

## Client Pipeline Mastery

### Talking With Prospects

#### Homework

As you work through the homework below, keep in mind the 4 areas of high-value that we covered in the video lesson:

- increasing revenue,
- increasing efficiency,
- decreasing costs, and
- ensuring compliance

#### 1. List common types of projects you work on, and practice identifying, highlighting, and quantifying the value the prospect would derive from the project.

List the common types of projects and deliverables you work on. If you don't currently have any clients or prospects, go onto a site like [ODesk](#) or [ELance](#) and peruse projects that you could do. Review the details of those projects/deliverables, and write down:

- Questions to ask the prospect to uncover & highlight the areas of high value.
- Questions to ask the prospect to quantify the value for the project.
- Ways you can frame the project so that it aligns with the 4 high-value areas.
- Questions to ask the prospect to uncover and highlight how the project serves their vision.
- Ways you can frame the project so that it's an investment in desired results instead of a sunk cost.
- Alternatives to which you could compare the project, and therefore highlight the project's value.
- List 3 service/deliverable options for the project, each with increasing amounts of value, then choose pricing for each option.

#### 2. Identify and create social proof.

You'll use social proof in your conversations with prospects and clients, as well as your other marketing (e.g., website, emails, etc.).

List 3-5 ways you can provide social proof to your prospects. In the module, I mentioned using things like:

- a list or logos of past/current clients
- case studies ("before & after" case studies are especially compelling)
- testimonials, reviews, and recommendations

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- stories of past successes (the more personal the story, the easier others will identify with the problem--and solution--in the story)
- media references (e.g., industry data or other studies that bolster your assessment of the problem the prospect is struggling with, any references specifically about you ("as seen on..."))
- real results (the more specific, the better)

Be as specific as possible. For example, draft a 1-page case study of how you've solved a problem, including a description of the problem, the solution, and the specific results achieved. Remember to tie in the 4 areas of high value into the results you describe. Be brief, use bullet points, and white space in your 1-page case study. You're not creating a dense, never-read white paper; you're creating something that can be easily skimmed so that prospects & clients get the point.

### **3. Practice asking qualifying questions with a spouse, partner, or friend.**

The more comfortable you are asking these questions, the more you'll be able to charge. You don't need to be perfect, but you need to project confidence and be matter-of-fact when discussing budgets.

Practice asking a budget-eliciting question, and then being silent for 10 seconds; silence is a powerful tool to extract additional information, since most people are uncomfortable with silence, and will readily talk more to fill the gap.