Letters -> My New Business Letter

Strong and Direct Contacts

Send them an “Introductory Letter”

Not too many at one time because the value is in the follow-up in the short term

Include a pamphlet / slick

Strong, Direct and Medium Contacts – Active Networking

Invite them to networking organization

Carry their business cards

Refer business to them as much as possible

Networking

Teach your contact to listen (with their contacts) for …

I can't …

I want …

I don't know …

I need …

Networking Hatrick

1) I will find someone to help with something.

2) I will learn something new about another business.

3) I will be introduced to someone new.

4) I will be the dumbest person in the room

Buying

Every time you are buying, think of networking.

Networking
Networking Commandments

Eleven Commandments of Networking at a Mixer

(Ivan Misner)

Have networking tools with you at all times

Set a goal for the number of people who you'd like to meet

Act like a host, not a guest

Listen – And ask “W” questions

Don't get caught in the negative norm

Give a lead or referral wherever possible

Deliver your message in 60 seconds

Exchange business cards

Spend 10 minutes or less with each person

Write comments on the backs of business cards

Follow-up with people you meet

Networking

Networking Commandments

1 Have Networking Tools with You at All Times

- Ice breakers, scripts and stories
- Business cards
- Name Badge (maybe)
- Carry cards of those you refer to
- Brochures (maybe)
- Always carry a pen

Networking
Networking Commandments

2 – Set a Goal for the Number of People You'd Like To Meet
- Don't leave until you meet your goal
- Exchange cards with each prospect

3 – Act Like A Host, Not A Guest
- Introduce people to each other
- Ask the actual host if you can help with introductions
- Direct people to food, drinks, materials, etc.
- Direct people to already formed groups and make introductions
- If you see someone sitting alone, introduce yourself and ask them if they would like to meet others
- Ask someone else to help you introduce people
- Make friends even if you don't need to

4 – Listen and Ask “W” Questions
- Learn enough to have confidence that you want to do business with them or you could refer appropriate business to them

#5 – Don't Get Caught in the Negative Norm
- The food is no good
- The speaker was mediocre
- The room is not appropriate

6 – Give a Lead or Referral Wherever Possible
- Genuinely help others – Genuinely Network
- If you can't refer business, offer helpful information
- Information on a networking group
- Information on a seminar of interest
- Information on a meeting/speaker of interest

Networking

Networking Commandments

7 – Deliver Your Message in 60 Seconds

- Deliver your message
- Practice various messages for various audiences
- Stories take longer

8 – Exchange Business Cards

- Ask for two cards; One to keep; One to pass on
- Keep a metal case for other's cards

9 – Spend Ten Minutes or Less with Each Person

- Don't lose sight of # 2
- Set a meeting for later
- Learn to leave conversations gracefully
- Ask them to introduce you to . . .
- Introduce them to . . .

10 – Write Comments on the Backs of Business Cards

- Always carry a pen
- Always jot where and when you met / provides information to open next conversation
- Pertinent notations – develop a coding system for common messages to yourself
- Record anything that will help you clearly remember the person

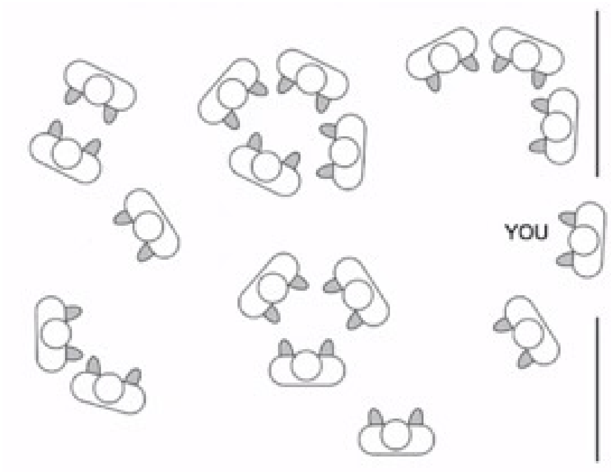
11 – Follow Up With People You Meet

- You waste all your time if you don't follow up with the contact

Review these “Commandments” before each mixer

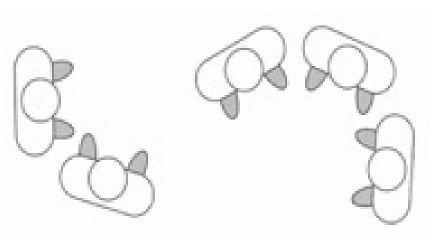
Open Twos – Open Threes – Open Groups

When you walk into a room, where do you start? Look for "oneskys"

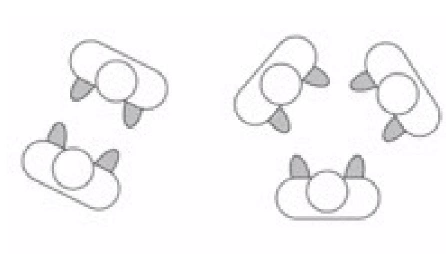


People standing perpendicular or in a closed circle can be bypassed – it is difficult to strike up a conversation unless you have someone introducing you.
Focus on people standing in Open Twos, Open Threes and Open Groups – they stand askew making it easy to slide in to start a conversation.
Teach this technique to your networking and service club members, it encourages conversation and makes visitors feel more welcome.

Open Twos – Open Threes



Closed Twos – Closed Threes



Five Networking Questions That Work Every Time

1) How'd you get started in your business?
People like to be the movie of the week. They will share their story while you listen actively. Make them the lead actor.

2) What significant changes have you seen take place over the years?
This is a great question. People love to tell the story of change.

3) What do you see for the future?
This is a spectacular question, which should provoke some insightful comments about needs.

4) What makes your approach different?
Give them an opportunity to do a little bragging.

5) What's the best way to promote your business?
This accentuates the positive. You are not looking for secrets, merely admiring business acumen and can probably open a two-way conversation about business building.

Adapted from 10 Networking Questions That Work Every Time
Source: North York Chamber of Commerce; Connections; Jan/98

Networking

Networking Questions

Conversation

If you want better relationships and conversations, consider yourself a human encyclopedia/Google that needs more info.

Show genuine interest and ask about:

1) A restaurant for a date/family/business lunch
2) An article you read
3) News (not politics)
4) Books you’ve read or they've read
5) Events you attended or they attended
6) Where they are from
7) Where they were educated
8) What they watch/read/listen to
9) What they do for fun

Anyone can learn these questions and have great conversations.

Networking

Don’t go to sell…

Nobody is there to buy…

BNI – Referral Groups

• Join Business Network Intl. or a similar group (ie., LeTip, B2B Power Network, BNI, Firestorm, National Association of Women Business Owners (NAWBO), Canadian Association of Women Executives & Entrepreneurs (CAWEE)

• Join only one group like this

• Mandate is to refer business

• Nothing wrong with joining a group like this and also a chamber-type group, and a service club too depending on time availability

• If you join two referral – based groups, both will feel betrayed

• Just being a member accomplishes nothing – You must Net – Work!

  • Attend regularly -- Commit

  • Decide -- Follow our BNI Program

BNI First Meeting Script

1) We don't sell anything.

2) We don't charge fees to our clients.

3) I'm Dennis Schooley and my company is Schooley Mitchell

4) We help clients reduce their costs below the gross margin line – the ones causing death by 1,000 cuts.

5) We only share in the savings we create for our clients – no savings, no fee.

6) We have helped more than 34,000 clients and keep a database of all the pricing we have obtained for them. That gives us a lot of clout and a lot of knowledge.

Yes, this is not too much but it is memorable. It is to the point. It should solicit conversation.
It will set up your next meeting – Robin Hood and the Envelope Presentation for your longer presentation.
(#2 is not technically true but it's fine for a BNI presentation)

Specific Ask For Every BNI Meeting

If you do this right it can be the source of many referrals for you

Stalk at least one member before the meeting (Know Your Members)

Go to every BNI meeting with a Specific Ask to a neighbor or vendor or a customer of a BNI Member

Be safe and go with two in case one member is not there.

When you mention the name of the Specific Ask ensure you are not staring at the person that you know is familiar with the desired company. That seems contrived. Just mention the name of the target as an example of a what "a good client would look like for me" and continue. Hopefully the person that knows that company will bring that referral for you in the future.

Use this as you close your presentation each week – "And my featured prospect for this week is Jones Plumbing."

This tactic will not only make it easier for your fellow members to make referrals to you which is good for them (it makes them look good), it also increases familiarity with what you are looking for if you do it meeting after meeting.

Know Your Members

List every member using the BNI Member Tracking Sheet

Fill in as much information as you can and then make it a mission to learn the rest of the information for every single member

Stalk them one at a time

1) Google their business
2) Google them personally
3) Go to their website
4) Google any businesses mentioned on their website
5) LinkedIn
6) Facebook
7) Twitter (X)
8) Instagram
9) Google Places
10) Drive by their business

Find out as much as you can about them for several purposes:

1) Specific asks at BNI meetings
2) Specific asks at 1-2-1 meetings/lunches
3) Better conversations at meetings and 1-2-1's
4) Know their:
    a. Neighbors
    b. Vendors
    c. Customers
    d. Personal Associates
    e. Business Associates
    f. Association
    g. Competitors
    h. Promotion Strategies
    i. Charities they support
    j. Challenges
    k. Other networking activities

SCHOOLEY MITCHELL

Networking

BNI Member Tracking Sheet

BNI Member Tracking Sheet

	Member Last Name	First Name	Business Name	Business Phone	Cell Phone	Business Address	Business Type	Contact Sphere	Email Adress	Website
1										
2										
3										

Example BNI Member

	Member Last Name	First Name	Business Name	Business Phone	Cell Phone	Business Address	Business Type	Contact Sphere	Email Adress	Website
1	Schaduley	Donald	Warehouse Inc.	123-456-7890	132-456-7890	12 Main Drag, Stratford, ON, N5A 333	Store Frozen Goats	Professional	ds@goat.ca	goat.com

Networking

BNI Member Tracking Sheet

Shining Star

Neighbors		Vendors		Customers		Social & Recreational Business Contacts		Personal Business Contacts	
1		1		1		1		1	
2		2		2		2		2	
3		3		3		3		3	
4		4		4		4		4	
1		1		1		1		1	
2		2		2		2		2	
3		3		3		3		3	
4		4		4		4		4	
1		1		1		1		1	
2		2		2		2		2	
3		3		3		3		3	
4		4		4		4		4	

Example BNI Member

Neighbors		Vendors		Customers		Social & Recreational Business Contacts		Personal Business Contacts	
1	Frank's Accounting	1	Quick Freeze	1	Goat Tails Int.	1	Joe Network	1	Aunt Barb
2	Jones Plumbing	2	xx	2	xx	2	Pete Bowling	2	Alumni John
3	Just Toys	3	xx	3	xx	3	xx	3	xx
4	Just Tools	4	xx	4	xx	4	xx	4	xx

BNI Members Referral Letter

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?

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. Let's talk about the best method of introduction to increase our chance of success as well.

Thanks Bob – much appreciated.

Yours truly,

Dennis Schooley

Schooley Mitchell

BNI – Two Purposes

Every Meeting – Go With Two Purposes

1) To announce a specific ask to the group.

2) Find one vendor through discussion for one member (steel, parts, paper, accounting, insurance, etc.) for the purpose of sending the BNI member's referral letter two months down the road.

Memory Hooks

Memory description that will be remembered – gain attention when speaking

- “Do you know any businesses that would like to keep their money – they can probably use our service.We ae the profit keepers.”

- “We're the Robin Hoods in the Forest of Business Costs. We steal money from the big, bad vendors for our poor little clients.”

- “Have you ever been mad at the courier company? We help get revenge!”

- Get five people to stand. Then tell one of them to sit down. “80% of companies – four out of five – experience telephone billing errors according to a U.S. survey.”

- “Do you use the weigh and pay it method?" Most companies do when it comes to bills – if it weighs the same as last month it's off to accounts payable.”

- “I thought fiber came in cereal – now I talk over it!”

Networking
Additional Meeting Scripts

Meeting #2 Script

1) We are the Robin Hoods of Expense Reduction! We steal money from the big bad vendors in the forest and give it back to our poor little clients.

