

Your FREE Special Report From Mark Layder Is Featured Below....

# **“The 11 Secrets To Getting More Consulting/Coaching Clients Than You Can Handle Without Having To Sell A Thing”**

When it comes to building any business I’m sure we’re all agreed you need to get new clients.

And to get new clients most would agree you must make sales.

But when it comes to selling most coaches and consultants immediately bring up an image of the traditional old fashioned ‘closer’ using pushy tactics to sell something that the customer doesn’t want.

But if you want to get more and more people to use your coaching services without having to behave like this I’ve got good news.

This special report unlocks how you can get as many sales as you like without ever needing to be the ‘hard nosed pushy salesperson’.

This report helps you breakthrough the traditional image of sales and transcends it to the reality of what highly successful coaches and consultants do to create massive success....

## **Secret No.1 – Be a ‘Giver’ Not A ‘Taker’**

The first secret to securing as many clients as you can handle without having to behave like a traditional salesperson is to be a ‘giver’.

Good salespeople see their role as an educator and informer. They are masters of caring enough to find out what the customer wants in the first place, solving problems and providing exactly what the customer wants. They are very giving and honest people. And the benefits of this approach are huge. For example if you have been giving and honest you’re much more likely to be referred even if you don’t end up working with that person immediately.

The irony is that in the end good sales people never sell a thing. Instead the customer buys from them every time.

So if you want to have more people use your service and improve your results in your business (and in life generally) you need to be a “giver”.

## **Secret No.2 – People Are Crying Out For Information**

Right now as I write this or as you read it, there are people in desperate need of your service. Some of them realise it and some don't. But either way they're out there.

And one thing they all have in common is a craving for information. Information that will reassure them. Information that will educate them. Information that excites them and information that will help them take action and contact you.

You see before someone buys anything, especially coaching and consultancy services like yours, the customer wants to feel they're making the right decision. People are doing it all the time. Why do you think people read the side of packaging in supermarkets? They are searching for information to help them make a positive buying decision.

The next secret will help you deal with supplying this need so you don't have to sell to your clients...

## **Secret No.3 – Give The Customer What They Want**

As I've just said your prospective customer is looking for information to help them overcome their fears of making a bad buying decision.

So when you think of giving prospective clients information don't just tell them what you do. This is a huge mistake and nearly every coaching or consultancy owner I know makes it at one time or another. For example, accountants constantly advertise the fact that they offer audit, bookkeeping and tax services. The problem with this is not a lot of informing is going on because the customer already knows what an accountant does!

Wouldn't it be better to read about the amount of tax that has been saved for the clients of an accountancy practice in the last year?

What your clients are looking for is information relating to how you're going to improve their life. If they can read about how their life will be a better place come the end of their first session with you, the more people will be knocking on your door rather than the other way around.

## **Secret 4 – Stand Where The Customer Is Standing**

When you're explaining your services or thinking of creating information for your current or prospective customer, there is only one place to create it from – “your customer's shoes”.

If you stand firmly in the shoes of your prospective customer and see the world as they see it you'll see the world as you need to see it. And in turn you'll find the gold that will put you on course to having a coaching business and lifestyle that you always dreamed of.

When you stand on the customer's side of the fence you stop selling and start helping your customer get what they want. And the amazing thing is you'll sell more than you ever have before – without trying.

From here you can see everything as it needs to be. This is where you'll have your best ideas for your coaching business and create the most valuable information for those you serve. This is where you can read your marketing and sales information and say to yourself “would I want to call these guys?”

If you can really grasp this point I can't tell you what a difference it will make to filling your diary and building your coaching business.

## **Secret No.5 – The Proven Formula That Will Create Your Own Brand Of Super Strength Painkillers**

In the battle to motivate prospects to use coaching or consultancy there is a proven but secret formula that will have people begging you to coach them. Let me unveil it to you...

**Problem + Solution = DESIRE**

The only thing you need to remember with this formula is the bigger the problem and the more eloquent the solution, the greater the level of

desire you will create. And by understanding the secret formula we've just unearthed you're now ready to play a completely different game to your competition.

The key here is finding the pain in your customer's life. This is one of the most powerful things you can do to transcend the traditional hard nosed sales model.

By doing this you will grab a prospect's attention and have them reading your information until the cows come home or running for the phone to call you, then you need to find out what bothers them, makes them feel uncomfortable, frustrates them like crazy, upsets them, keeps them worrying for hours at a time, makes them feel depressed and anything else that causes them emotional pain.

All that's left to do once you've finished this process is to position the results of your consulting or coaching service as solutions against these problems and you just created your own brand of new 'double strength' painkillers to dish out on demand.

This way you can guarantee a constant stream of clients desperately wanting just what the doctor ordered – and you won't have to sell a thing!

## **Secret No.6 – Be The Expert In Your Field**

This secret is what highly successful consultants and coaches use to guarantee they never have to sell.

Let me ask you a question... "Who would you want to buy from... just a 'run of the mill' ordinary coach or an expert in his or her field?" I know which one I would choose.

So here are some tips to creating a position that will have people asking if you'll do business with them...

