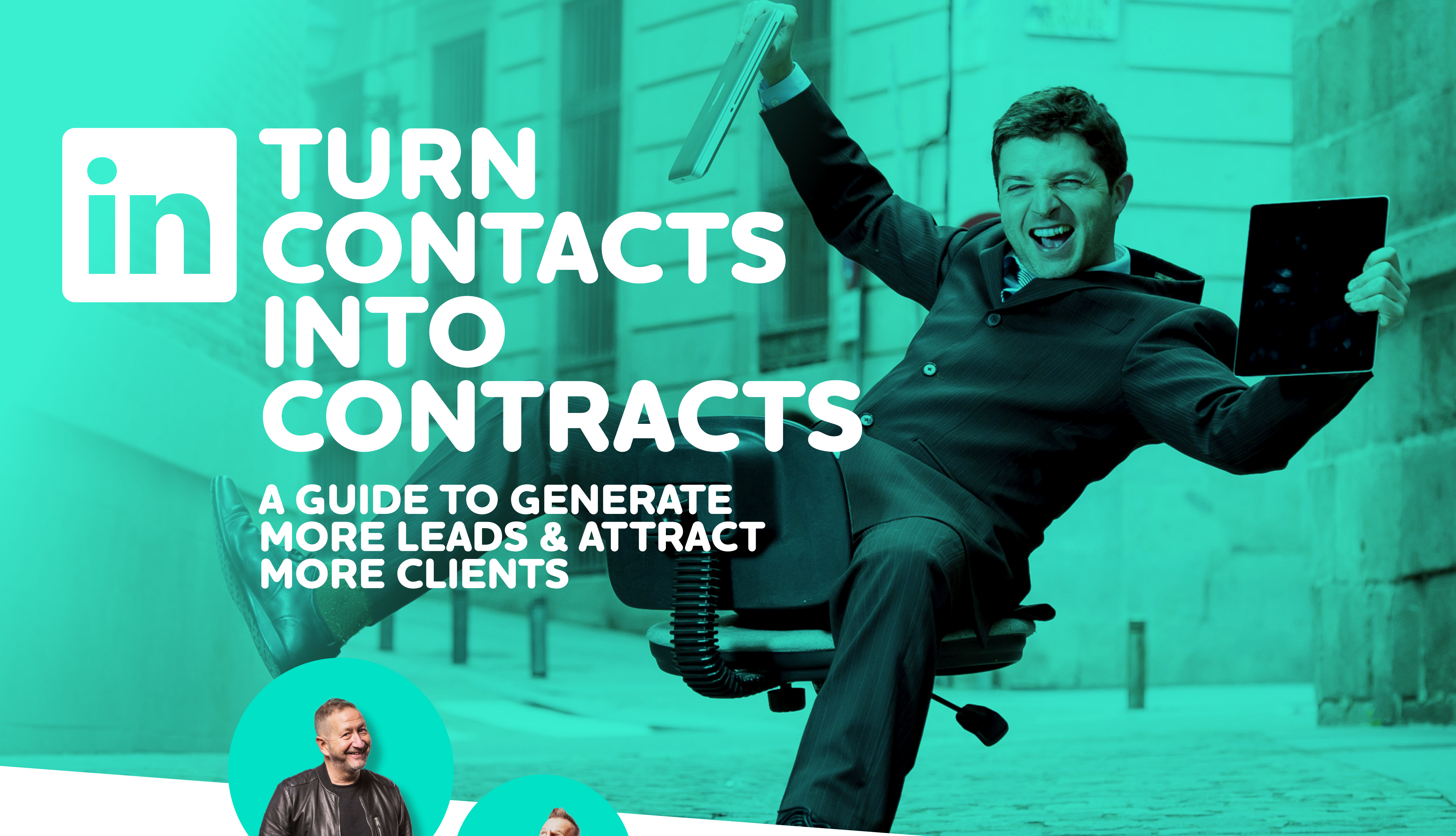

TURN CONTACTS INTO CONTRACTS

A GUIDE TO GENERATE MORE LEADS & ATTRACT MORE CLIENTS

CREATIVE™ THREE

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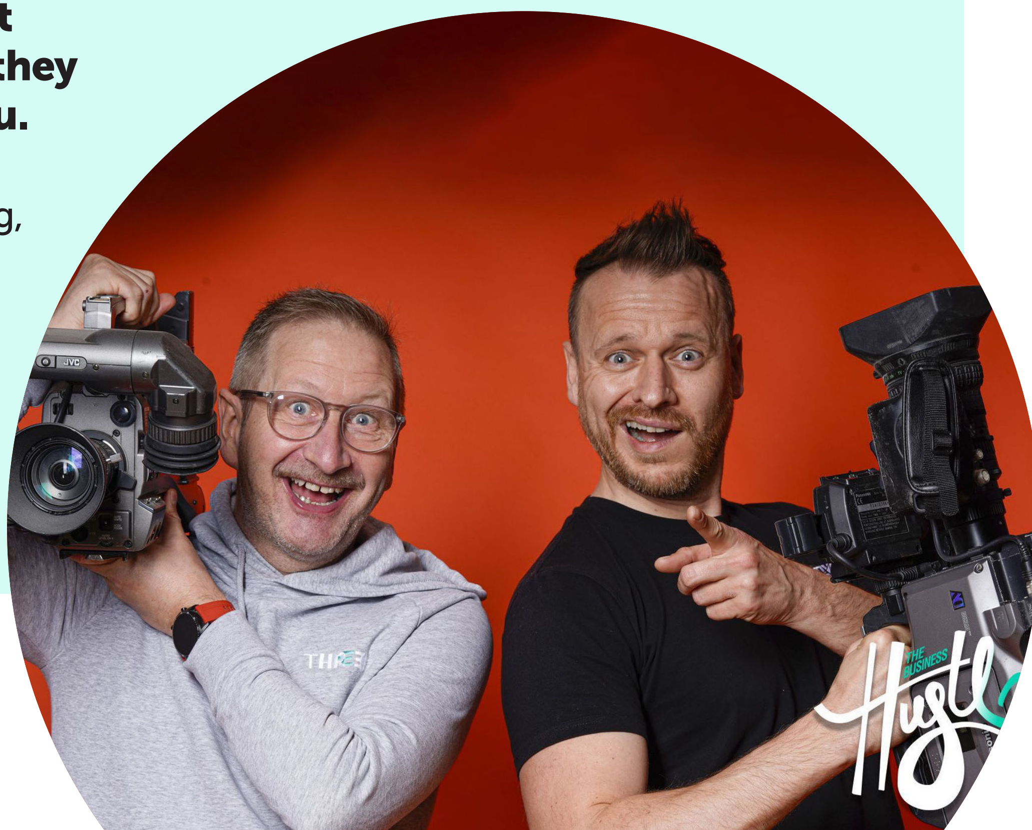
A DOZEN TRUST-BUILDING TIPS ON CONVERTING CONTACTS INTO CONTRACTS.

Building our business over 27 years has granted us the experience of the highs of several successes and lows of a few recessions. One of the key learning experiences over this time is the value of relationships and the investment required to make those relationships successful – be it personal or professional – the common denominator is trust.

When someone trusts that you have their best interests at heart and believe that you genuinely want to help them, they are more likely to reciprocate that same trust value to you.

This is especially true in sales and marketing. Whether new or existing, take the time to invest, build and nurture trust-based relationships. This value-based trust can only help you when it comes time to pitch your product or service.