2) The vendors include (slowly and use your fingers) Telecom, Merchant Services, Small Package Shipping and Courier, Waste, Electronic Logging Devices, eSignature, Fuel, Facility Supplies, Less than TruckLoad, Office Supplies, Shipping and Packaging Supplies, Software as a Service, Uniforms and Linens, Unified Communications as a Service, Compressed Gases.

3) We find errors in the bills and better prices for our clients because of our clout and our knowledge.

4) And my featured prospect client for this week is Hansen Chevrolet

Meeting #3 Script

1) Have you ever put on a jacket that you haven't worn in a while, you put your hand in the pocket and pull out a $20 bill? That feeling of "found money" is so exhilarating. We provide that feeling to our clients on an on-going basis. We do this by making sure none of our clients pay more than they should on their operating expenses, putting that money back in their pockets.

2) The cost categories include (slowly and use your fingers) Telecom, Merchant Services, Small Package Shipping and Courier, Waste, Electronic Logging Devices, eSignature, Fuel, Facility Supplies, Less than TruckLoad, Office Supplies, Shipping and Packaging Supplies, Software as a Service, Uniforms and Linens, Unified Communications as a Service, Compressed Gases.

3) We find errors in the bills and better prices for our clients because of our clout and our knowledge.

4) And my featured prospect client for this week is Radiant Dentistry Clinic

Envelope Presentation

Select two volunteers – one is the vendor (Waste); one is your client.

If I can get $10.00 from your Waste vendor for your bank account would you be willing to give me $5.00?

All I need to do in order to do that is review your Waste invoices.

You (To the Client);

1) Incur no expenses
2) Use no internal resources
3) Incur no risk
4) Are in charge of the go/no go decision on my recommendations

To the Vendor;

I have reviewed my clients records and uncovered some errors as well as better pricing options for my them

The results are in my report in the envelope – please provide the $10.00 to my client

Best Part – You will receive the $10.00 every month!

Better Part – We only receive our five dollars for a period of time and then the entire $10.00 stays in your bank account!

The expenses we cover are Telecom, Merchant Services, Small Package Shipping and Courier, Waste, Electronic Logging Devices, eSignature, Fuel, Facility Supplies, Less than TruckLoad, Office Supplies, Shipping and Packaging Supplies, Software as a Service, Uniforms and Linens, Unified Communications as a Service, Compressed Gases (count them off with your fingers)

And my featured prospect client for this week is Jones Plumbing.

BNI Script – Flaming $100 Bill

Learn the exact script.

Wave the $100 Bill

Do you know every business out there is burning up their money?

What I mean by that is everybody is paying more than they should for Telecom, Waste, Courier and other expenses

That's what we do at Schooley Mitchell – we put that fire out - we make sure none of our clients pay more than they should

We all know that it's sometimes difficult to find appropriate referrals for each other because people don't regularly change accountants, insurance agents, plumbers, or dentists, etc.

And yet we are all here to look out for each other – and we all build our businesses through referrals or we wouldn't be here.

I don't want to sound too selfish here but at Schooley Mitchell our business is much easier than most because every business needs our help and nobody has a cost reduction consultant

AND – we don't charge fees to do our audits

In order to make it easier for you to see who I am looking for as clients, please think about (and write it down if you wish); one of 1) through 12) below

And my featured prospect for this week is Franklin Garrity Accounting.

(Note – only do one grouping per meeting)

1) The businesses close to your business – to the north, south, east and west
2) The vendors to your business – the people your business buys from
3) Your personal vendors – who do you buy stuff from – who is your insurance agent, plumber, car dealer, doctor, dentist, HVAC vendor, accountant, financial planner, banker, church, etc.

Networking

BNI Script – Flaming $100 Bill

4) Your relatives – parents, siblings, children, cousins – do they work in businesses?
5) The people you know in your neighborhood – do they work in businesses?
6) The people that you network with in other organizations – do they own businesses?
7) The people you recreate with – golf, tennis, social groups, dinner groups, card groups, fishing buddies, similar personal interests
8) The parents of the kids that play sports or activities with your kids or grand kids– do they work in businesses
9) Your customers or clients – can we be a value-add to them by saving them some money and increasing their profits?
10) Do you know any professionals – accountants, lawyers, architects, engineers, doctors, dentists, financial planners, stock brokers, bankers,
11) Do you know any builders with several employees– carpenters, plumbers, HVAC, landscapers, electricians, lumber yards, electrical or plumbing supplies,
12) Do you know any people that are involved in non-profits, charities, churches etc.

Hokey – If you feel this is hokey then claim hokey. Tell them you know “it’s hokey but Corporate asks us to do this presentation because it does provide clarity. So here I go”. (Now it’s not your fault!)

Do this presentation at least 20 times per year – focusing on a different group each week. You can use all 12 groups or pick a few (4 to 6) and re-circulate them if you wish.

Decide. I want success at my BNI. I need to do what works.

Individual Meetings/Lunches with BNI Members

Schedule 1-2-1 Lunches with every member at least twice per year

If you do this right it can be the source of many referrals for you

Start with the one most likely to refer to you and then the next

Stalk them before the meeting (Know Your Members)

Buy them lunch – even if it's virtual – send them lunch with a food delivery service and break bread with them virtually – a bit of fun makes for good connections

Prepare for the meeting – and tell them you want to take some notes as you go along so you don't forget important stuff – they always say yes

Use the 'Getting To Know You' questions checklist to take your notes – focus on them but of course, answer any questions about you – then get back to them

Go to every 1-2-1 with a **Specific Ask** to a neighbor or vendor of the BNI Member

Find a way to ask conversationally – Plan it!

Find a way to ask for introductions to any other leads that may come up during the conversation – not too many but maybe one besides the **Specific Ask** you came into the meeting prepared to pursue

"You mentioned JB Accounting a few minutes ago. That would be a great client for me. Can we figure out how I can speak with them? I would love to set up another virtual lunch with them and you if you would like."

"I would love to do the same thing with (neighbor or vendor **Specific Ask** you came prepared to ask about)".

Getting To Know You

The ability to ask more probing questions is your key to really increasing your results.

Have you thought about the questioning process/conversation planning – think hard?

I would like to understand your business better so I have a few questions to ask. OK?

I always find it's better if I keep a few notes as we go along. OK?

1) I guess the first one isn't really a question – please just tell me about your business so I can get a good feel.

____
____
____
____

2) Tell them you looked at their website and make a comment or ask some questions about that.

____
____
____
____

3) Do you have any specific target markets or a niche market?

____
____
____
____

4) So what do you think is your competitive advantage?

____
____
____
____

5) Do you remember back to how you got your best customer?

____
____
____
____

Networking
Getting To Know You

6) Is that the same way you get most of your customers? What is your best method to get customers?

____
____
____
____

7) As a BNI member, I'm assuming you're looking for referrals. Who refers to you now in BNI and outside BNI?

____
____
____
____

8) Are there others like that who you would like to have as referral sources?

____
____
____
____

9) Do you network with other groups – which ones?

____
____
____
____

10) Is it helpful?

____
____
____
____

11) Do you belong to any associations?

____
____
____
____

12) Do you find that helpful? How so?

____
____
____
____

Networking

Getting To Know You

13) Are you a Chamber member?

14) There has been a lot of change over the last while – how has your business changed?

15) What about technology – how is that affecting you?

16) What do you see for the next few years?

17) What about charities, community groups or non-profits – any involvement?

18) How do you keep your knowledge current? For your business/industry or just for business in general?

Networking

Getting To Know You

19) I'm always looking for good sources of business learning – how do you stay up to date? Books, seminars, speakers, courses?

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____
____
____

20) What about competition, who are your main competitors?

____
____
____
____

21) Which are the ones that take business away from you?

____
____
____
____

22) And who do you take business from – or would like to?

____
____
____
____

23) Any ideas on how you can you do that better?

____
____
____
____

24) What about issues with employees - do you have an issue with employee turnover

____
____
____
____

Networking

Getting To Know You

25) What about keeping them productive?

____
____
____
____

26) Any other business problems or issues keeping you up at night?

____
____
____
____

27) I always seem to run out of time to get everything done – let them respond.

____
____
____
____

28) How do you stay on top of IT?

____
____
____
____

29) If they have business customers, ask them what the challenges/problems of their top customers would be.

____
____
____
____

Networking

Getting To Know You

30) Have you figured out a way to help your customers in their businesses with any of those problems? (This one can go many different ways but can lead to gold for you if you can figure out how to help them help their customers).

31) The same conversation related to their important vendors (now you're finding out about their vendors)

32) What do you do for fun when you're not working all the time?

33) By the way, I don't think I asked, what does your spouse do (or kids/grandkids too – – depending on their age)?

34) Any other relatives in business?

Networking

Getting To Know You

35) What about your neighbors?

____
____
____
____

36) Any friends in business?

____
____
____
____

37)More, more, more – this is your business!

Listen for:

1)I want

2)I need

3)I can't

4)I don't know

One of the things that we have found at Schooley Mitchell is that it is so much easier to refer to us because everyone needs what we do, and we don't charge money for our audits so lots of our people reward our referral sources by sharing the fees. If you do refer to me, I would be glad to share the wealth with you. I would love to pay you 10% of anything I receive from your referrals. One of my fellow consultants paid $40,000 to one referral source recently so it can be significant.

General Questions Discussion Topics

If you want better relationships and conversations, consider yourself a human encyclopedia/Google that needs more info.

Show genuine interest and ask about:

1) I'm always looking for good spots for business lunches – do you have a couple of spots you go?
____
____
____
____

2) What about for personal lunches or dinners?
____
____
____
____

3) I read an article recently about… Do you read any publications or blogs?
____
____
____
____

4) What about books, do you read much for business or for pleasure? Who (authors) do you like?
____
____
____
____

5) Did you see (news topics but stay away from politics or other taboo topics)? Community & charities are good topics to mention – positive things!
____
____
____
____

Networking

General Questions Discussion Topics

6) I was just at the … Event, have you ever been? Do you go to any fundraisers?

____
____
____
____

7) Where is your hometown? Oh yeah, when did you leave – where did you go to school?

____
____
____
____

8) I watched … the other day, although I try not to spend too much time in front of the boob tube. Have you seen any good shows/movies recently?

____
____
____
____

9) Other (think about it– hard) - just don't emphasize your personal interest – try to get them to focus on theirs.

____
____
____
____

10) Avoid the Negative Norm – try not to complain about things even if they do – stay positive!

These questions are interspersed with the business questions above and not asked rapid fire but rather, conversationally. Practice. And then practice. And then practice.

It does not matter if you have lots of unanswered questions – that's for next meeting. That's why we keep notes on every lunch/meeting.

Contact Spheres

Contact Spheres

- Common clients/customers that could benefit from the services of the others

- Natural inclination to refer to each other

- Professional – Lawyers, Accountants, Bankers, Financial Planners, Investment Dealers, Mortgages Brokers, Financiers

- Business Services – Printers, Graphic Artists, Specialty Advertising, Marketing Consultants

- Business Equipment – Telecom, Computers, Copiers, Faxes

- Contracting – Painters, Wiring, Carpenters, Plumbers, Electricians, Landscapers

- Business Development – Architects, Engineers, Surveyors, Government Agencies, Real Estate

Networking
Contact Spheres

Build the Contact Spheres To Increase Your Referral Sources

Collaborate for this one!

Identify two other members you would like to work with for this strategy.

1) Allocate each BNI member to a Contact Sphere using the Schooley Mitchell Contact Sphere Forms.

2) Identify missing Sphere members. Start with our own sphere – Professional and Business Services

    a. Accountant
    b. Lawyer
    c. Banker
    d. Mortgage Broker
    e. Commercial Real Estate
    f. Commercial Insurance
    g. Financial Planner
    h. Stock Broker
    i. Management Consultant
    j. IT Company
    k. Tax Consultant
    l. Sales Coach
    m. Training Consultant
    n. NFIB/CFIB Sales
    o. HR Consultant
    p. Other Consultants
    q. Other

3) Example - If there is no accountant in your group, ask your own accountant to join if appropriate.