1. Do as many public speaking engagements with your target group of prospective customers as possible. The moment you take the stand "you're the expert"
2. Publish a FREE e-book that you give permission for people to circulate to others
3. Hold a seminar and record it. Then offer it as a free bonus if people buy your coaching service or as something they can request

4. Write up a case study of work with a client and get it published in a local or national newspaper. Just make sure when you send it to the paper it's got a cracking headline and some newsworthy copy.

## **Secret No.7 – Offer Valuable FREE Information**

One of the best things I know that stops consultants or coaches having to sell and that creates a ongoing flow of interested leads for your business is to give prospective clients something of value to request for FREE.

Let me give some examples of how you can do this...

- Example 1 – Offer Free advice clinics
- Example 2 – Offer a Free Special Report packed with useful info
- Example 3 – Offer a Free walk in advice facility

There are many other examples I could add here. The point is you'll be amazed at how this will generate response without you having to sell.

## **Secret No.8 – Make It Easy To Buy**

Once you have people running in your direction don't think all the hard work is done. Because it's not. That being said you definitely are in a much stronger position than you ever would have been.

The key now is to think about how easy you can make it for the customer to begin using your coaching service. Here are a few tips so your customer buys and you don't have to sell...

- Create an irresistible package. For example you can offer a number of sessions at a reduced rate and throw in some bonuses such as a free book and DVD that costs you little but that has great intrinsic value in the customer's eyes
- Take the risk away from doing business with you. Remember the customer is constantly thinking about the downside so you need to make it a no brainer for them and reassure them in the process. For example by offering things like...

- a stunning guarantee
- an all inclusive package with lots of goodies on top of the standard service
- 90 day full refund if certain goals are not attained

you and your coaching business become extremely easy to buy.

## **Secret No.9 – Get Your Customers To Sell For You So You Don't Have To**

Another trait of highly successful consultants and coaches is the way they use their satisfied clients to do the selling for them so they don't have to.

I really do not know a stronger way to sell yourself than to let others do the job for you...

The trick here is to create testimonials that are compelling so they really stand out and sell for you.

A few ways in which you can do this are detailed below...

- Use photos beside any written testimony
- Avoid boring “thank you” testimonials
- Get testimonials that touch on the benefits you offer
- Try and get testimonials in handwriting or use a hand written font
- Use audio and video where possible

The more you live up your customer's stories and link them to problems you've solved the less selling you'll have to do

## **Secret No.10 – Create A Prenuptial Agreement With Your Clients And Customers**

This secret is the most underused but valuable tool available to all underperforming coaches and consultants – referrals. But the way most ask for referrals almost guarantees they won't get their fair share.

You see it's no good saying to people after you've done a good job “would you refer me?” The key is to get new clients to give you an agreed -

number of referrals before you begin delivering your service as long as you keep your end of the bargain.

For example, if you say “if I deliver X,Y and Z with the next [30] days will you agree to refer me to 3 people like you?”

This way it’s no surprise when you’ve done you say to them “can you give me the names of those 3 people you know who could benefit from my coaching programme so I can send them a recommendation letter signed by you?”

## **Secret No.11 – Be A Helpful Friend - Friends Wouldn’t Lose Contact Would They?**

The last secret is extremely important if you want people to contact you rather than the other way around.

So many coaches and consultants never have a consistent follow up system and if they do it much to ‘salesy’ for my liking.

If you look at any well run consulting or coaching business though you can be assured they will provide a constant stream of useful information to clients and prospects alike. This can be sent via newsletters, tip sheets, regular contact cards and bulletins, to name just a few.

This serves two purposes... Firstly it allows the coach or consultant to stay in touch and keep their name in the mind of their client. Secondly if any of the information is of interest it will cause the prospect or client to make contact and may well turn into a sale.

## **There’s More Where This Came From...**

Mark Layder has developed a “**30 Minute Marketing Tune Up for Coaches, Consultants and Independent Professionals**” which is conducted over the telephone with you and your top staff members. Here is what you’ll accomplish in this fast-paced, zero-nonsense session...

- **Lack Of Reputation In Your Field** - The Big Mistake That Every Coach, Consultant and Independent Professional Makes And How You Can Avoid It

- **Don't Know How To Get My Prospects Attention** – The Success Secret Of Massively Successful Coaching And Consulting Practice Owners
- **Getting Prospects To Say Yes Is A Struggle** – How To Fix This Problem Once And For All
- **No Clear Path To Moving Things Forward** - The Proven 5 Step Marketing Model For Coaches And Consultants That Will Draw Prospects And Clients To You Like A Magnet
- **Tried Different Things But They're Not Working** – How You Can Make All Marketing Avenues Work Including Direct Mail, Websites And Advertising With One Easy To Implement Change
- **Not Sure The Best Way To Handle New Enquiries** - The Simple Opening Statement That Will Create More Profit Than Any Other

The “30 Minute Marketing Tune Up” is conducted by Mark Layder, who has worked with more than 200 corporations including BMW, Life Plus and American Express. Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Mark can supply in a thirty minute time span. There is no charge for this call, but please be advised that the call must be strictly limited to 30 minutes.

This consult will typically take place within 1-2 weeks of your call. To secure a time for this consultation, please call Ellen at 01948 780204 or email [ellen@createafuture.co.uk](mailto:ellen@createafuture.co.uk) and she will advise you regarding available time slots. She will also provide you with a pre-consultation questionnaire that will prepare both you and us to get maximum value in the shortest amount of time.