THE COMMON DENOMINATOR IS TRUST



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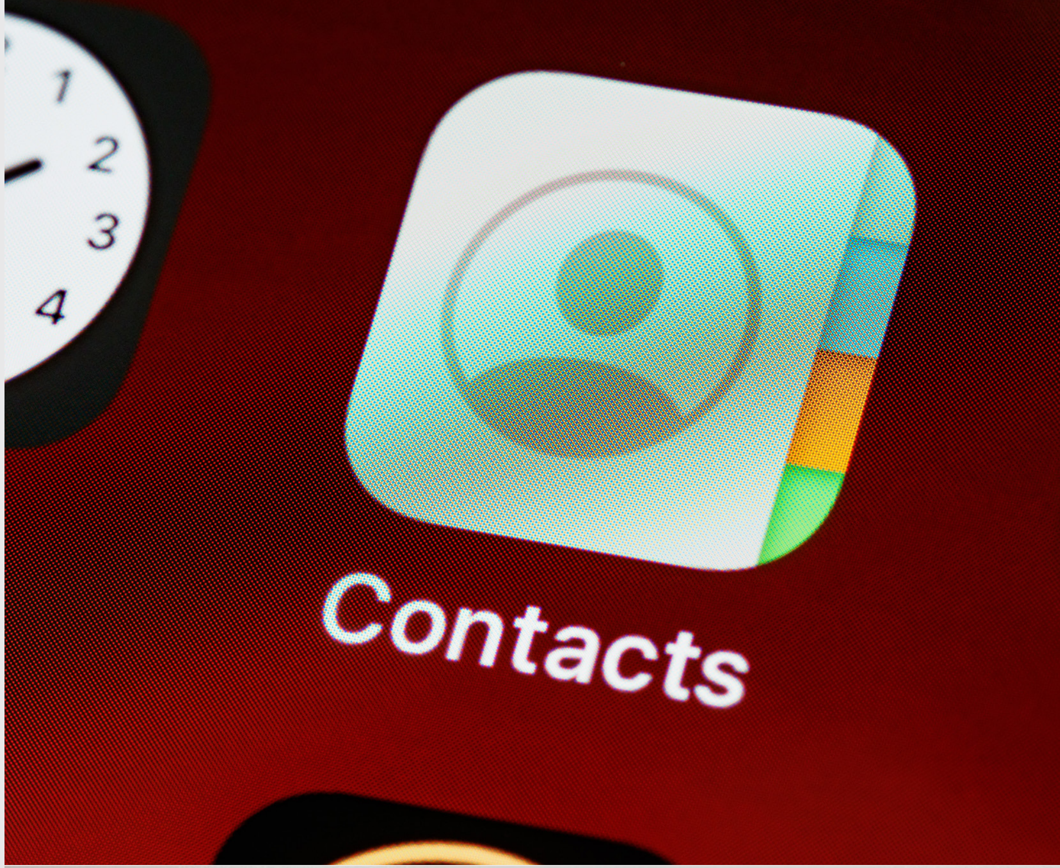
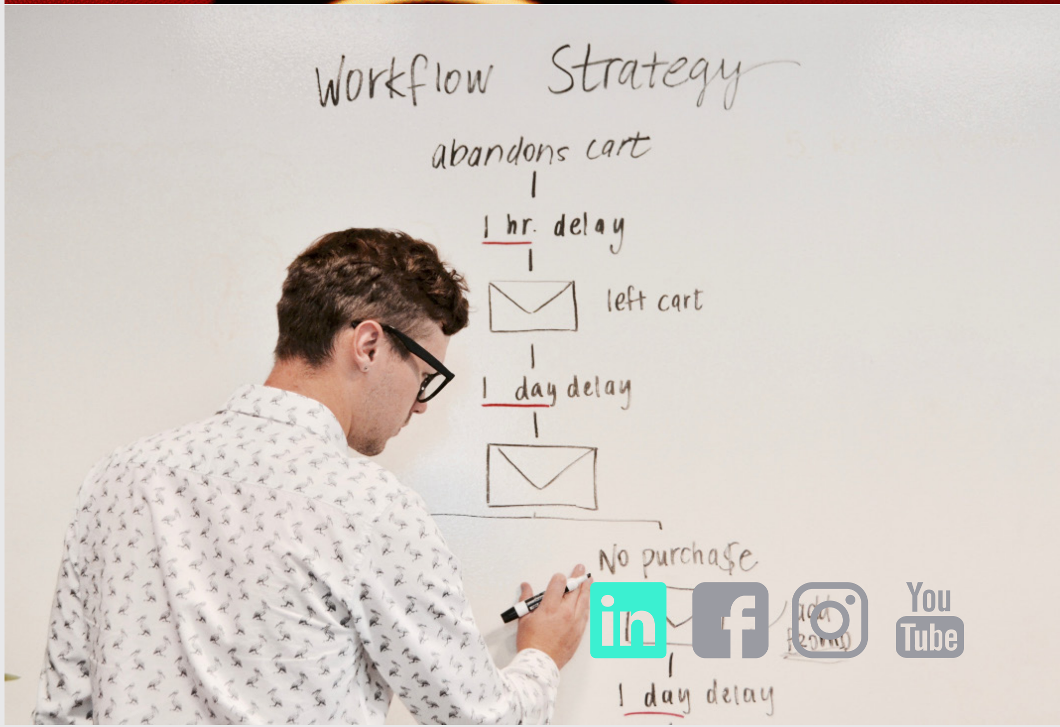
1. ADD VALUE EVERY TIME

