



# Selling Your Consulting Services Online

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CONNECTING AND APPROACHING

Live online

CO  
MATCH



Connecting

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MATCH

# Discovery phase

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You both discover potential opportunity (problems/goals)

The client discovers what you can offer

You learn what to propose or solve

# What to people buy?

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Solutions to problems

Goal achievement

# How do they buy?

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Make decisions on emotion,  
And justify with logic.

# 90% of success is showing up!

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# Key principles

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Be relentless

People buy people

Just 'sell' the first meeting

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# Task: Marketing ideas

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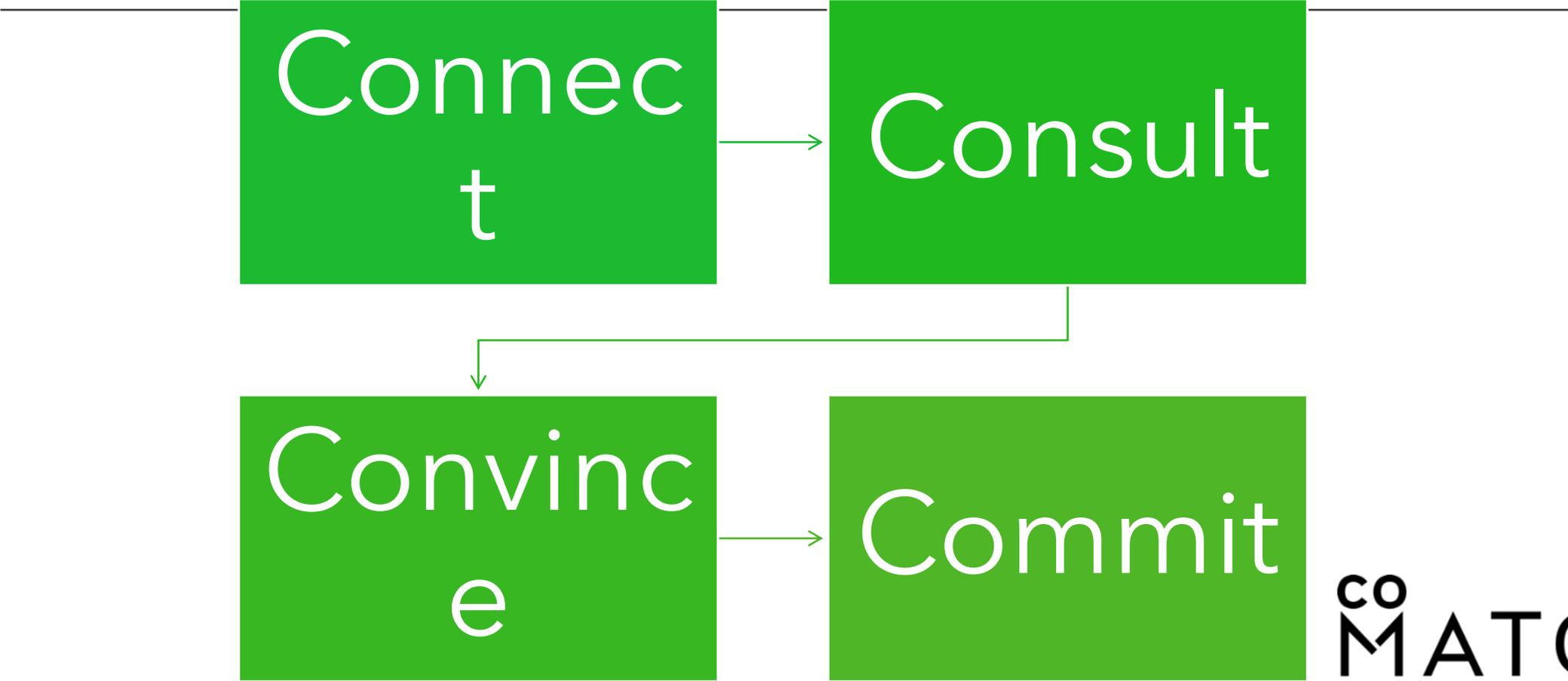
How can you attract, find, source, uncover new leads, contacts and suspects?