4) Otherwise, ask one of your collaborative members in a one-to-one discussion if they think their accountant might be the right type for the group. It would be an accountant that might have several hundred small and medium business clients. Collaborate with the other member to discuss the merits of the BNI with that accountant, or another one you identify together – hold the discussion together if possible – even better over lunch. Seek out an accountant until you find one together.

5) Communicate the vision of a vibrant, helpful, long-term, professional club. Communicate the vision of what you can build together to benefit everyone. If you don't believe it yourself, you will never convince anyone ("How great could this be if…")

Networking

Contact Spheres

6) Do this same thing (one-on-one discussions with one collaborator at a time – not with the whole group at once) for a lawyer, financial planner, other consultants, etc. (don't target the same type of business with more than one collaborator)
7) Establish these collaborative tactics with two BNI members to build the professional sphere as priority No. 1 – one by one
8) Once you complete the Professional Sphere do the same with each of the other spheres.

If you do this correctly, you will be a hero to the people you bring into the club, you will be a hero/friend with the two member collaborators, and the club overall will see you as someone that is really committed and helping. Your referrals will increase significantly.

Professional Contact Sphere

a. Accountant ______________________

b. Lawyer ______________________

c. Banker ______________________

d. Mortgage Broker ______________________

e. Commercial Real Estate ______________________

f. Commercial Insurance ______________________

g. Financial Planner ______________________

h. Stock Broker ______________________

i. Management Consultant ______________________

j. IT Company ______________________

k. Tax Consultant ______________________

l. Sales Coach ______________________

m. Training Consultant ______________________

n. NFIB/CFIB Sales ______________________

o. HR Consultant ______________________

p. Other Consultants ______________________

q. Other ______________________

r. Other ______________________

Networking
BNI Contact Spheres

Build Your BNI

	Professional Sphere	Existing Member	Fill In The Sphere	Business Services	Existing Member	Fill In The Sphere	Contracting	Existing Member	Fill In The Sphere
1	Accountant			Printing Company			Plumber		
2	Lawyer			Graphic Design			Carpenter		
3	Banker			Specialty Adv			HVAC		
4	Mortgage Broker			Sign Company			Roofer		
5	Commercial Insurance			Event Planner			Lumber Yard		
6	Commercial Real Estate			Travel Agent			Plumbing Supply		
7	Financial Planner			Other...			Electrical Supply		
8	Stock Broker			Other...			Electrician		
9	Management Consultant						Landscaper		
10	IT Company						Other...		
11	Tax Consultant						Other...		
12	Sales Coach								
13	Training Consultant								
14	NFIB/CFIB Salesperson								
15	HR Consultant								
16	Marketing Consultant								
17	Other Consultants								
18	Other...								
19	Other...								
20	Other...								
21									

Tactics

1. Fill In existing member names
2. List all possible business categories in the sphere
3. If you have appropriate contacts to fill in any missing categories then take them to lunch to talk about joining
4. Ask another member (one at a time) to see if they have/know an apporpriate person to fill in the missing sphere member
5. Collaborate with the other BNI member about how to bring the person into the club - lunch/coffee etc.
6. Repeat the process with one fellow member at a time to find one new member at a time to fill in the sphere
7. Once the professional sphere is completed repeat the process for another sphere I

Chamber of Commerce

- Local organization of businesses working together to further the interests of business
- An opportunity to network with business peers, make contacts and get exposure
- Keeps you informed of issues and trends within the local business community
- Access to members-only discounts and services
- Study: consumers who know a business is a Chamber member are 44% more likely to think favorably of it and are 63% more likely to purchase goods or services from it

Prospecting

Chamber of Commerce
Strategy

Strategy – Chamber of Commerce

- Offer to be the person that introduces each new member (story) to all members via email
    - Makes you an “active” member
    - Makes you a hero and an important person to the new member
    - Allows you to correspond regularly with every single member – don’t take advantage and try to sell via these emails

- If not each new member, then “Member of the Month” – focus on their business and personal accomplishments

- Establish a program to promote members
    - It's what we do at Schooley Mitchell
    - One at a time
    - Write a story – post on splash page and social media
    - Write a testimonial
    - Etc. (SMARRT steps)

- Take out your cell phone and make videos at various Chamber events – upload to your Splash Page and link back to Chamber website – promote them, feature other members and link to them, show your involvement

- Organize a Chamber of Commerce speed dating event (each meeting) – "just for 4 minutes"

Service Clubs

- You must join to help community not to demand business

- Service Clubs are different from actual Networking Groups

- Business development is a long-term, natural by-product through relationships built with club members

- Evaluate the members; goals; concept; mandate etc. before joining and make sure they're consistent with your goals and desires

Sales Statistics

48% of sales people never follow up with a prospect

25% of sales people make a second contact and stop

12% of sales people make three contacts and stop

Only 10% of sales people make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to 12th contact

Aquarium Experiment – The Value of Persistence

A plexiglass divider was placed in an aquarium with small edible fish on one side and predatory larger fish on the other. The predators kept bumping their nose on the plexiglass trying to eat the smaller fish.

After several attempts, they gave up and stopped trying.

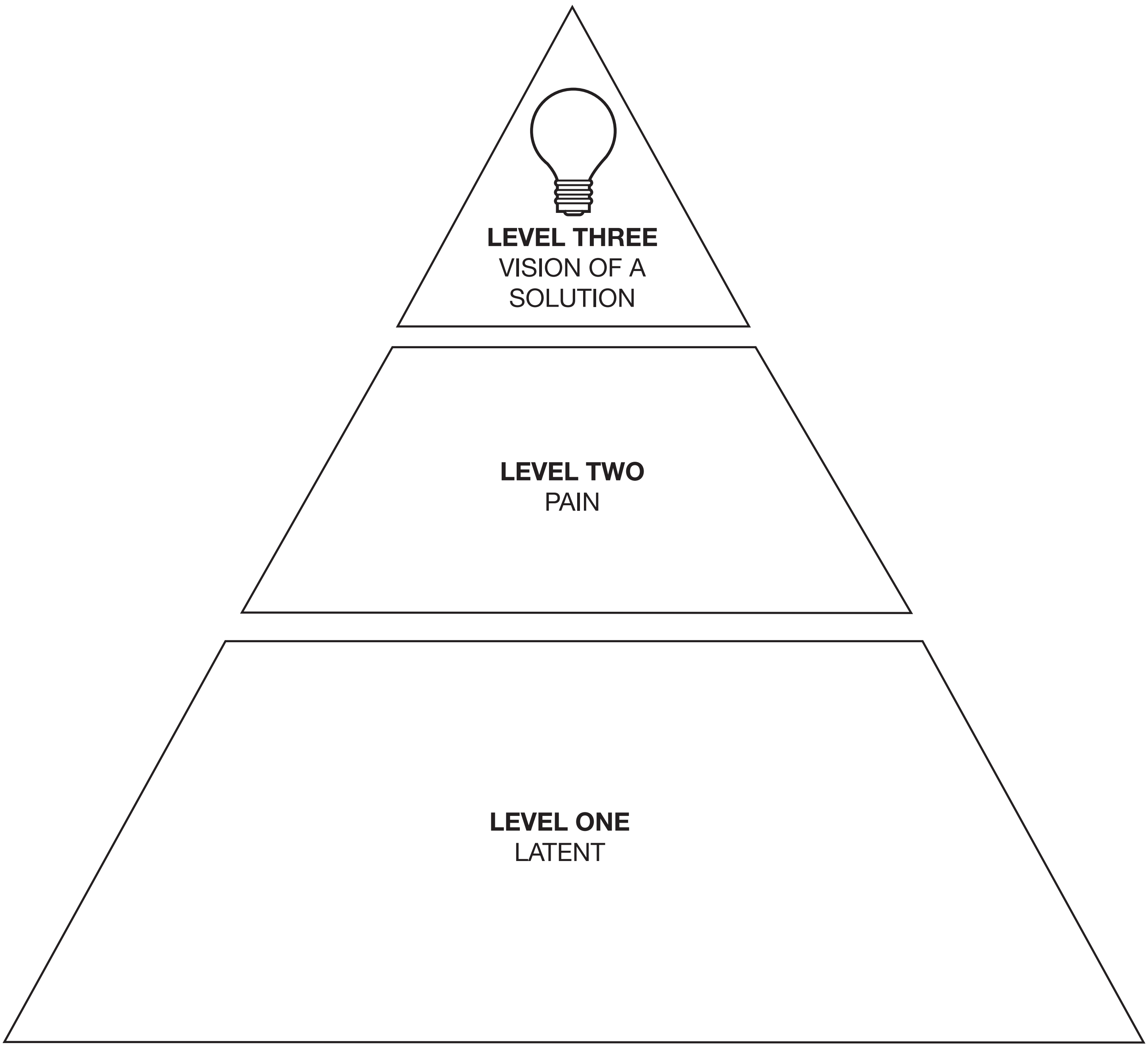
Once the plexiglass was removed, they still did not attempt to venture to the area of the appetizers.

It would have been a feast if persistence was applied.

The Briefing

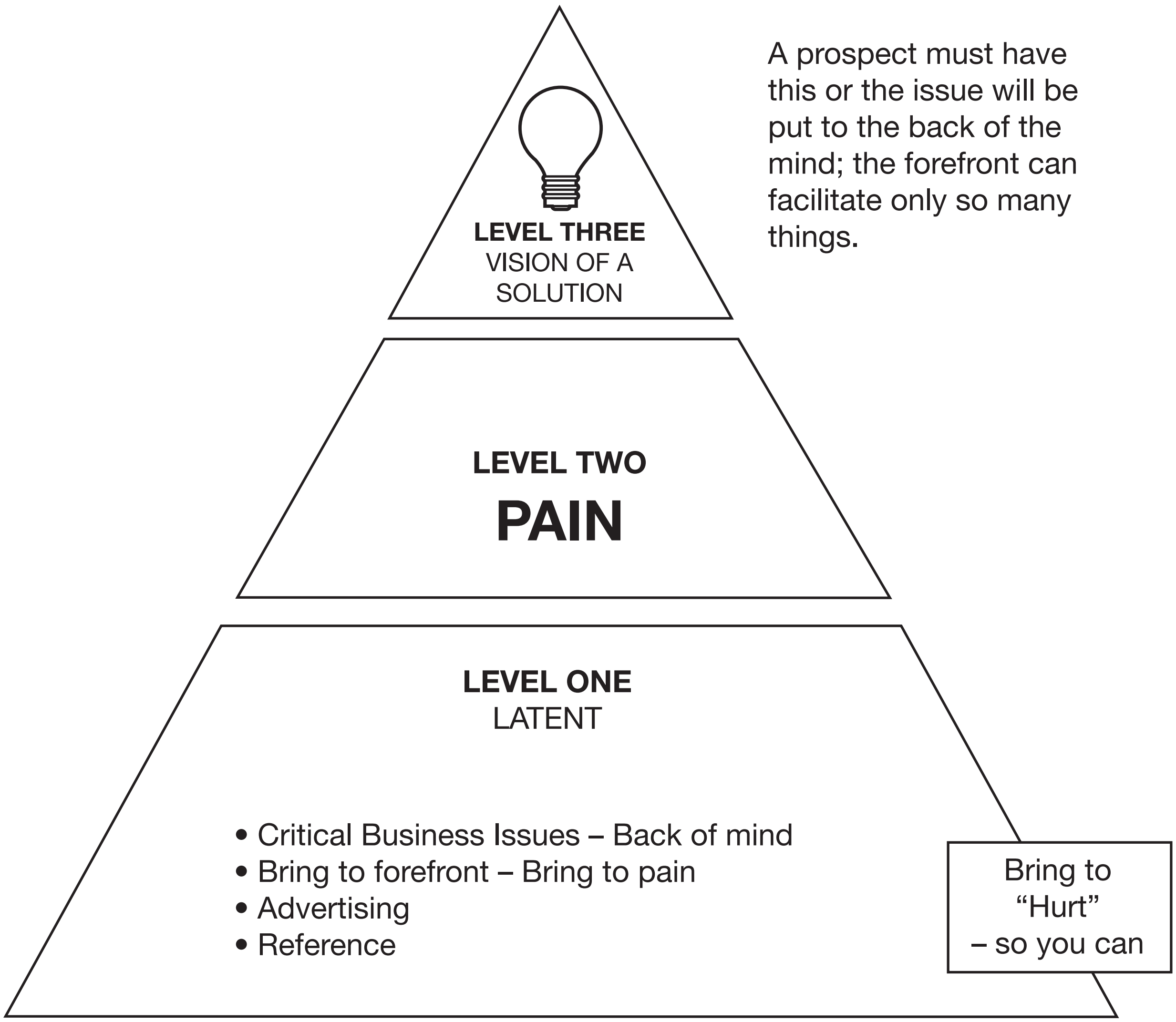
Reference Stories

Three Levels of Need



The Briefing

Reference Stories
Three Levels of Need



Reference Stories
1. Similar Company
2. Similar Person
3. Similar Stress/Problem
4. SM to the Rescue – Our Processes
5. Metric Result

Why Stories Work

Neuro-coupling – Two people's brains sync with stories – mirror neurons

Oxytocin – More is released with stories – creates empathy for story-teller (trust builds)

Stories affect the Amygdala – Emotional decision making

Decisions are not made on Data – they are made on emotion – start with the Amygdala

Stories

1) Build & release tension – where is it going?