Make sure every time you communicate with contacts, you are adding value as perceived by them. Yes, this means sending different messages to different contacts as you can usually spot a generic message a mile away. Constantly sending your contacts non-value-adding information or having a cloaked sales hook is the quickest way to end a relationship.





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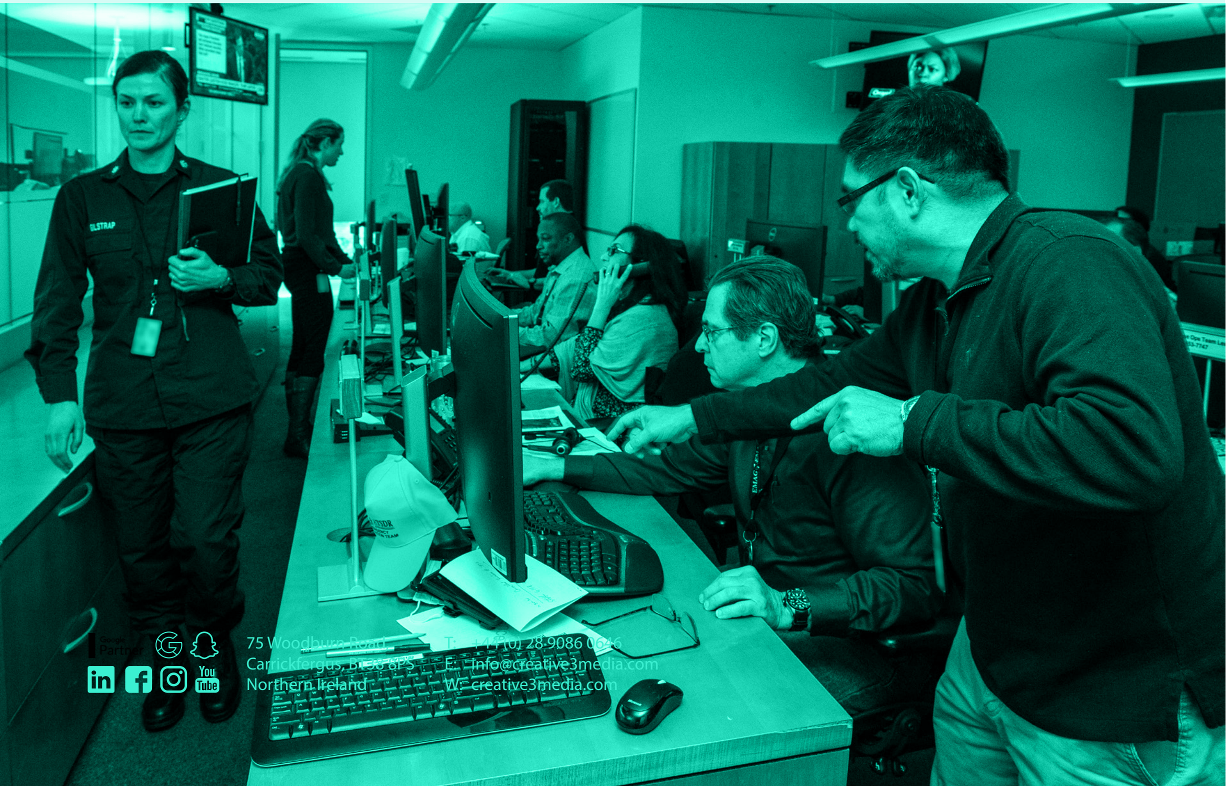
2. BE CONSISTENT AND CREDIBLE

If you want to convert a contact to a client, establish trust in your expertise by delivering consistent quality and demonstrated credibility in all that you do. Most contacts are not a “quick conversion,” so time and need will determine whether you gain a new client from the relationship. Share freely with your contact and don’t sell them.