Work in a group

Share ideas

Summarise in a slide

# The Four C Process



## **Approaching message**

Arrange a short online meeting

Share some ideas

New, interesting, different

Keep you up-to-date, #FOMO

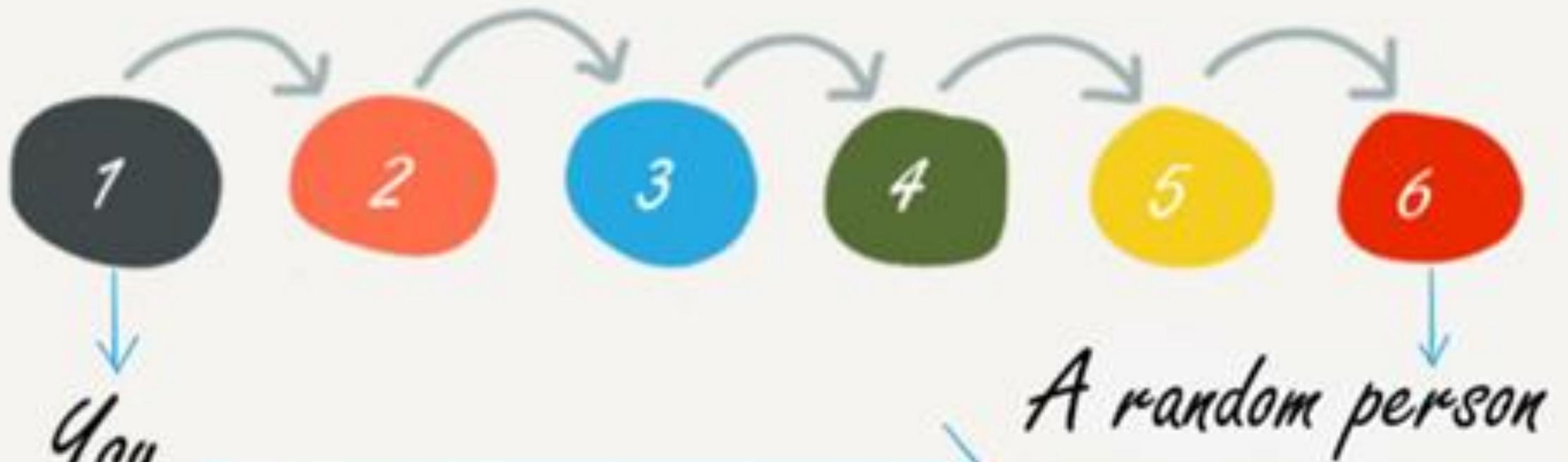
Discuss areas of possible help

# Filling the funnel

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1. Email
2. Telephone
3. Online networking
4. Events
5. Referrals from known contacts
6. Introductions from third parties



# Six degrees

It is not who you know, but who knows you.