2) Builds an idea (can leave you changed)

Stories should reinforce the data

The Briefing
Questioning Protocol

Questioning Protocol – Seek to understand ... then seek to be understood

We ask questions to get at beliefs so we can deal with real issues. Decisions are made based on beliefs. If we can identify problems, then we can determine what thinking can help because problem solving must involve different thinking than the thinking that caused the problem.

1. "Briefing to determine if I can help you"
2. Important! Find out about the Company – how do they do business – what stresses are related to their job. It is very important to ask general company questions first to show your interest and to show your understanding of their business. Only after you find out about the company do you ask directly about its communications, merchant services, small package shipping, waste, etc. Of course, sometimes it can't be avoided because the client leads you there; however, don't give up on asking questions about how they do business. It creates trust and enthusiasm.
3. Then find out how they communicate, get paid, courier goods and dispose of waste, etc.
4. Find out their stresses related to individual expenses. In general, ask what they like most about something so you can then ask what they like least (suppliers; services; performance etc.).
5. Ask about personal interests
6. Follow Up – Pulse, Personal DV

The Briefing
Summary of Questions

Sample Summary of Questions

Two types of questions:

Questions to gather information for you to understand

1) Status/Issue Questions

- Confirm that you know certain things from reviewing their website and you just want to ensure they are still accurate
- Are there any plans for relocations or expansions?
- Do you accept credit or debit card payments – or other electronic payments?
- Do you send small packages through shipping and courier services? Do you receive small packages from your distributors billed to your company's accounts?
- How do you dispose of waste? Do you use a shredding or recycling service?
- As it relates to telecom, besides yourself, who is responsible for technology recommendations and project management?
- Determine how many of these types of questions you need to ask and draft a list that you feel is most appropriate for this client. Create your custom list so you fully know how they operate and how they communicate.

Questions that add value for them – VALUE LINE

1) Implication Questions

1) Do you have software to recover past billing errors?
2) Do you have tools to ensure any fees, surcharges and miscellaneous items are correct and not overcharged?
3) Do you have tools to ensure you don't miss any new special pricing offers that are time limited?
4) Do you ever have increases on your bills that are unexplained or undiscovered until after the fact?
5) Do you have software to ensure you are getting all refunds due to you within the required time frame for late shipments?

Define The Project

Define The Project

Get the client on board with the right mindset

This is a project we will execute on their behalf

Mitigate ‘Fact-Finding Fatigue’

Identify priorities with the client – “so we need less of your time”

Define The Project

Define The Project

Get out of the ‘instant gratification’ mindset

Long-term value to the client – and to you!

“Let’s get started with the most important category(s) to you."

We have found that the best results come from attacking 1, 2 or 3 categories at a time.

We can certainly start additional categories soon – so we are continually identifying savings opportunities for you.

Let’s think of this as a ‘project’ where we need the least amount of time from your staff at any one time

Can I get the contact info for a lower-level staff member to gather any information I need.

Identifying Priorities

SCHOOLEY MITCHELL

Define the Project

	Category 1	Category 2	Category 3	Category 4	Category 5
Monthly Spend					
# of Locations / # of Accounts					
3-year Growth Plans	○ Same ○ Grow ○ Shrink	○ Same ○ Grow ○ Shrink	○ Same ○ Grow ○ Shrink	○ Same ○ Grow ○ Shrink	○ Same ○ Grow ○ Shrink
Nearest Contract End (months)	○ 3 ○ 6 ○ 12 ○ 18 ○ 24 ○ 36	○ 3 ○ 6 ○ 12 ○ 18 ○ 24 ○ 36	○ 3 ○ 6 ○ 12 ○ 18 ○ 24 ○ 36	○ 3 ○ 6 ○ 12 ○ 18 ○ 24 ○ 36	○ 3 ○ 6 ○ 12 ○ 18 ○ 24 ○ 36
Importance	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5
Vendor Issues	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5
Doc Gathering Accessibility	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5	Less More ○1 ○2 ○3 ○4 ○5
Other Considerations					
Rank					

Define The Project

Define The Project

SCHOOLEY MITCHELL

Define The Project

Step 1

1) Identify priority expense(s)
2) Document gathering
3) Fact-finding discussion
4) Authorization

Step 2

1) Baseline costs
2) Baseline Report
3) Analysis
4) Vendor quotes and analysis
5) Vendor negotiation
6) Value Report – Best Options

Step 3

Approval for savings – you choose your best option

Step 4

Implementation – we instruct/manage the vendors to get the improvements/savings implemented

Step 5

$$ Saving Realized $$

Step 6

1) Post Audit Process – Monthly Monitoring
2) We examine your invoices monthly
3) We examine the marketplace on your behalf
4) We are Watchdogs over your vendors – new opportunities, price creep, errors in bills

Step 7

Phase two – additional expenses to review
This step can begin at any time during step 2, 4, or 6

Define The Project

Define The Project

Timeframe – Expectations

Don’t provide these at all unless you feel pressed to do so

Less than $5,000 in monthly spend – single location – 4 to 6 weeks is usual turnaround once we have all the required information

More – we will know better when we start really digging into your bills and contracts as well as all the market options for you

Objections

Introduction

Introduction

- Test it
- Feel, Felt, Found – Don't use it, too many people are familiar and it seems too contrived
- Would you like it if...
- I'm glad you brought that up…
- That's a good point…
- I understand what you mean…
- We have a lot of clients with that very same concern…
- No doesn't mean no…It just means they need more information to really understand
- No doesn't mean no…It's just the negative feedback you need to change course in your direction

Welcome to our little friend

Objections are a buildup of:

1) Their past
2) Their history and experiences
3) Their assumptions
4) Their beliefs
5) What they have been taught

These things are what make them who they are today.

Their view of typical salespeople:

1) They don’t listen.
2) It’s all about them.
3) They don’t really care about me.
4) They’re disruptive.
5) They push you into things you don’t really want to do.

That’s quite a wall to climb.

Objections

Recognize Questions vs. Objections

Use the A-I-C-P-C Framework every time.

A - Acknowledge

I - Isolate

C - Confirm

P - Problem solve

C - Confirm (for the next step)

Acknowledge

Show them respect.

Show them you listened.

Don’t just try to ‘sell’ them into it.

Examples

I understand what you mean.

I’m glad you brought that up.

I hear you.

That’s a good point - Repeat back what they said.

Isolate

What's hidden beneath the iceberg – beliefs/history/thoughts/hidden information.

Ask at least 2 questions – keep asking if necessary – SEEK TO UNDERSTAND.

What/Why/How – uncover the real reasons behind the objection.

Confirm

Restate their objection with their true objection.

If you can't restate it differently than their original over-arching objection then you must go back and ask more isolating questions.

"So, if I understand correctly, …

If they don't say 'yes' that your understanding is correct – go back and ask more isolating questions.

You need to fully understand what and why – where they are coming from.

Problem Solve

Don’t rush to get to this point – use the whole process – A-I-C-P-C.

That’s where inexperienced people fail – don’t go to this step when you hear an objection.

Most of the time the answer is something we actually have/offer – they just didn’t realize it.

Stories are the most effective way of problem solving.

Confirm (for the next step)

Don’t wait for them to take the next step.

Take action.

“I’d love to talk this through with you.”

What is your objective?

1) Another briefing.
2) Meet the other responsible parties.
3) Gather the records.
4) Sign the Service Agreement.

Be assertive! Ask for what you want with confidence.

It’s a pity! (if they don’t have us) Always keep that in mind. They need what we have.

We can’t make a nickel unless we give them a dime.

Objections

Confirm (for the next step)

You should have a list of common objections that you incur and write out the full series of responses.

Build a binder for all objections you encounter.

Objections

“I’m Not Interested – No Time”

“I’m Not Interested – No Time”

Talk Track “We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line.”

Response – “I’m not interested”

Acknowledge – “I hear you” or “I understand what you’re saying.”

Isolate – “What is it you’re not interested in?” (What in my talk track triggered these past experiences?)

Response – “I just don’t have time for this”

“Can I ask you how much time do you think it will take?”

Response – here is the real issue – from history, past facts, beliefs – “I’m always under the gun, and just don’t have time to deal with stuff outside my daily priorities.”

Confirm – “So, what you are saying is, you don’t have time for costs that aren’t on your radar every day.”

Response – “Yeah, I guess so.”

Problem Solve - “Well, I think we can address that for you. Other than just explaining what we do, we don’t need more than 30 minutes of your time and I can do that before you start work – I’ll even bring breakfast. We wouldn’t waste any of your business time and I am willing to risk my time to see if we can find some additional profit for you. Let me give you an example (story time). All we need is approval to get your invoices online. By the way, do you have software that identifies errors on past invoices?”

Response – no, I don’t think so.

Confirm (for the next step) – “What time do you start work tomorrow? How about if I drop by with an Egg McMuffin & coffee 30 minutes before that or is Friday better for you?”

Objections

“I’m Not Interested – Not Important”

“I’m Not Interested – Not Important”

Talk Track “We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line.”

Response – “I’m not interested.”

Acknowledge – “I hear you” or “I understand what you’re saying.”

Isolate – “What is it you’re not interested in?” (What in my talk track triggered these past experiences?)

Response – “I’m not interested in looking at individual indirect expenses.”

“Can I ask you why you don’t want to examine those expenses?”

Response – here is the real issue – from history, past facts, beliefs – “Because I need to concentrate on my cost of labor and direct costs.”

Confirm – “So, what you are saying is your focus is on more important expenses as well as revenues.”

Problem Solve - “I get it. Your bottom line is affected most by your big-ticket items. On the other hand, there is no sense in paying FedEx or AT&T more than you have to pay. Let me give you an example (story time). Death by a thousand cuts from these secondary vendors decreases your bottom line almost as much as your direct margins. By the way, do you have software that identifies errors on past invoices?”

Confirm (for the next step) – “We can help reduce these expenses with no risk to you. Are you available to discuss the possibilities now or is tomorrow at 10 better for you.”

Objections
“I’m Not Interested – Bad Experience”

“I’m Not Interested – Bad Experience”

Talk Track “We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line.”

Response – “I’m not interested.”

Acknowledge – “I hear you” or “I understand what you’re saying.”

Isolate – “What is it you’re not interested in?” (What in my talk track triggered these past experiences?)

Response – “I’m just not interested in doing this.”

“Can I ask you why you’re not interested?”

“Because…” – here is the real issue – from history, past facts, beliefs.

Response – “We’ve had people look at expenses before and it got us nowhere.”

“Can I ask what happened?”

“We would have to change vendors for a 5% reduction, and it just wasn’t worth it.”

“Who was it that made that recommendation?”

“It was a Verizon Consultant.”

Confirm – “So, what you are saying is it was a waste of time based on previous reviews by a vendor who suggested their own services for marginal savings?”

“Yes, I suppose so.”

