



Getting Clients

Creating a predictable sales cycle

The success of your business is directly related to the predictability of your sales cycle. By predictability I mean that you can predict how many sales you'll make for every 1000 potential clients reached. We are going to dive deeper into the statistics of this, and how to determine where in your sales cycle you need to make a change. In this module we are going to focus on building a predictable sales cycle, so that we can automate it and you can leverage your time.

Your inner game

From options to procedures

One of the challenges that you might face, is the notion of predictability itself. You may feel limited in your freedom, it might be boring and tedious to do the same thing over and over again.

When you think of having in place a structure for yourself, to consistently contact clients, share Facebook posts, do the same tasks week after week, month after month, what state does that put you in? Are you able to maintain that? Or can you keep it up for only a little while, but then lose that rhythm?

I can tell you from personal experience that the ability to maintain a consistent structure in your marketing and sales will help you grow your business a great deal faster. That, and the discipline to review your statistics so you can pinpoint leverage points for improving your sales cycle.

This really plays to the meta-program of procedures versus options. If you have a preference for options, you'll want to come up with alternatives to doing things and look for ways to re-invent procedures every time. While this has great benefits, it can also stop you from getting traction. On the other hand, if you prefer procedures you'll enjoy following a specific strategy step by step, and you can easily repeat that.



Where are you on that scale, when it comes to your sales and marketing? You might want to get a buddy coach to help you expand your meta-programs.

Remember, your inner game will determine success in your outer game. If you struggle with doing procedures, you'll want to dedicate time to gain flexibility. Otherwise you'll be setting yourself up for failure.

Creating Your Sales Cycle

You'll already have a rough template of what your sales cycle is going to be, and how you'll lead your clients through the progressive agreements. The key now is to create the content. You'll continue to create new content, of course, we'll be creating the foundation in this module. Meantime, you can continue to reach out to potential clients by contacting them directly or asking for referrals like you've done in module 6.

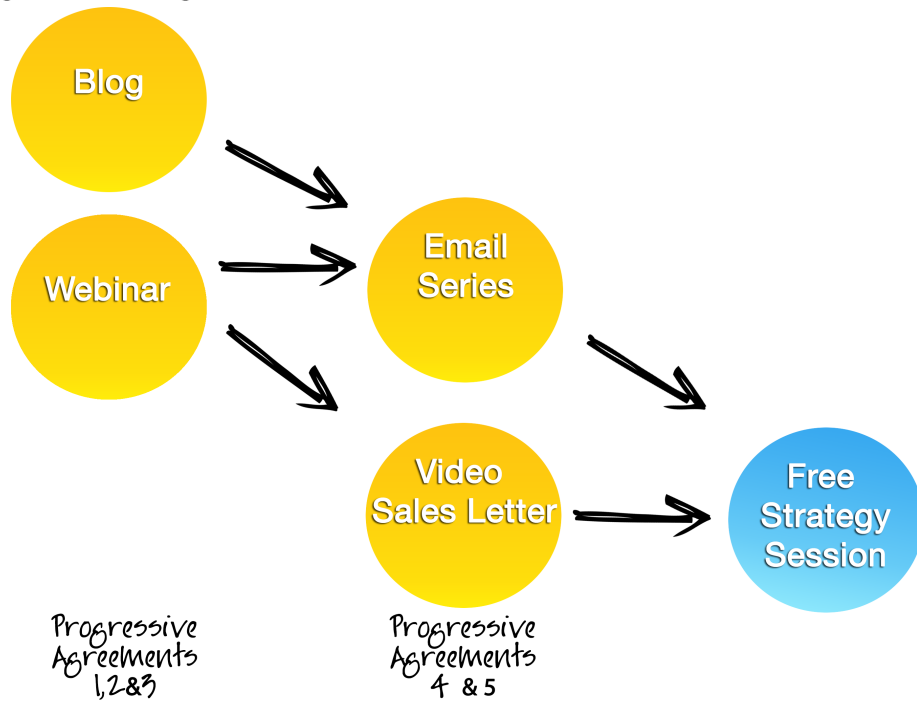
Below you'll find an image of my sales funnel and the progressive agreements I speak to for each of the steps. I've kept my sales funnel as easy and clean as possible. It's far better to focus on 1 medium and do it really well, than on many different media and scatter your focus.

In my blog and webinar I focus on the first 3 progressive agreements. After people sign up for my blog or my webinar, they get a 5-7 email series that takes them through the progressive agreements and eventually I'll invite them to watch my video sales letter. When they sign up for that, I can send them a personal email inviting them to the free strategy session. They'll also be invited to the strategy session on my blog page (for those already at that stage) and in the emails.