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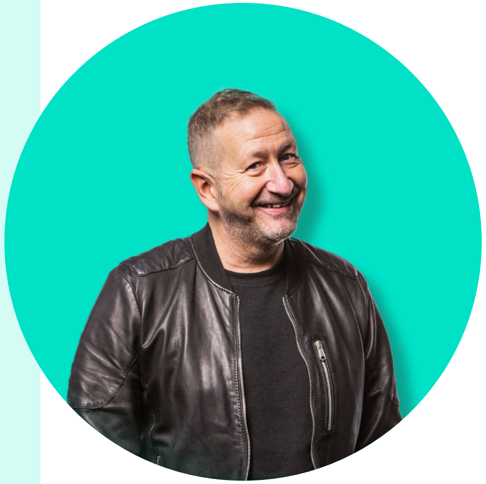

3. BE HONEST AND DON’T OVERPROMISE

Breaking down illusions and refusing to overpromise is the best way to build trust in a new client relationship. Be honest about your approach, clearly define your skills, and establish what you are not willing to do. This will prove you are listening and authentically honest and that you have integrity and set clear expectations.

4. START WITH A SMALL GESTURE

Too many times, we try to suggest, implore, book another appointment, or “convert” someone into what we want. Instead, take a longer game approach and build trust doing something small. This often means simply following through and following up in a timely manner through a thoughtful email, a specific LinkedIn message, or go old school and lift the phone.

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5. THINK LONG-TERM

When we take on a new client, we don’t just think of the immediate sale and have a ‘get it done and get it paid mindset’. We think long-term and how we can have that new client for life.

This longer-term and forward-thinking approach that has genuine care about the needs of your client puts you ahead of most when it comes to sales and marketing. Show a potential client you care about what they need, and listen instead of being in your own head rehearsing a pitch.

6. OFFER SOME FREE ADVICE AND CONTENT

While it can take a long time, treat everyone like they are already a client. It's OK to give free life-giving content as a clear demonstration of the value you can create for them. Be sure to keep current with business trends so you can frame your advice in the currency that matters to them. Demonstrate you do your homework and contacts will feel heard and will seek your advice as clients.

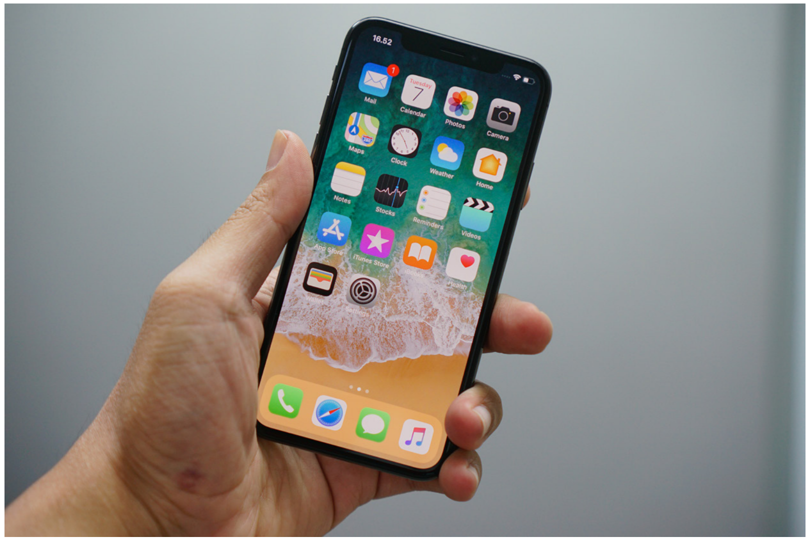
7. HAVE EMPATHY

Take a genuine interest in the problems your contact is facing. Explore with them what their ideal world would look like with some outside-the-box thinking.

You don't have to solve their problem, but rather help them navigate and see the bigger picture. The larger the landscape of the challenge you explore with them, the more opportunities you can find to help. This will also provide some space where you can build trust.

8. CURATE AND PRODUCE HELPFUL CONTENT FOR THEM

Converting contacts to clients is centred on delivering value that drives and builds trust. One approach is to create relevant content that provides solutions to some of their most complex challenges. Lay the foundation for the cultivation of a rich client relationship.