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# Third party intros

Accountants

Consultants

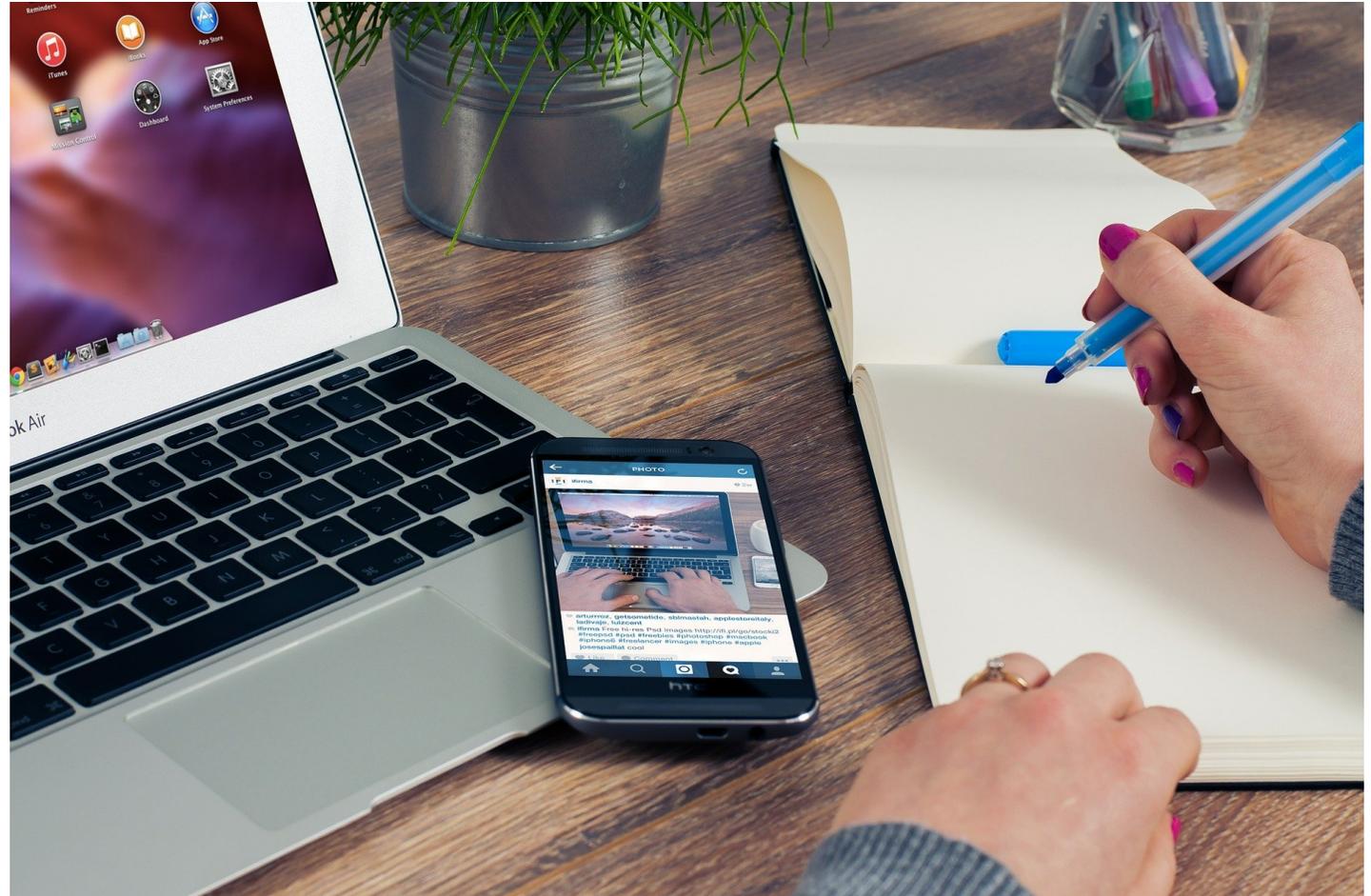
Interim managers

Private equity firms

Bank managers

Non-executive directors

Venture capital





# Organized persistence

Timing is everything

But cannot be controlled



# Approaching - organised persistence

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1

Writing effective marketing emails

2

Using LinkedIn for leads and online tools

3

Making appointments by telephone



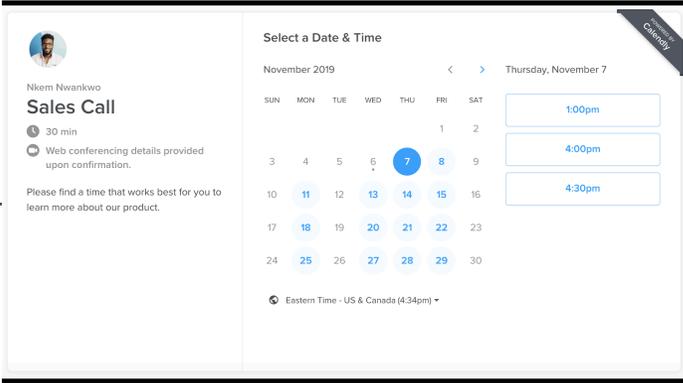
# Five a day

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1. Send five personalise emails
2. Speak to five new people
3. Speak to five old people
4. Connect with five people on LinkedIn
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CO  
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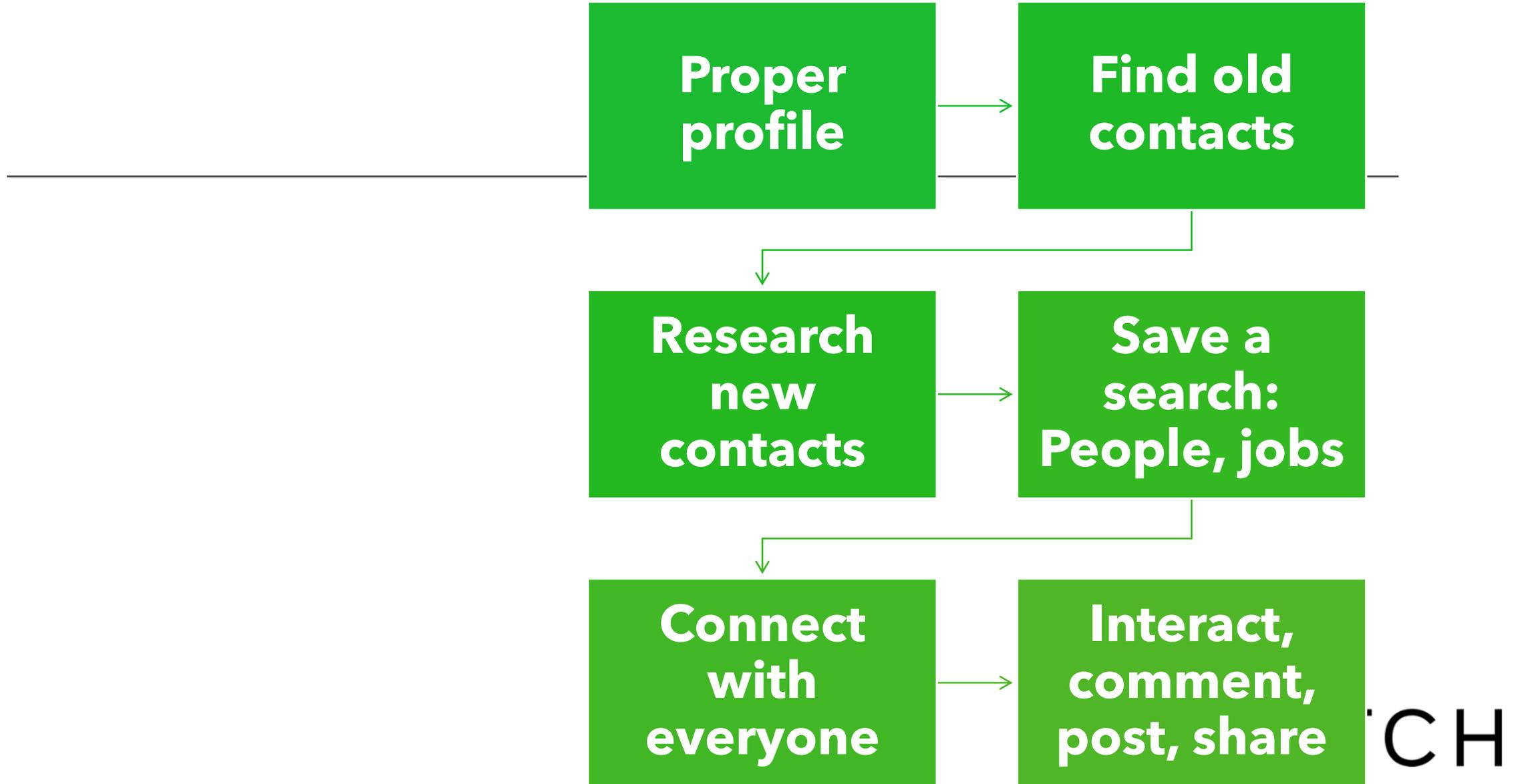