Problem Solve - “Well, I think we can address that for you. First of all, we aren’t a vendor. Verizon can be a good vendor, but that is what they are – a vendor. They can only suggest what they sell. We are completely independent and have nothing to sell. We simply examine the whole market on your behalf with our special tools and knowledge, including a database of more than 34,000 deals we’ve put together for clients, and determine optimum solutions for you. Rarely does that require a change of vendors. In fact, 80% of our solutions do not require a vendor change. Let me give you an example (story time). By the way, do you have software that identifies errors on past invoices?”

Confirm (for the next step) – “Are you available to discuss the possibilities now, or is tomorrow at 10 better for you.”

"50% Is Too Much – We Don't Get 50%"

Talk Track "We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don't charge any upfront fees for our analysis. We simply share equally in the savings for a period of time."

Response – "We're not going to give you 50% of our savings."

Acknowledge – "I understand what you're saying."

Isolate – "What concerns you about the 50%?" (What in my talk track triggered these past experiences?)

Response – "That's just more than I'm willing to pay."

"Why do you feel that it's too much?"

"Because…" – here is the real issue – from history, past facts, beliefs.

Response – "It just seems outlandish to pay half of any cost reductions."

Confirm – "OK, if I understand correctly, you wouldn't mind being able to save money, but you just don't want to share 50-50 in the result?"

"Yes, I suppose so."

Problem Solve - "OK, I guess I should have been more clear in my explanation. We actually don't get 50% of your savings. If we look at it in a 5-year window we would actually only get 30%. We share for 36 months to cover our costs and after that all the savings are yours. The reality is that your vendors are actually paying us from money you are giving them now. Let me give you an example (story time). By the way, do you have software that identifies errors on past invoices?"

Confirm (for the next step) – "Can I show you how our service works and how the money flows into your bank account, or is tomorrow at 10 better for you."

"50% Is Too Much – 35% for 48 Months"

Talk Track "We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don't charge any upfront fees for our analysis. We simply share equally in the savings for a period of time."

Response – "We're not going to give you 50% of our savings."

Acknowledge – "I hear you" or "I understand what you're saying."

Isolate – "What concerns you about the 50%?" (What in my talk track triggered these past experiences?)

Response – "That's just more than I'm willing to pay."

"Why do you feel that it's too much?"

"Because…" – here is the real issue – from history, past facts, beliefs.

Response – "We simply have a policy that we will not pay 50%." Or "The CEO simply says we're not paying 50% of our savings."

Confirm – "OK, if I understand correctly, you wouldn't mind being able to save money, but you just don't want to share 50-50 in the result?"

"Yes, I suppose so."

Problem Solve - "OK, let me think about some options (pause and think). Would you feel more comfortable if we just charged you 35%?

Response – "That seems more reasonable at about a third."

"OK, I'll tell you what, I think I can get our analysts to do it for 35% if we can say an extra 12 months – say 48 months of sharing 65-35%. OK? By the way, do you have software that identifies errors on past invoices?"

Confirm (for the next step) – "Can we go through how I get access to your bills, or should I talk to someone else about that?"

“We’re Not Going To Pay For Three Years For Work You Do Now”

Talk Track “We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don’t charge any upfront fees for our analysis. We simply share equally in the savings for a period of time.”

Response – “We’re not going to keep paying you for three years for analysis you do now.”

Acknowledge – “I hear you” or “I understand what you’re saying.”

Isolate – “What is it that bothers you about the process?” (What in my talk track triggered these past experiences?)

Response – “Just that we keep paying for work done now. It seems like an endless pit.”

“Have you used contingency consultants in the past?”

“Yes”

“What happened that you didn’t like?”

“Because…” – here is the real issue – from history, past facts, beliefs.

“They provided us with a report to make adjustments and then just kept billing us and billing us.”

Confirm – “So your concern is that we will do a one-time review and then you need to pay into the future, right?”

“Yes, I just don’t see the value.”

Problem Solve - “OK, I think you’ll find our process and value is completely different. We analyze your bills every month for the entire 36 months. We manage your vendors for that entire time and monitor the market on your behalf so we can ensure you always have the best available prices – not just once. We’ve got your back for the entire time so there will be no price creep or errors that end up in your bills. Let me give you an example (story time). I’m confident you will find our ongoing service so valuable that you will want to renew with us at the end of the agreement.”

Confirm (for the next step) – “Can we review the Service Agreement so I can show you what I mean, or should we talk again tomorrow?”

"Too Busy"

Talk Track "We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don't charge any upfront fees for our analysis. We simply share equally in the savings for a period of time."

Response – "I'm too busy"

Acknowledge – "I hear you. Time is the commodity of the day isn't it?"

Isolate – "How does your calendar look in the next month or so?" (What in my talk track triggered these past experiences?)

Response – "Well I'm still going to be busy. Try me in a year."

"Why so long. Why do you think you need to wait until next year?

Get ready to listen – this should coax out the real reason(s)

Response - "I have three significant projects in process right now and I'm already working overtime."

Confirm

So, what you're saying is there aren't enough hours in the day for your work projects?

"Yes, exactly."

Problem Solve

It's interesting you say that. We had another client that just couldn't keep up. We were able to save them enough money that they were able to hire a half-time helper and they relieved a lot of stress. Let me give you an example (story time). They actually cleared one of their major projects ahead of time.

Confirm (for the next step)

Why don't we meet for breakfast, on me, tomorrow before you start at 6:30 so it doesn't interfere with your day, or is Wednesday better for you?

"We're Good"

Talk Track "We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don't charge any upfront fees for our analysis. We simply share equally in the savings for a period of time."

Response – "We're all set already" or "We have people doing that already" or "Our vendors are doing a great job for us."

Acknowledge – "I understand what you are saying."

Isolate

"Can I ask you what they are doing to optimize your expenses against the marketplace each month and recover billing errors?"

"They're just on top of it so I don't worry about it."

"OK, are they able to report to you each month about market options available to you or about changes in each cost industry?"

And

"How are they doing in reducing your costs each month? How would you rate them on a scale of 1 to 10?"

"It's their job to make sure we have the best options available. I'm assuming they are on top of things, but I guess I would say an 8." (this is where the past/history/beliefs come out)

"Do you know why they aren't at 10?"

"I'm not familiar enough with their day-to-day to make that judgment."

Confirm

"So what you're saying is that you feel they're doing a good job but it's difficult to really know that for sure?"

Objections

“We’re Good”

Problem Solve

“We are a little bit different in that we have an R&D department and experts in each cost category and it’s their job to examine the new marketplace options that arise every month and make sure you are optimized continually. We also make sure that there are no errors in your bills or that price creep isn’t taking place that wouldn’t be noticed without an expert eye. We have some special sauce as well that your people just wouldn’t have access to because you’ve got more important things to do. We have a database of more than 29,000 deals we’ve put together so we know where every vendor can go and that gives us a lot of clout and unique knowledge. We also have a database of more than 4,200 contacts higher up in the vendors – the real decision makers. Of course, you couldn’t have those things because we’ve been building those assets and proprietary values for more than 20 years. We actually compliment what your existing people are doing and simply deliver you some bonus money and control. Let me give you an example (story time).

By the way, do you have software to identify errors in past invoices?”

Close (for the next step)

So, I’d love to explain how we have done that for some other clients like you and why it’s impossible for your people or your vendors to do what we do.

Objections

“Send Me Some Information”

“Send Me Some Information”

Talk Track “We work with several companies in the area to increase their profits by helping them decrease their expenses below the gross margin line. We don’t charge any upfront fees for our analysis. We simply share equally in the savings for a period of time.”

Response – “Please send me some information”

Acknowledge

“We have lots of great stuff to help explain our services so thanks for asking.”

Isolate

“It sounds like something I said was of interest. What was most interesting to you?” (what in my talk track triggered these past experiences?)

Response - “We might want to look at it down the road?”

“Oh, OK, help me understand why you wouldn’t like to look at it now and start saving some money?”

Because – (past history/beliefs/experiences – maybe another objection

“I’m just not sure we need to do it now, so I’ll look at your stuff and get back to you.”

Confirm

“So, you’re saying that you don’t see the value in it right now but maybe later? Is that correct?”

Objections

“Send Me Some Information”

Problem Solve

“Well, I think we could have a significant impact for you sooner rather than later, especially if you are incurring errors, overcharges, redundant fees, or price creep each month that goes by. You may be paying too much each month for each of these expenses and you really don’t have to incur those costs. Let me give you an example (story time). By the way, do you have software to stay on top of monthly changes in the marketplace for each expense category?”

Confirm (for the next step)

Let’s go through some example scenarios or is tomorrow better for you at 11:00 AM?

Objections

50% is Too Much, 3 Years is Too Long

“Fifty percent for three years is too much. I'll do a one year deal or 35%.”

As with all objections:

1) Objections are actually an opportunity for us – we can present more facts and strengths about our program
2) You always start off by addressing the objection with:
    a) I'm glad you brought that up…
    b) That's a good point…
    c) I understand what you mean…
    d) We have a lot of clients with the very same concern…
    f) You never follow up a), b), c) or d) with "but…"

The first thing to realize when someone puts this objection forward is that they are negotiating with you. Therefore you should try to understand their motivation. You do this by asking why they feel that 3 years/50% is a problem – AND THEN SHUT UP! Do not speak next until they have spoken to reveal their thoughts on why it's a problem. They may reveal that it's the term that concerns them, or the percentage, or both, or they just want to see if you'll negotiate. At least you will understand their concerns and you won't give away things you don't have to give away. In addition you can address the objection from a proper perspective.

My responses in relation to this objection generally follow this pattern:

“Actually I'm glad you raised that issue because I can explain a little more clearly why our program is set up this way.”

First of all, I would think that you'd want to write me the largest cheque (check) possible because that means I've done the best job and the most work to bring you the most savings possible.

The reality is that we've invested millions of dollars in developing our system and we have to recover those investments. Those values are delivered directly to you. In addition, we've spent over two decades developing our software tools, executing our research, educating our specialists and developing our system, again to maximize your benefits of saved time, saved money and security through correct decisions.

One of the most beneficial parts of our service for you is that we will be vigilant in continually optimizing your position. This will not be a one-time “shoot and run” analysis. We continue to consult and review your system every month so you don't waste your resources – time or money.

Objections

50% is Too Much, 3 Years is Too Long

“We don't get 50% Actually you get all the savings after 36 months. So if we save you $100 per year it works like this:

	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Your share	$50	$50	$50	$100	$100	$350
Our share	$50	$50	$50	$0	$0	$150 (30%)
Total	$100	$100	$100	$100	$100	$500

In addition, we handle management of all implementations, which can be a huge time waster for you throughout the three-year period. Most of our clients find the time savings to be just as important as the money we recover for them.

The program is designed not only to recover all of these costs and deliver these benefits but of course to cover my profit as well. I think it's a fair profit for the benefits delivered and I really don't apologize for wanting to earn a profit. However, I am willing to provide with the insurance that you will never be out of pocket. The risk is all mine. Let me give you an example (story time)."

At this point you are in the strongest position possible. It's time to shut up again.

If they see your point of view, then you should attempt to sign the Service Agreement and continue your fact-finding. If they continue to try to negotiate you should say; “Well, given what I just told you, what would you want to be paid if it was you delivering the service and benefits?” Then, guess what – yep – shut up.

If their response is a reasonable one then you can move towards negotiating the Service Agreement.

You may want to offer to go to 35% with the proviso that it will be for 48 months. There is actually very little difference in return to you but they likely won’t do the math. You also have the ability to position this as a continuing consulting assignment for an additional 12 months for them.

Objections

50% is Too Much, 3 Years is Too Long

Hopefully this helps with positioning so you can get most of your Service Agreements at three years/50%. Certainly, it should help get the best terms possible if you get comfortable delivering this information to your prospective clients.

In order to be ready for this objection, you must learn these points – you must practice them – over and over until they become second nature.

1) Makes sense you would want to motivate me to find maximum savings for you

2) We keep delivering value to you for three years – regular reviews

3) Vigilant Optimization – Not a one-time analysis – Stay on top of market – for you

4) Pain – others let money slip out the window

5) You focus on your core business

6) Investment in software

7) Investment in R&D

8) Investment in education of specialists

9) We really only get 30% over five years

10) Risk is all mine – profit is fair for the work and risk – I don't apologize for that

11) 35% over 48 months is an acceptable alternative

<u>The Key – Learn these points – it will take you an hour – and then you'll be ready</u>

Objections

50% is Too Much, 3 Years is Too Long

Script

I’m glad you mentioned that because it’s valuable to explain about why our program is set up this way.