9. HELP THEM FIND ANSWERS

Here's an effective way to gain trust. Be curious, ask a lot of questions, and listen for a challenge they are facing. Most people like to talk about themselves, and by asking questions you can easily get people to talk. Through active listening and powerful questions, you enable them to find the answers for themselves. They will value you and your "contact" becomes a trusted client.

10. DELIVER ON YOUR PROMISES AND GENUINELY CONNECT

Clients need two things from you to have their trust: your competence and you, being likeable and relatable goes further than we realise. Deliver on your promise and at the same time, genuinely connect with your client. Understand as much about them and their needs as much as the problem!

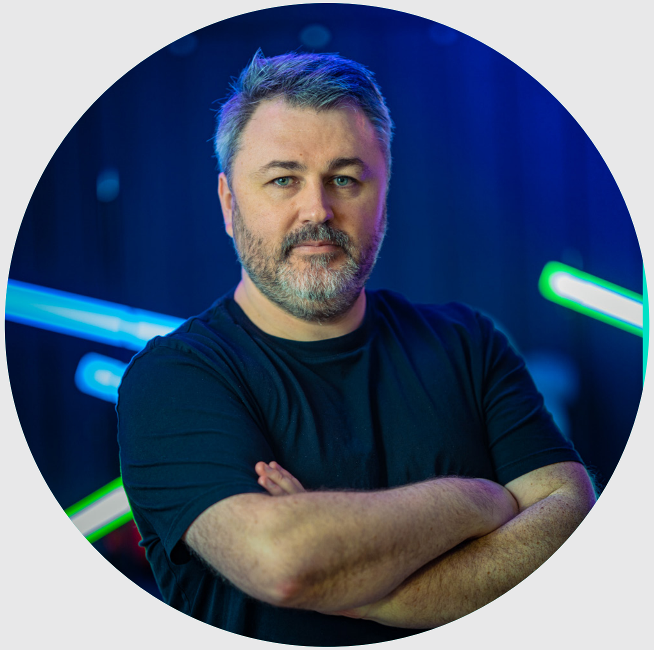
11. BE TRULY INTERESTED IN THEIR PROBLEMS

Stop trying to be interesting and start to become deeply interested in them instead. Listen carefully. When you hear problems or pain points ask “Would you like some help with that?” Then offer the action, content, or service that you know will help. You’ll never create a client if you don’t ask the right questions.

12. SOLVE THEIR PROBLEM FIRST, THEN THE CONTRACT USUALLY FOLLOWS.

The easiest (and only way, really) to convert a contact into a trusted client is to solve their most pressing problems in the here and now. Too many people want the contract signed before they start working, but if you’re not a trusted advisor already, who’s to say you can do what you say you can? People who can solve a their most pressing issue earn the right to get their foot in the door.

TIPS FOR RESULTS WITH 30 MINUTES PER DAY



It does not have to take hours per day for you to accelerate your LinkedIn results. With the framework above, you can see impressive results fast. Here are some tips for implementing your 30-minute per day LinkedIn strategy:

- **Set a timer.** You can do all of the steps above in an endless loop for hours. The key to sticking with a 30-minute strategy is to limit your time. This will also ensure you are more effective during the few minutes you dedicate to each task.
- **Create a to-do list.** To prevent yourself from getting overwhelmed when you log on to LinkedIn each day, create a quick checklist of the steps you need to accomplish.
- **Be consistent.** You must be consistent with LinkedIn to see results. Limiting your time to 30 minutes should make it more manageable to stay consistent. Try to do your 30 minutes at the same time each day so that you get into the habit of your LinkedIn routines.
- **Spend time on personalisation.** It's true, you'll be able to send more connection requests and more messages if they're generic. But the key to building strong leads is to connect on a personal level. Your LinkedIn strategy should focus on quality over quantity, so spend the effort to craft personal messages even if it means you can't send as many each day.