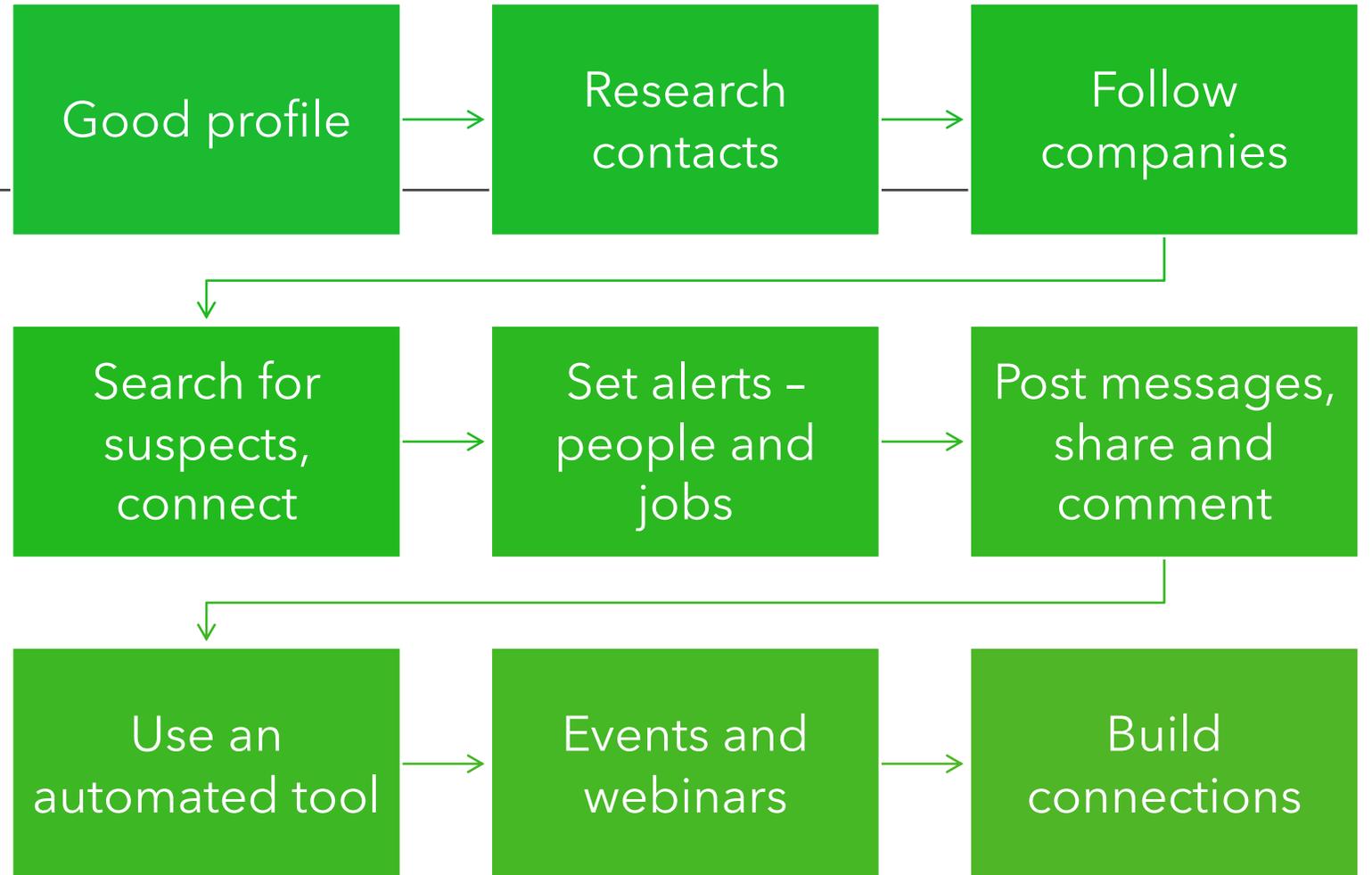
# Some useful 'apps'

- 1. Calendly / Outlook
- 2. LinkedIn with Sales Nav
- 3. Dux-soup /ANO and getprospect.io
- 4. Mailchimp
- 5. Teams