1) First of all, by using the contingency model, we take all of the risk out of it for you. If we don’t find profits for you, you simply get a free audit of your services.

2) We set up our fee this way to compensate for all the work we will do for you including regular audits and reviews each month for the next three years. We stay on top of the market so you don’t have to spend that time and yet you optimize your position at all times – not just once.

3) In reality, we don’t get 50%. We share for 36 months but after that you get all the savings as the dollars continue for you beyond the 36 months. For example, we only get 30% over a five-year period (write it down using $100 of savings)

4) Of course, we have a lot of costs for our audit specialists, our specialized software tools, and documenting best-in-class pricing information, which have to be recovered in our pricing model

5) Overall, I’m motivated to make you as much profit as possible because the more you increase your bottom line then the more I make as well – we certainly have unified goals

6) In addition, we handle management of all implementations which can be a huge time waster for you throughout the three-year period. Most of our clients find the time savings to be just as important as the money we recover for them.

Fall back position

I could consider reducing the percentage if you are OK with extending the term where I will work for you – let’s say 48 months of audits and reviews and I will receive 35% of the savings. In return for reducing the percentage, how about you promise to give me a letter of recommendation if you’re happy with our work – which I know you will be!

Objections

Contract with Vendor

Contract with Vendor

I just signed a three-year contract with AT&T, you won't be able to help me.

As with all objections:

Objections are actually an opportunity for us – we can present more facts and strengths about our program

You always start off by addressing the objection with:
- a) I'm glad you brought that up…
- b) That's a good point…
- c) I understand what you mean…
- d) We have a lot of clients with the very same concern…
- e) I know how you feel, we have a lot of clients that felt the same way, what we found… (this is the feel, felt, found positioning)
- f) You never follow up a), b), c) or d) with "but…"

We have many other clients in that same situation. I'd still like to review that contract so I can understand what you're committed to and what you're not. Sometimes you can still negotiate options with the supplier as long as you don't change suppliers. Sometimes, if your business is valuable, other suppliers may buy-out the contract. In some cases, the contract isn't as binding as you think and there is room for movement. Even though there is a contract in place, there may still be some billing errors. If I can examine the contract and bills to find out this information, and there is no room for movement, I'd still like to be able to be "in second place" so to speak, so that you know that I'm there to help if you need help or if circumstances change.

There may be some things that we can help you with in other areas of your telecom as well.

In order to be ready for this objection, you must learn these points – you must practice them – over and over until they become second nature.

1) Understand what you're committed to…
2) Can still negotiate options sometimes if no supplier change
3) Other suppliers may buy out
4) Sometimes not as binding as you think
5) May be room for movement
6) May still be billing errors
7) Other areas of telecom not under contract
8) Second Place Strategy
   - a. Pulse
   - b. Send them something to address personal stress
   - c. Send them something (knowledge-based) to address business stress
   - d. Help them as if you were their actual supplier of consulting services – not with our chargeable services but with anything else you can

<u>The Key – Learn these points – it will take you an hour – and then you'll be ready</u>

Experience

“What telecom experience do you have?”

As with all objections:

Objections are actually an opportunity for us – we can present more facts and strengths about our program

You always start off by addressing the abjection with:
a) I'm glad you brought that up…
b) That's a good point…
c) I understand what you mean…
d) We have a lot of clients with the very same concern…
e) I know how you feel, we have a lot of clients that felt the same way, what we found…(this is the feel, felt, found positioning)
f) You never follow up a), b), c) or d) with "but…"

Good question. I have a great deal of experience in various professional business scenarios. That's what attracted me to Schooley Mitchell. All of our people have a tremendous amount of experience – and I can bring all of it to bear for you. My particular experience, plus the experience and expertise in every telecom discipline that you need is at my fingertips through Schooley Mitchell. My particular skill is to identify your specific needs and then to use our expertise to deliver the best solutions possible for you.

As with all objections, you must be prepared for them, and therefore you must practice (rehearse) the points that you wish to bring into the conversations. In this case, memorize the main points:

In order to be ready for this objection, you must learn these points – you must practice them – over and over until they become second nature.

1) I have a great deal of personal business experience

2) We have many diverse backgrounds at SM, which allows us to deliver maximum value to our clients

3) Access to thousands of years of experience and over 200 telecom specialists

4) I'm very good at identifying your needs and bringing the right resources to address your needs – because your needs are different than other people's needs

<u>The Key – Learn these points – it will take you an hour – and then you'll be ready!</u>

Hit and Run

Implementation of Your Recommendations

1) ALWAYS make sure you build the relationship properly right from the beginning stages. A hit-and-run sale, where the only emphasis is on 'free, free, free' will result in poor relationships and a higher likelihood that the client will not implement your recommendations when you present the Value Report.

2) Continue asking questions in the briefing until you are comfortable that the client has fully informed you and fully understands what you will be doing for them. Ensure they understand your expectations in terms of what you will identify on their behalf (three things – one, you will examine their invoices and contracts for errors, two, you will identify redundant services – items they may not know they have, never use, and continue to pay for, and three, you will examine marketplace alternatives and best-in-class pricing in every service category).

3) Never overpromise a quick turnaround. Make them realize that there is a lot of effort (and therefore value) in doing what you do including research, benchmarking software tools, databases, understanding best-in-class pricing and alternatives, negotiation, etc. If you're presenting a report for $10,000, or $20,000 or more in annual savings and you return that to them in 10 days they are not going to understand the value that you are delivering. Just don't over promise in the first place and then their expectations are not out of whack with your timing.

4) If you don't have all of your questions answered and your time is up – set another briefing to find out.

5) Use the relationship tools – ALWAYS! That means sending a Welcome Letter every time – enroll them on Pulse (use the explanation sample in the Marketing Manual), send a hand written note card, and send them Distinctive Value items – articles, books, goods, gifts, ideas.

6) Always implement the SMARRT Relationship Builder Program right from the point of signing the Service Agreement. Add value to the relationships long before you ask for something from them.

7) When you call for the appointment to present the Value Report emphasize how pleased you are with the results of your analysis. Tell them how you are really looking forward to showing them the reports because you know they will be pleased as well! Make them feel your excitement without sounding phony.

8) Whenever you get 'pushed down' from an executive/financial person to an IT/Telecom/Tech person, ALWAYS ask for approval right then to come back with your findings to the executive "once you are done doing all of your work with the tech person" ("because my findings will generally have a positive impact on your company's bottom line so I will just need a couple of minutes of your time to SHOW you what I have found for you"). They will generally say yes if you ask properly and then you won't be in the position where you have to break back through a resistant barrier to get your recommendations implemented. Ensure that the tech person is part of the presentation and give them all the credit for working with you behind the scenes to help get to the 'value'.

Implementation of Your Recommendations (continued)

If the tech person knows you will be going back to the executive and that you are going to make them the hero, you'll get more buy-in during the process as well as a higher likelihood of implementation.

9) ALWAYS present alternatives (three) in your Value Report – never just one solution.

10) ALWAYS present a five-year table for a 3-year deal – emphasizing that they reap the lion's share of the benefit.

11) ALWAYS be prepared when you go into the meeting. Take completed vendor agreements and paperwork for the recommendation you are summarizing in your Executive Summary. Not for all three (or more) alternatives. You can get that completed later if they choose a different alternative. You never sign the paperwork but you can certainly prepare it to make it an easy transition for your client.

12) Present in detail for someone that wants detail and in summary fashion for someone that wants to get to brass tacks. If you're not sure which way to go – ask them. Would you like to go into detail in the three main areas of the report (Current Configuration, Alternative Proposals, & Summary of Results) or review the Executive Summary of our findings?

13) NEVER just take a summary of your findings. The client will implement more readily and understand the value you are delivering if your reports are complete and comprehensive. If the detail cannot be provided by you then you have not completed the job properly and they will recognize that. Even if you are not reviewing the detail with the client it is absolutely necessary to include it in the reports. You never know who will be seeing the report and if it's incomplete or if shortcuts are taken they may not implement and you will ever know why. There are no shortcuts to what we do.

14) Present the strengths and weaknesses of each alternative in your report which requires you to be prepared for that conversation.

15) Use the Best of Three language – all three make sense to me, which one makes most sense to you? That way they don't feel they have to say yes or no – right now. There are choices and they can set their own satisfaction level.

16) Don't be afraid to ask for their approval to 'move ahead and start saving you some money so you're not overpaying your vendors again next month' – by signing off the Value Report. However, this shouldn't be a pressure sale at this point. There may be several reasons they have to review your findings. However, if that's the case, make sure you close the impending event – that you schedule an appointment with exact date and time, to come back and discuss the implementation of your results.

17) Present segmented recommendations whenever you have one category completed before the others. This allows you to test their willingness to implement so you don't continue working on their behalf if they are not going to do so. It also gets you to cashflow quicker instead of waiting until all categories are completed.

Employ all of these practices and you will implement a much higher percentage of your findings!

Presenting the Value Report

1) Zero Savings	– Always Present – With Glee! – Congratulations – Great Job!
2) Small Savings	– With Glee! – We really dug in, but you've done a great job – We've squeezed some savings out of your vendors and it's better in your bank account than theirs
3) Expected savings	– With Glee! – Our analysts never cease to amaze me
4) Large savings	– Wow, you won't believe what we've got for you – Our analyst worked their butts off and dug really deep – Look what we've got for you!

Steps & Commitments to Building Your Franchise

Action Items

1) Commit to obtain 60% of the businesses listed on your Community Vendors Checklist (Marketing Manual) as clients, or more importantly, as referral sources, within the first year of starting your Franchise. No exceptions, no excuses – this is the key to long term success. Ask each client obtained for a referral to one of their vendors or a neighboring business and now you have achieved an exponential growth pattern.

2) Ask five people you respect in business to review your Business Plan and ask them for input and suggestions. Even if they don't take the time to do it they will be flattered that you asked and they may become advocates for you. At a minimum you will have informed 5 important business people about your Schooley Mitchell Franchise.

3) Send out 20 'My New Business Letters' or 'My Great Business Letters'. This is not a solicitation letter but rather just an information letter and a claim of pride in your business. If you are not a brand new Franchisee then customize the "My New Business Letter' in The Warehouse to send to friends, neighbors & relatives based for your 'first year (or fourth year) in business'. Informing people that you are happy and proud can only bring you value in the long run and build your personal brand.

4) Commit to a 'Lunch Program' where you take a client to lunch every month and also a Center of Influence to lunch every month. This program will cost you $60 - $80 per month (less than $1,000 per year). If you have 24 business lunches in a year you should definitely generate more than $1,000 in revenue so this is an investment and not a cost.

5) Identify two Associations in your community where you can build a relationship and obtain a recommendation to the membership. Commit to helping those Associations by providing our service to the Association, providing 'I'm An Expert' articles to them on a regular basis (one article won't cut it), speaking at their events, attending their trade shows etc. Pay the Association a referral fee for any members that use your services.

6) Join a networking club – a group that exists to refer clients to each other. Participate fully and enthusiastically. Demonstrate your belief in the value and success of the club – and make it happen. Bring in new members to the club if the membership is not what you think is optimum. Commit to taking each member of the club to lunch within a year with the sole purpose of talking to them (interviewing them) about their business and how you can help them – and how you can identify referrals for them

7) Establish at least one paid referral source (client, contact, Center of Influence, sales person, all of them?). Write checks (cheques) to these people as quickly and as often as you possibly can

Steps & Commitments
Building Your Franchise

8) Establish a paid referral relationship with a Chamber of Commerce in your area. Not all will participate but some will – if not a Chamber, some other group that influences members.

9) Arrange to do at least one seminar or lunch-and-learn for a client every six months. Researching a topic of interest to them and their staff will take a couple of hours of work and can create significant goodwill. This can be done for groups of clients as well if you feel comfortable doing so.

10) Arrange to do a joint seminar with other Centers of Influence.