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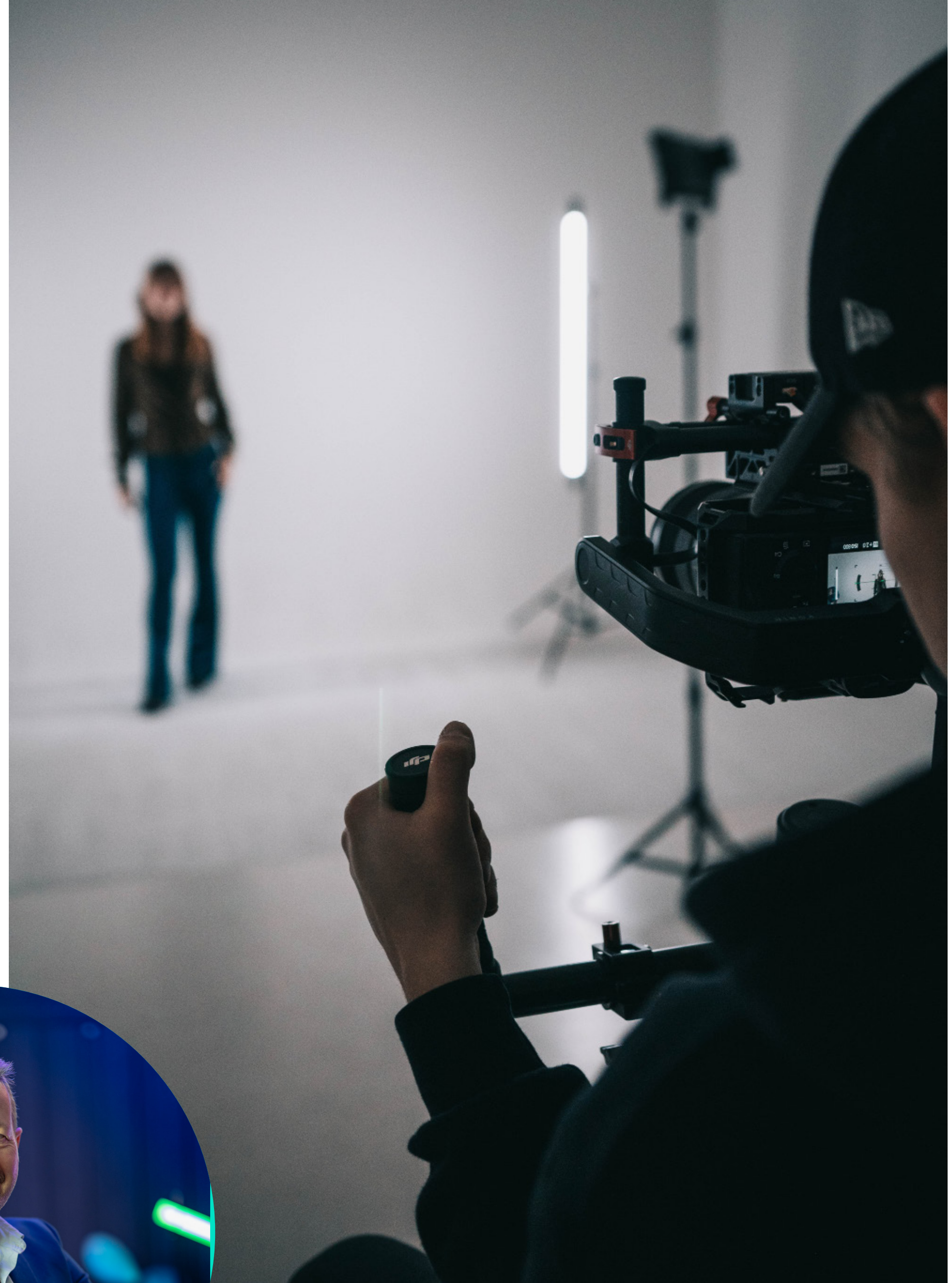
ACCELERATE YOUR LINKEDIN RESULTS TODAY

- LinkedIn is an excellent tool for finding and nurturing leads, and it doesn't take nearly as much time as you may think. Yes, you need to be consistent to see results with LinkedIn, but you can do so in as little as 30 minutes per day. By creating a 30-minute LinkedIn routine, you can find, nurture, and strengthen your leads daily without sacrificing the time you need for other tasks.

- For more LinkedIn social selling tips, how-tos, and guides follow us on
  www.linkedin.com/company/creativ3-ni



ALWAYS LOOK TO ADD VALUE

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