# How to be more than 'on' LinkedIn



**MATCH**

# LinkedIn review

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Any questions

**MATCH**

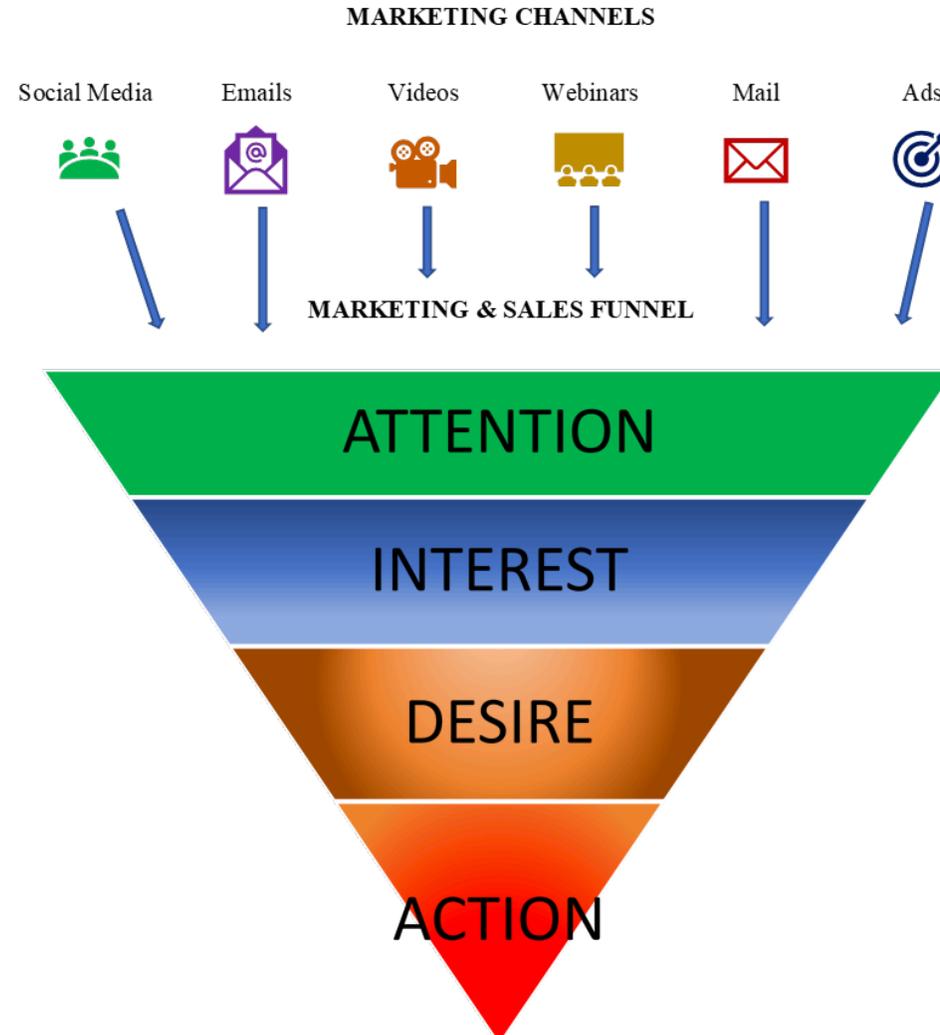
# Using AIDA to write an intro email

Attention

Interest

Desire

Action



# Spread the word with email

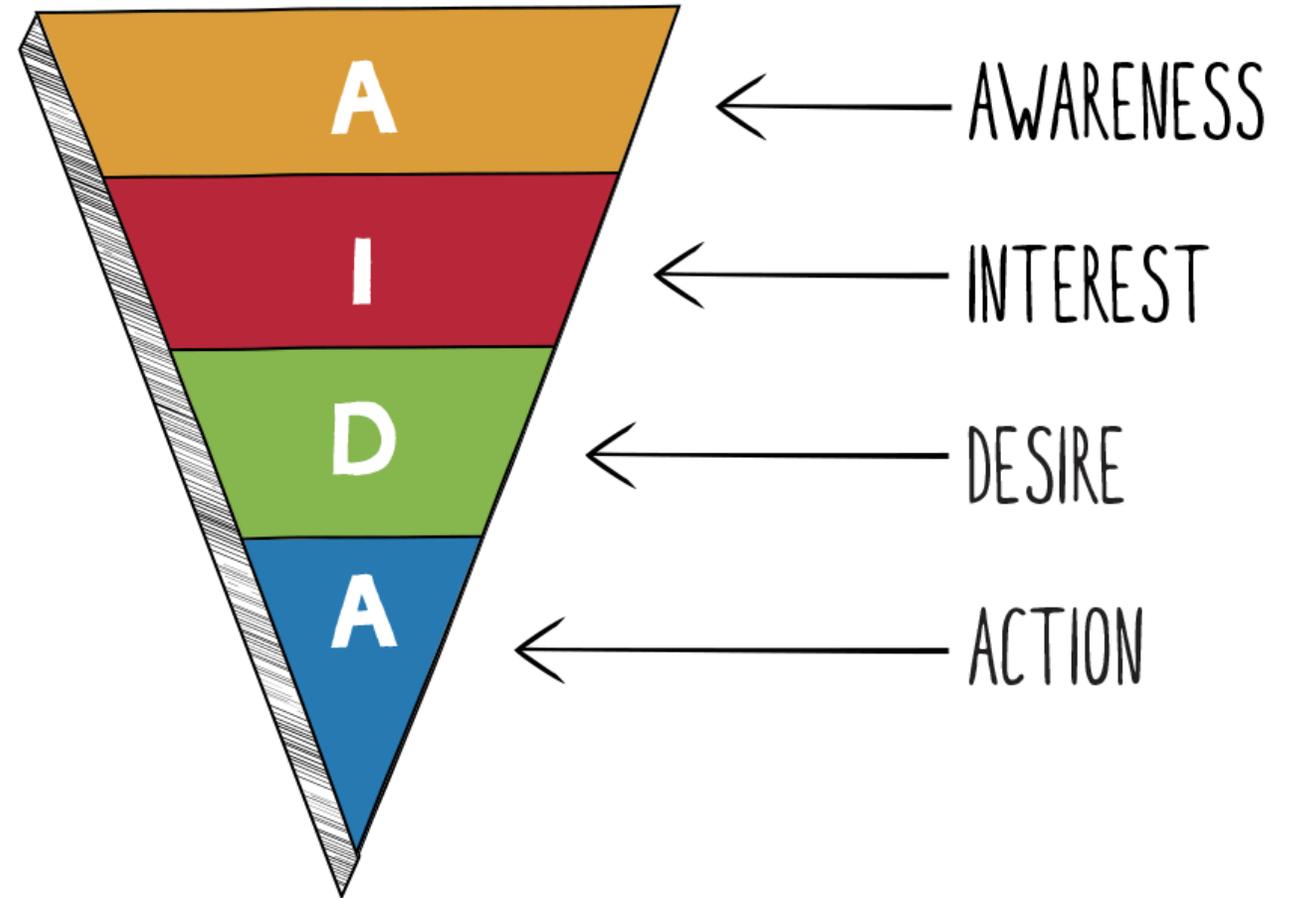
Attention

Interest

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## THE AIDA MODEL



# Attention

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A strong opening containing a powerful benefit and big on the “WIIFM” factor.



That’s to say “what’s in it for me”?



If you don’t provide a reason for the client to talk to you, it’s unlikely they will give you their time.



Also #FOMO!

# Interest

**On the basis that the most important person in the client's world is them.**

**And their favourite topic is themselves and what they are up to,**

**So, let's create interest by asking some structured and probing statements that concern or are about them.**

# Desire

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Matching your ERA benefits to the customers' needs is the way to create desire. The closer the match, the higher the level of desire.



# Action

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Anticipate any objections, mention options state next or follow-up action. Include your contact details.



# Email template

First select a potential suspect or prospect for you personally.

Create a short email of introduction

Keep it personal

Focus on benefits not features

Give reasons to meet

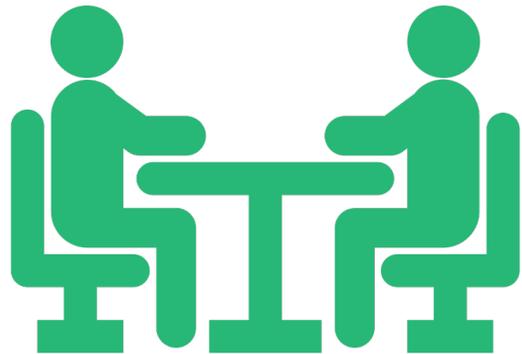
ABC - accurate, brief, clear.

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# Key phrases

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I would like to meet you personally

...because

Discuss and share ideas from other companies,

...similar to yours, that have saved time and money,  
improve results.

What I have to discuss is new, interesting and different

Will help you solve some of the day-to-day issues you  
might face, such as...

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Keep you up-to-date on ....

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Share best practice with regards to ....

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Information that will be useful either now or  
in the future

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Just need 20 minutes, short initial meeting

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Forthcoming, not yet released

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Get your opinion and ideas on

# Task: Email writing

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Take a few minutes to draft an intro email

Share with colleagues

Feedback your discussion



# Phone for meetings

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Selling your consulting services

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Making  
appointments by  
telephone

CO  
MATCH



## Telephone Prospecting – Quick quiz

'Telephone calling' is a numbers game, the more calls, the greater your chance of success:

a. I agree

b. I disagree

2. Which form of prospecting usually produces the best return on investment (ROI):

Pay per click on search or social media

Exhibitions and networking

Trade or other advertising

Direct mail or email marketing

Telephone prospecting

Other: \_\_\_\_\_

How do you  
find the  
names of  
possible new  
contacts  
within an  
organisation:



a. Asking the receptionist



b. Online



c. Google



d. Other: \_\_\_\_\_

How many times would you call a contact back before giving up?