11) Select one vertical market and commit to go deep and wide in that vertical.

12) Commit to obtaining one new client every week – no excuses – no matter how small that client is it will build your business. As part of this strategy, you must commit to setting four or five appointments every week and don't stop doing what you need to do until that goal is achieved.

13) Commit to meeting two other business professional for coffee (or visit their office) every week. Review the role play video in the The Warehouse (Sales & Marketing)

Commitments to Success

14) Commit to using the Schooley Mitchell CRM program – every client. That includes a Welcome Letter, the Pulse, the SMARRT Relationship Builder, handwritten note cards, and sending the client Distinctive Value items (personal and business related). Not only will this help create a much better and deeper relationship that delivers value to your client, it will also increase referrals and establish your claim as a professional that not only provides a service but also helps your clients succeed. Using these relationship strategies will also significantly enhance the likelihood of renewal with your clients at contract-expiry time.

15) Commit to adding a minimum of three people to The Pulse every week. The discussions you will have to make this happen will be invaluable to your Franchise and the ongoing benefit of the 'drip' campaign cannot be overestimated – both with clients and contacts.

16) Learn the elevator speeches cold so you can deliver your best 30 seconds at any time. You must know the basic optimization/contingency message cold as well as the messages related to an IT/Telecom techie that may get thrown in front of you at any time.

17) Learn the Lettuce Story so you can present it when time is an issue. Learn the Envelope Presentation that demonstrates our program, our value, and our lack of risk for our clients.

Steps & Commitments

Building Your Franchise

18) Commit to sending out a minimum of three handwritten note cards each week. Make note of people you meet, people receiving awards or promotions, instructors, thank people, acknowledge people, congratulate people – there are a million reasons to send these cards.

19) Commit to building your database of personal interests and business interests of clients and other contacts so you can be prepared to send distinctive value to them or inform them of something that fits their interests.

20) Commit to ask every client for a testimonial letter and for a referral to a specific business – one of their vendors or one of their neighbors.

21) Review the information related to the objection that 50% is too much until you know it cold.

22) Present segmented recommendations whenever you can to move up the timing of cashflow and also to test the commitment to implementation of the client.

23) Present a five-year savings table every time

24) Commit to one hour per month to update, categorize – and strategize – related to your contact & prospect list.

25) Commit to re-reading the Marketing Manual once per quarter. It will spark new ideas – guaranteed!

Steps & Commitments
Goal Setting

Have a list of long-term and short-term goals that you review and revise regularly.

By writing your goals you will gain greater clarity, and power which will support you in attaining these goals.

When you share your goals with others, you will further enhance your own commitment and focus and create a degree of accountability.

SMART Goals

Following the SMART model when setting goals minimizes misunderstanding about expectations and makes sure everyone has a clear expectation of what is expected and when.

SMART goals are:

SPECIFIC – A clear and unambiguous statement of what's required
MEASURABLE – In tangible and readily understandable terms (quality, quantity, time, and cost)
ATTAINABLE – While stretch goals are fine, bear in mind your capabilities and don't try to do more than you can—especially when you are just starting out
RELEVANT – To you, your business, and to the Schooley Mitchell mission
TIME BOUND – Avoid vague timeframes and pin it down to when X will be completed

Here are examples of three realistic goals for the first 30-90 days of business. Notice that all three are specific, targeted goals:

- Set two appointments with new prospects per day
- Bring on 15 new clients within the first 90 days
- Identify three referral agents and build relationships with each of them by discussing mutually beneficial activities and goals within the first 90 days (one per month)

Goal Continuum

Dr. Gail Matthews – Study with various participants from various backgrounds

1. Think about goals
2. Write them down
3. Write down goals and actions required to achieve them
4. Write down goals and actions required to achieve them and share with a friend
5. Write down goals and actions required to achieve them and share with a friend and send weekly progress reports

The results are astoundingly different as you progress through the continuum

Steps & Commitments

Sales Activity Plan

Sales Activity Plan
Dennis Schooley

Date Prepared - January 31, xxxx
Months of February, March, & April, xxxx

M	T	$	Mon	T	$	Tue	T	$	Wed	T	$	Thu	T	$	Fri
1	4.00	0	Draft Contact Master List	2.00	0	Appointment with my accountant	1.00	0	Call to set up coffee meetings	2.00	0	Cold Calling	1.00	10	Meet with Vendor
	1.00	0	Draft Immediate Contact List	1.00	0	Contact 2 Business Contacts of	2.00	0	Briefing - Business Contact inc.	2.00	0	Contact 5 Mentors to review	2.00	0	Briefing - Business Contact inc.
			include Community Vendors &			mine and set appointment			travel if required			my Business Plan - advice			travel if required
			Close Business Contacts	2.00	0	Contact 4 Community Vendors &	1.00	0	Briefing - Community Vendor	1.00	0	Briefing - Community Vendor	1.00	0	Briefing - Community Vendor
	0.50	0	Contact 2 Community Vendors of			set appointments	1.00	300	Join Chamber of Commerce	3.00	75	Prepare and send 75 My New	0.50	0	Add to Pulse
			mine and set appointments	1.00	0	Visit Chamber of Commerce	1.00	0	Call BNI or other Group - research			Business Letters	1.00	0	Review and adjust plan and
	0.50	0	Set Weekly Goals - Calls/Contacts/	2.00	0	Practice Scripts/Elevator Speech &	2.00	50	Craft/obtain call list for cold						targets/goals
			Briefings/Clients - 1st 3 Months			Prepare Kits for meetings			calling or telemarketing				1.00	5	Send hand written note cards
	2.00	0	Research Networking Groups												
	3.00	0	Deliver Business Plan to Mentors	1.00	10	Coffee with IT Consultant	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Computer Salesperson	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	2.00	20	Attend BNI/Other meeting	2.00	20	Attend Chamber Meeting/Event	2.00	0	Cold Calling	0.50	0	Add to Pulse
	1.00	0	prepare for cold calls	2.00	0	Briefing	2.00	0	Briefing - Business Contact inc.	2.00	20	Attend BNI/Other meeting	2.00	0	Briefing - Business Contact inc.
	1.00	5	Briefing - Community Vendor	2.00	0	Cold Calling			travel if required	1.00	0	Write testimonial for community			travel if required
	1.00	0	Coffee Meeting with Realtor	1.00	0	Write testimonial for community	2.00	0	Contact 4 community vendors &			vendor	1.00	0	Briefing - Community Vendor
	1.00	0	Practice Pitches for Networking			vendor			set appointments	2.00	0	LinkedIn	1.00	0	Review and adjust plan and
			LinkedIn				1.00	0	Meet with potential referral						targets/goals
									partner				1.00	5	Send hand written note cards
	2.00	750	Begin Telemarkting Process	1.00	10	Coffee with Banker	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Insurance Agent	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	2.00	0	Briefing	2.00	30	Lunch with a fractional CFO	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
			prepare for cold calls	2.00	0	LinkedIn	1.00	0	Attend networking meeting	2.00	0	Briefing			targets/goals
	1.00	0	Briefing - Community Vendor	1.00	0	Send DV articles	2.00	0	Follow up with community	1.00	0	LinkedIn	0.50	0	Add to Pulse
	1.00	0	Follow up calls with prospects	1.00	0	Meet with potential referral			vendors	1.00	0	Write 4 online reviews	1.00	5	Send hand written note cards
						partner	1.00	0	Discuss buiness with friends				2.00	0	Practice scripts/objections from
															marketing manual
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Acc'tant - non-partner	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Lawyer - non-partner	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	20	Attend BNI/Other meeting	2.00	20	Attend Chamber Meeting/Event	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Briefing			targets/goals
	1.00	0	Call local businesses and	1.00	0	Meet with a potential referral	1.00	0	Complete Networking Profiles	1.00	0	Send DV articles	0.50	0	Add to Pulse
			set appointments			partner				1.00	0	LinkedIn	1.00	5	Send hand written note cards
	1.00	0	Provide DV to referral partners	1.00	0	LinkedIn							1.00	0	Rank contacts/prospects
	2.00	0	Work on Lunch and Learn										1.00	0	Work on Lunch and Learn
		0			0			0			0			0	

Steps & Commitments

Sales Activity Plan

M	T	$	Mon	T	$	Tue	T	$	Wed	T	$	Thu	T	$	Fri
2	2.00	0	Update contact list and strategies	1.00	10	Coffee with Financial Planner	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Investment Counselor	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
			prepare for cold calls				2.00	0	Briefing	2.00	0	Briefing			targets/goals
	1.00	0	Briefing - Community Vendor										0.50	0	Add to Pulse
													1.00	5	Send hand written note cards
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Mgmt Consultant	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Consultant	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	20	Attend BNI/Other meeting	2.00	0	Briefing	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Briefing				2.00	0	Briefing			targets/goals
													0.50	0	Add to Pulse
							2.00	20	Attend Chamber Meeting/Event				1.00	5	Send hand written note cards
	2.00	750	Telemarketing	1.00	10	Coffee with Cost Reduction Cons.	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	2.00	0	Briefing	2.00	35	Lunch with Client	2.00	0	Cold Calling	2.00	35	Lunch with Professional
			prepare for cold calls	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Briefing	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor												targets/goals
													0.50	0	Add to Pulse
													1.00	5	Send hand written note cards
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	20	Attend BNI/Other meeting				2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Briefing			targets/goals
													0.50	0	Add to Pulse
													1.00	5	Send hand written note cards
							2.00	20	Attend Chamber Meeting/Event						
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Briefing	2.00	0	Present Value Report	2.00	0	Briefing			targets/goals
													0.50	0	Add to Pulse
													1.00	5	Send hand written note cards

SCHOOLEY MITCHELL

Steps & Commitments

Sales Activity Plan

M	T	$	Mon	T	$	Tue	T	$	Wed	T	$	Thu	T	$	Fri
3	2.00	0	Update contact list and strategies	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	2.00	20	Attend BNI/Other meeting	2.00	0	Briefing	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
			prepare for cold calls	2.00	0	Briefing	2.00	0	Present Value Report	2.00	0	Briefing			targets/goals
	1.00	0	Briefing - Community Vendor										0.50	0	Add to Pulse
													1.00	5	Send hand written note cards
							2.00	20	Attend Chamber Meeting/Event						
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Identify and Research a target	2.00	0	Present Value Report	2.00	0	Briefing			targets/goals
	1.00	0	Identify a potential paid referral			Association for program							0.50	0	Add to Pulse
			source - call to meet										1.00	5	Send hand written note cards
	2.00	750	Telemarketing	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
	1.00	10	Mail Post Cards/Intro letters to	1.00	350	Choose BNI/Other Group to Join	2.00	35	Lunch with Client	2.00	0	Cold Calling			
			prepare for cold calls	2.00	0	Briefing	2.00	0	Present Value Report				2.00	35	Lunch with Professional
	1.00	0	Briefing - Community Vendor	1.00	0	Ask Client for specific referral							1.00	0	Review and adjust plan and
	1.00	10	Meet with potential paid				2.00	20	Attend Chamber Meeting/Event						targets/goals
			referral source										0.50	0	Add to Pulse
													1.00	5	Send hand written note cards
							2.00	0	Briefing	2.00	0	Briefing	2.00	0	Briefing
	3.00	0	Production	3.00	0	Production	3.00	0	Production	3.00	0	Production	2.00	0	Production
	1.00	10	Mail Post Cards/Intro letters to	1.00	10	Coffee with Other Professional	1.00	0	Call to set up coffee meetings	1.00	10	Coffee with Other Professional	1.00	10	Meet with Vendor
			prepare for cold calls	2.00	35	Lunch with BNI member	2.00	0	Present Value Report	2.00	0	Cold Calling	1.00	0	Review and adjust plan and
	1.00	0	Briefing - Community Vendor	2.00	0	Briefing	2.00	0	Briefing	2.00	0	Briefing			targets/goals
	2.00	0	Present Value Report										0.50	0	Add to Pulse
	1.00	10	Meet with potential paid										1.00	5	Send hand written note cards
			referral source										2.00	0	Briefing
	3.00	0	Production	3.00	0	Production	3.00	0	Production	3.00	0	Production	3.00	0	Production

Steps & Commitments

Sales Activity Plan

Monthly Action Plan

M	T	$	Mon	T	$	Tue	T	$	Wed	T	$	Thu	T	$	Fri
1															

Schooley Mitchell – Six Steps to Guaranteed Success

If you are making $250,000 per year or much more, then you don't need to do these things (although you still should). Otherwise,

1) Use the Client Management & Accountability Sheet for every client.
   a. Start the sheet as soon as you sign the client.
   b. Use it to guide your research and your activities related to each client over time.