At the free strategy session we'll assess whether my potential client and I are a fit, and whether that person needs my services or something else. I'll explain the different tools I use to create the content and automate my sales funnel in the next few pages.

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Progressive Agreements Sales Funnel



Wordpress blog

I have created a video explaining how you can create a wordpress blog, and how to create posts. Your wordpress blog can speak to the first few steps of the progressive agreements and as such you'll want to include several call to actions in your blog, depending on the process you'll lead them through.

Let me explain this based on an example. Someone who is at the very beginning of the progressive agreements will not be ready to schedule a strategy/introduction session with you. They may be ready, however, to get more information from you on a regular basis. So you want to make it easy for them to sign up for your blog or email newsletter. Others will be beyond the first few progressive agreements, and ready to schedule a strategy session. On your blog, you need to have a way for them to schedule that. You can do this in the sidebar and at the end of your blog.

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One thing to pay attention to: You want to get your potential clients to get used to call to actions in your communications. If you separate valuable content from offers, then your potential client might not ever open anything that resembles an offer, because there is no valuable content there. You want your client engaged when you make an offer or do a call-to-action.

Membership plugin

If you are going to make online content for your clients, then you'll want to protect that content from others. I have created a video about the membership plugin that I use in Wordpress: Wishlist Member. There's also S2Member, Magic Members, OptimizeMember. The right membership plugin for you will depend on your needs.

Here are a few things to pay attention to when you choose the right membership plugin:

1. Drip feed content

If you don't want your customer to gain access to all the content right away, then you'll need to drip feed your content based on the length of membership. Not all membership plugins can do that.

2. Automatic / recurrent billing

Most membership plugins will offer integration with payment modules like Paypal, Ideal, or ShoppingCart. You'll want to make sure that the one you choose to use is available in your membership plugin.

3. Multiple products per person

Not all membership plugins will allow multiple products per person. If your customers will be able to buy more than one product from you, you'll need to have this feature available to you.

4. Integration with autoresponder

Your choice for membership plugin will also depend on the autoresponder you'll work with and whether it is integrated in the membership module. That way you can start sending automated email messages to your clients. Most plugins will work with MailChimp or AWeber.



Webinar platform

If part of your funnel includes hosting webinars, you'll want to have a solid webinar platform. There's several to choose from:

- AnyMeeting
- WebEx Meeting
- GoToMeeting/GoToWebinar
- AdobeConnect

I've created a video for you on how to use GoToWebinar.

Landing pages

A landing page is a page on your website where you offer a specific product or service. It's often used as a lead generation tool, a page where you capture someone's information before they get access to free content.

There's different philosophies out there about the use of landing pages. Some advertisers will lead you to a page like this directly, before you even know anything about them. So you might click a link on Facebook and you are asked to fill out your email address before you can read a blog or get another piece of content. Others, which includes me, will only lead you to a page like this when you already know a bit about the business. You'll have read a few blogs, so you might be interested in the next step. This latter approach might take a bit more time, but it has been my experience that the quality of your leads are far better.

I've recently made the choice to buy a Wordpress theme that allows me to create my own landing pages with a simple tool. I've also used LeadPages and OptimizePress. I'll discuss all three of these options and their benefits.

Auto-responder / Email newsletter

Once you've captured a potential clients' email address, you'll want to continue to build the relationship. Either they sign up for a weekly newsletter or they get a PDF with free information, perhaps even a survey of some sorts.

When you first get someone's email, you'll want to let your potential client get to know you. So in addition to the PDF that you sent (if that's what they signed up



for), you'll send them up to 7 emails. In those emails you share content that is valuable to them and follows the progressive agreements. In addition, you'll make call-to-actions to lead them through those agreements.

Putting It In Your Calendar

Part of the sales cycle, you'll be able to automate. For example, someone signing up for your newsletter and getting the first issue as well as the introduction email series.

However, it's important to remember that sales is all about building relationship. If you see that someone signed up for your newsletter, you can also choose to send them a personal email introducing them to a free strategy session or simply to say hi.

In addition, you will need to continuously create new content, post on Facebook (if you use that medium) or on LinkedIn forums. How much time will you dedicate to that on a weekly basis? Will you create all your content for the week (month) in one go or will you create it on a day-to-day basis?

On the module 7 page you can find a file named Sales Cycle Calendar, where you can create your marketing schedule.

As a final word, remember that you are creating a prototype. It doesn't have to be perfect. You are going to improve and refine this cycle over time and find your own style. Getting feedback of what works and what doesn't work is the fastest way to get there.