a. Once

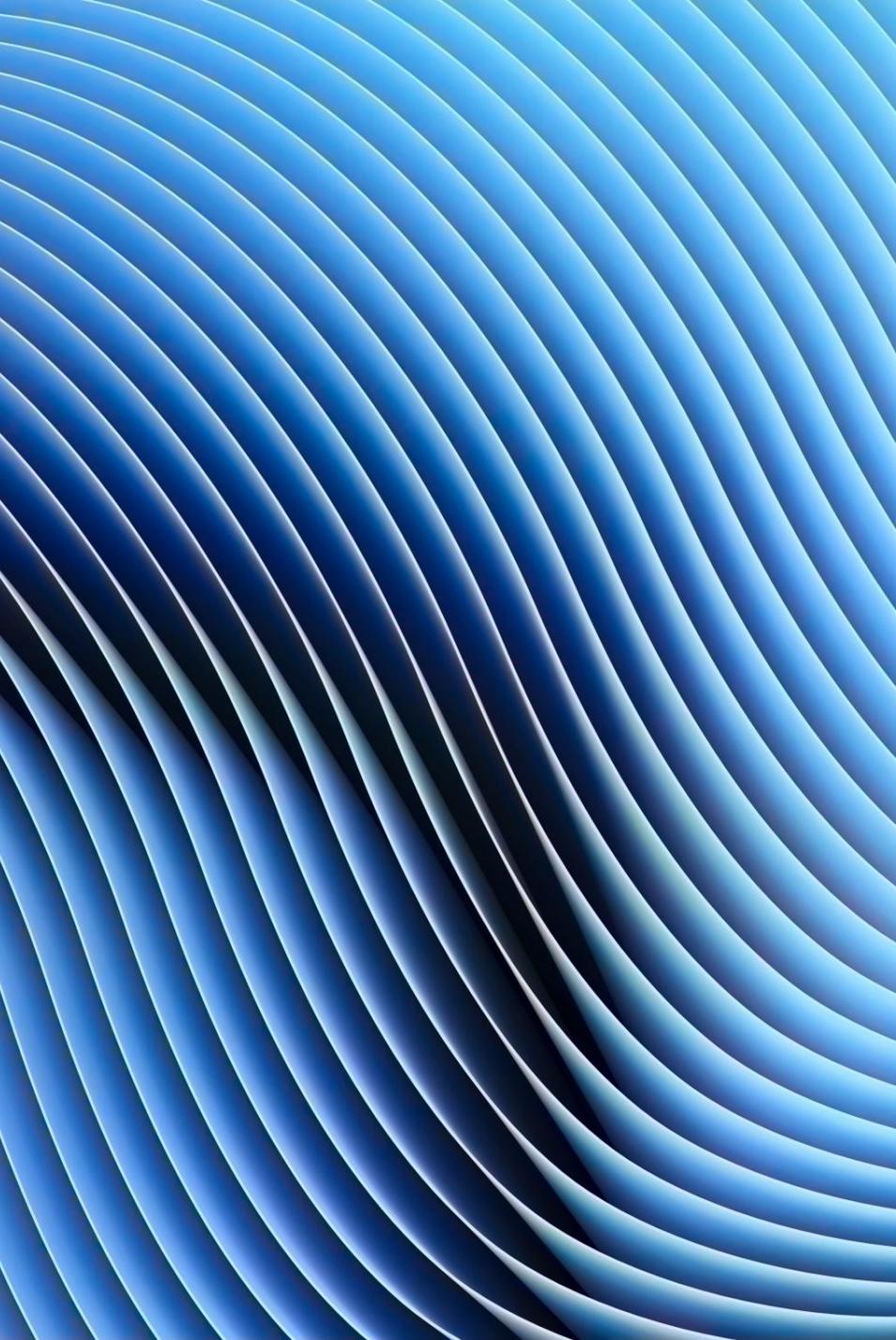
b. Three

c. Five

d. Ten

Which is the most important element in telephone prospecting:

- a. A nice voice
- b. Positive attitude
- c. Product knowledge



# Key points

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Activity breeds ability, everyone is rubbish when they first start doing it.

The only failure is not doing telephone calls in the first place.

If your competitors are doing it, and you are not, watch out.



People that say it doesn't work probably are too chicken to try it.



"No's" are not a bad thing...they are good thing.



Two is not enough. Success is more likely after the sixth attempt.



Nothing sells its' self. Somebody has to, and that can be you.



People know who we are! They probably do not. Customers cannot buy from you unless they know you exist and you make easy for them.



Questions are more important than selling points.



5% of people are taking 85% of new business.

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# Building a prompt sheet

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Strong opening

Qualify

Ask questions

Find a reason to meet

Suggest a meeting

Ask for appointment

# Task: Prompt sheet

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Work in pairs or breakout group

1. Write out, word for word, your call opening
2. Write three or four questions to ask

Write down three reasons or benefits for a meeting

How will ask or suggest an appointment.