2) Coffee Meetings – 2 per Week
   a. Call another professional that you don't know now and offer to meet them for coffee.
   b. The program is outlined in the Marketing Manual.
   c. There are also two videos to guide the process in The Warehouse.
   d. If you do 2 per week, your performance with the meetings will continue to improve.
   e. That's 100 meetings per year with other professional people – you will build some great relationships that will pay off for you.
   f. Follow up by using the SMARRT Relationship Builder for Coffee Meetings and you will get clients/referrals – either do it yourself or have head office do it for you for $175 per contact – 12 DV touchpoints.

3) Use the Shining Star
   a. You've got to do the research, to uncover prospects for Specific Ask purposes.
   b. Use this Shining Star methodology one at a time with every:
      i. Community Vendor
      ii. Client
      iii. Networking associate
      iv. Referral source
      v. Paid referral source

4) BNI – do a 'Specific Ask' at the end of your 45 second intro at every meeting.
   a. '… and my feature prospect for this week is Smith & Jones Accounting."
   b. Do research on a member in the group every week to identify a neighbor, vendor, customer, etc.
   c. That's 50 'Specific Asks' every year to people that want to refer to you.

Schooley Mitchell – Six Steps to Guaranteed Success

5) BNI – do a 1-2-1 lunch with a different member every week and go to that lunch with a 'Specific Ask'.
   a. Do research on a that member for every lunch to identify a neighbor, vendor, customer, etc.
   b. Everyone is in BNI to get referrals so there is nothing wrong with making it clear what you are seeking.
   c. That's 50 more 'Specific Asks' every year to people that want to refer to you.

6) BNI – send the email from the Marketing Manual every week that asks for a 'Specific Ask' to a different member each week.
   a. Do research on a member each week for each weekly email to identify a neighbor, vendor, customer, etc.
   b. Everyone is in BNI to get referrals so there is nothing wrong with making it clear what you are seeking.
   c. That's 50 more 'Specific Asks' every year to people that want to refer to you.

That's 150 Specific Asks every year if you do these three BNI tactics – you will get clients!

SCHOOLEY MITCHELL

Sales & Marketing Training Overview

1) Perceptions of Others – Emotion Driven – Amygdala – Not Logical

2) Attitude – It's in Your Control – Positivity – You Decide

3) Start Small

   a. 20 to 30 small clients
   b. Every one of them is a referral source
   c. Learn the process at every stage
   d. Will create revenue flow sooner
   e. Start with your own community vendors
   f. Can get some medium clients as well but must get a volume of small clients to build referral sources

4) Promote Your Suppliers

   a. Write a letter of testimony – do it – every week for a different vendor

5) Prospects Evaluate You

   a. Do you have industry experience?
   b. Do your clients recommend you?
   c. What do other professionals in the community say about you?

6) It's always the answer and/or discussion point

   a. Money
   b. Time
   c. Security
   d. Knowledge

7) Scripts – You must know them – cold

   a. Phone
   b. Quick intro – Two Liner
   c. Elevator pitch
   d. IT person pitch
   e. Fee based pitch
   f. EPP
   g. Who is Schooley Mitchell
   h. Common Service Agreement description
   i. Envelope Presentation
   j. Flaming $100

k. 50% Objection
l. Implication Questions
m. Referral requests
n. Paid Referral requests
o. We can do it ourselves objection
p. We have great vendors objection
q. We have a contract objections
r. Value Report Introduction – with pride
s. Pulse explanation
t. Introduction request

8) Deliver Distinctive Value as your client/prospect values it

a. Ask Questions
- i. Business level
- ii. Job level
- iii. Personal level

b. Use our internal tools
- i. Pulse
- ii. Handwritten notecards
- iii. Drip programs
- iv. DV articles distributed by Head Office weekly

Sales & Marketing Training Overview

9) Referrals – The key to the business
   a. Existing Clients
      i. SMARRT – Relationship Builder – deliver value continuously
      ii. Ask – Four things
         1. Referrals – specific
         2. Testimonial letter
         3. Reference
         4. Paid referral relationship
      iii. Develop and nurture paid relationships
      iv. Deliver DV – regularly
      v. Lunch program with clients
      vi. Provide training/knowledge to them
      vii. Handwritten notes
      viii. Associations
      ix. Deliver education – seminars, webinars, etc.
      x. Must! – Client Relationship tracking sheet for every client
   b. Centers of Influence
      i. Talk to them, get to know them, ask them
      ii. Provide value to them – Pulse, DV, Referrals, training to them and their clients
      iii. Promote them – Testimonial, Splash Page, Social Media
      iv. Paid relationship
      v. Keep them fully informed at every stage with every referral they provide
   c. Keep all referral sources fully informed at every stage of our process with every referral – Appointments, Briefing, Delays, Service Agreement, Production Process - periodically, Value Report, Acceptance, Implementation, Post Audits
   d. Inform Every Client's Accountant about results of assignment with our joint client
   e. Coffee Meetings Program – Minimum two per week with other advisors – every week!
   f. Paid Referral Relationships – Be relentless but not a mongrel – One new paid relationship every month
      i. Clients
      ii. Networking contacts
      iii. Organizations/Associations/Buying Groups
      iv. Sales people – bird dogs

v. Friends/acquaintances

vi. Other consultants and business advisors

g. Networking Sources

i. Build personal relationships with people you know

ii. Chamber

iii. BNI (or similar)

iv. Service Clubs

v. Charities

vi. Vendors that sell to you

vii. Recreation or community groups

viii. Other – be likeable – be a giver

h. Networking – general

i. Don't be a mongrel

ii. Be a giver – look for one person to help with something every time

iii. Be patient – farming

iv. Believe – STRONGLY – if I help others then they will help me

v. Share your time

vi. Share your expertise – give it away

vii. Develop an all-inclusive list – hundreds of people you know

viii. Rank your list – strategize a few every week

ix. Review commandments before every mixer

x. Learn the conversational networking questions

i. BNI (or similar) – Referral only based group

i. Join a referral only based group

ii. Participate regularly and be patient

iii. Research every member individually – website, Linkedin, google, drive by their location

iv. Identify neighbors, vendors, customers, associates

v. Ask for referrals to specific companies

vi. Look to fill in contact spheres in the club

vii. Establish some good memory hooks – envelope presentation, flaming $100 bill

viii. Focus every member on one target group each week

ix. Must have one-on-one lunches – every week – focus on them

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j. Chamber
   i. Join a Chamber
   ii. Participate and be patient
   iii. Ask to be the person to introduce every new member by email to all members with a short feature story
   iv. Do a cell phone video each meeting with 3 or 4 questions – “we feature our networking contacts on our website (Splash Page)”
   v. Perhaps introduce a ‘speed dating’ concept at the beginning of each meeting for 4 minutes

k. Service Clubs – Optional
   i. Must honor goals and activities of the club and be very patient
   ii. This is not about sales now but long term benefit by contributing and building strong relationships

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10) Reference Stories
    a. Learn the format – cold – Same type company, same job position, same problems or issues, Schooley Mitchell process, metric result
    b. Create a database of stories and reference stories – know them cold
    c. Add one per month to your database
11) Questions
    a. First seek to understand
    b. Learn implication questions – build your own database as well
    c. Seek to understand
        i. The business
        ii. The job of your prospect
        iii. The person
    d. Then seek to be understood
12) Briefing Checklist – Use it!
13) Service Agreement
    a. Know it cold
    b. Also know how to summarize it quickly to a prospect
    c. Know the LOA options as well

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14) Conversations
    a. Debrief after every discussion – be critical of yourself – to improve
        i. Networking event
        ii. Briefing
        iii. Value Report presentation
        iv. Business lunch
        v. Referral request
    b. Look for improvements
        i. Body language
        ii. Facial expressions
        iii. Responses
        iv. Handling of objections
        v. Explanations - scripts
        vi. Questioning process
        vii. Use of the briefing checklist
        viii. Information gathering
    c. Objections
        i. Build a database of responses
        ii. Debrief your conversations every time
        iii. Know them cold – record them and listen in your car
            1. 50% is too much
            2. 3 years is too long
            3. We can do it ourselves
            4. We have a contract
            5. Our vendors do a great job for us
            6. Others

15) Implementation
    a. No hit and run sales
    b. Promote your clients beforehand – SMARRT – Relationship Builder
    c. Never present Value Report in less than three weeks
    d. Always present in person
    e. Always present Value Report with PRIDE – even if no savings
    f. Always present three alternatives

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g. Always present a multi-year table of savings

h. Consider segmented recommendations

i. Visit client periodically

16) Sales Activity Plan – An Absolute Must!

a. Three months of detailed daily activities by the hour

b. One year more macro view of activities

c. Goal setting is a must - integral part

i. SMART Goal setting

1. Specific
2. Measurable
3. Attainable
4. Relevant
5. Time bound

17) Sales plan should include telemarketing – on a REGULAR basis – EVERY top Franchisee says to use telemarketing regularly

Bibliography

I have had several Franchisees ask me for a list of books that I have read. I have provided a bibliography of some of those books for everyone.

I have not included the standard fare of authors like Covey, Goleman, Pink, Collins, Hill, & Ziglar, etc. I have read them too but most of you know them (or should know them). They have all written great books that are widely reviewed and discussed. However, I have listed books that are not necessarily the standard fare although I'm sure you have heard of some of them, and have maybe read them. Some of them are quite old with a few outdated ideas but still carry valuable messages. Some of them are brand new.

As you know, I preach with conviction that everyone should read at least one business book each month. There are several reasons for this conviction:

1) It helps you to be interesting and to add value to networking conversations
2) It keeps your mind active and fertile and accepting of new and developing ideas
3) It helps you to be interesting and to add value to networking conversations
4) It keeps you motivated to continually improve and grow
5) It helps you to be interesting and to add value to networking conversations
6) It just makes you smarter – and that turns into money, success, and happiness
7) It helps you to be interesting and to add value to networking conversations

I haven't really put the books in order of preference or value. However, I will say that I have read the first ten books listed multiple times in order to really understand them and use the great info provided. I will also say that if nothing else make it a contract with yourself to read the first ten books listed within a year and you will be a smarter, more profitable, and more effective person – period.

Here's a profound thought for you – read and re-read and learn the ones marked in yellow and you will change your life! For the better by a mile.

So instead of turning on the TV at night... (The Real Housewives of Atlanta isn't really that mind-expanding – and it sure doesn't make you any money).

Bibliography

I will concede that some of the books have to be taken in the right light. For example the Susan Roane book is hokey and full of self-compliments, and is actually maddening in some spots.

However, at the end of the book I did acknowledge that she made some great practical points that should be followed even though they seem so simple. I Moved Your Cheese contradicts Who Moved My Cheese – puzzling! Some are difficult like The World is Flat and Inside the Tornado. Mind Power has some ‘out there’ thoughts.

Sometimes Malcolm Gladwell can be frustrating because it seems there are never clear conclusions. He is a great author with really great insights. However, he is also frustrating. You read his statements and positions on one page and you go - oh yeah, yeah...and then the next page he proves the opposite and you go – oh, damn!

At the end of the book Jab, Jab, Jab, Right Hook, it was clear that the social media strategies that he discussed were really not for our business for the most part but it was still interesting.

In addition, there are lots of books on the topics of hard selling skills such as prospecting, target marketing, setting meeting (briefing) expectations, meeting with the right person, time management, negotiation, cold calling, etc. but I have not included those books on my list. Everyone should read those books as well. Google the topics – read the books - they will make you money.

One of the books quotes coaching great, John Wooden as follows; “Once you’re done learning, you’re done.”

Anyway, I hope some of you use this bibliography to increase your own knowledge and broaden your business and interpersonal skills. As I said, it will make you more money.

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