Share with group when asked

# Put off's on the telephone

Too busy for a meeting

Send me an email

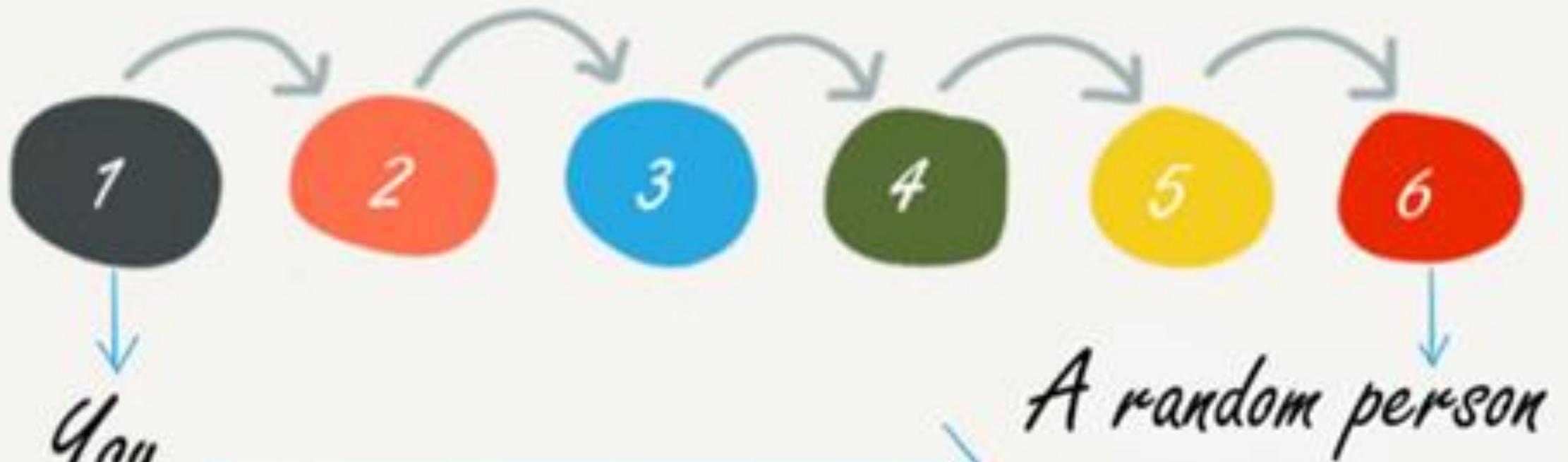
I am the wrong person

Not a priority

Our procurement team do it already







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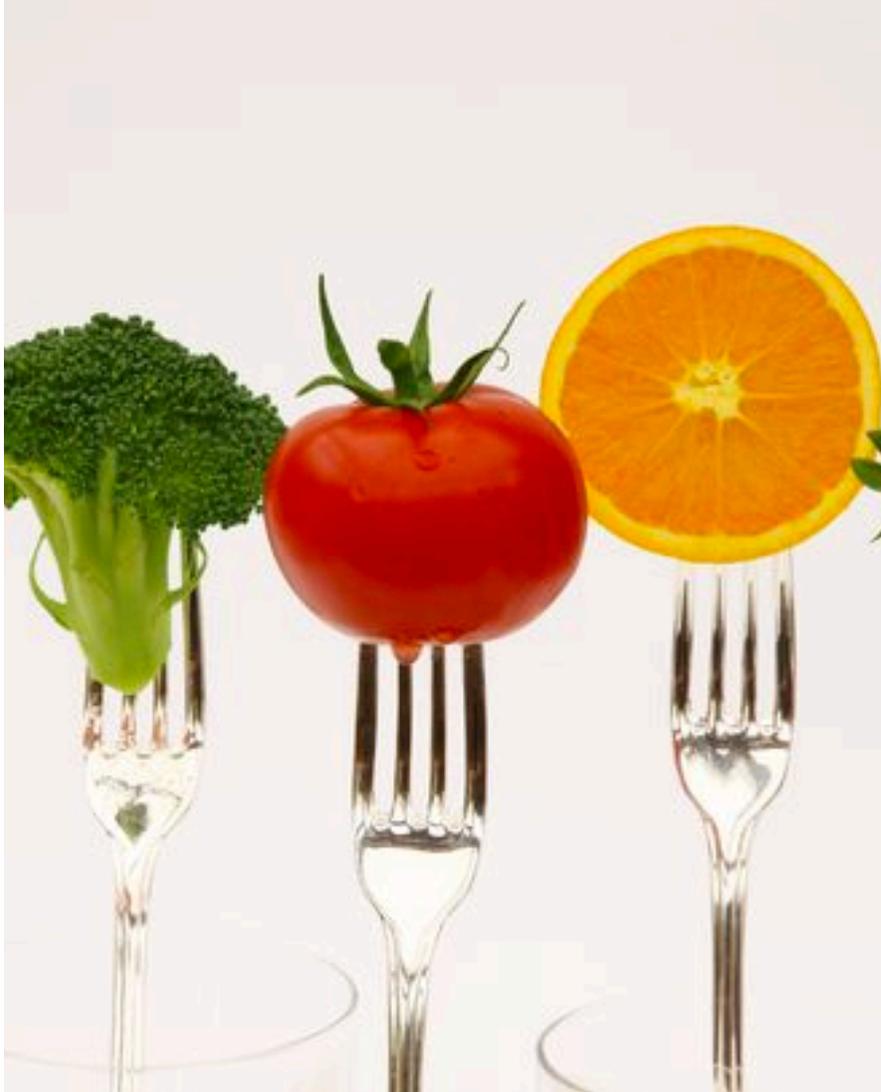


Non-executive directors



Venture capital





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# Online first meeting skills

How to gain instant rapport and take control online

Qualifying and initial questioning skills

Creating an agenda and first-meeting structure



Selling is a process, as well  
as a skill set

# Learning points from this session

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