



**Patrick McEvoy
Special Report**

A Client's View

***Five Things Your Prospective
Client Wants To Know
Before They Will
Buy From You***



How To Have Your Sales and Marketing People Call On Me...And... Actually Start Doing Business With Me and My Company

Introduction



This is a special report.. a “special insight” for the C-level executives, sales, marketing and other people at your organization who are concerned with increasing the revenues at YOUR business (hopefully...that’s **EVERYONE!**)

I’m a prospective client of your organization and I thought I’d write this Special report just to say Hi...**why can’t you seem able sell me something?**

You may not know it, but **I’m actually in the business of spending money to help my business.**

I’m the leader of a dedicated group that represents a complex (but potentially very lucrative) business in which to sell your services and products.

My day is a busy one. I break my day into 15-minute time slots. This forces me to be efficient.

Your people call me or one of my staff daily and haven’t been able to get in here to speak with us.

Since your people don’t seem to want to stop calling...I thought (in the interests of your own staff’s sanity) I’d put together this Special report to outline **what your organization should start doing** so that I can start writing you some checks.

This brief document contains the information I or my people are seeking from you and why we need it. I’m looking for answers to five questions, issues and impressions as part of my decision making process.

I’m looking for this information on your website. I’m looking for this stuff in your literature...your seminars...your executive briefings...your presentations...your white papers and from each and every interaction that I have with your company.

Obviously I’m not getting what I need, so I’m laying it out for you here.

I have a **BIG business challenge or opportunity** and I need your (or some one’s) help to either solve these problems or to seize these grand initiatives.

Luckily I’m the President around here. **I have a budget as BIG as it needs to be** in order to get done what I need done. I’ve made sure my people know this...and they think like me...we’re looking for solutions. **NOT cheap**

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solutions...but...fairly priced solutions that offer you a fair profit and me an EXCEPTIONAL return on my investment and risk.

This is called **value**.

I believe an opportunity exists for us to do business together.

But...

Before I can waste any more time with your phone calls, emails, sales letters and brochures, there are five things that I need to understand before I can reach the **final decision to purchase from YOU**...or...one of your better prepared competitors.

#1 Why Should I Be Listening to You?



You are not tuned to my radio channel.

It's an intimate and private channel...but...you can tune it to it by going to:

WIIFIM

WIIFM= What's in it for me!

I am selfish, self-centered and self absorbed. So are my staff!

I also have the MONEY you are so desperately seeking to earn the right to.

It never ceases to amaze and disappoint me when I see the number of marketing messages, sales letters, sales conversations and web sites that don't address this issue.

No matter what you are selling, I need to purchase **BENEFITS**, not products, not your awards, not your newspaper coverage, **not your grand EGO**.

I think I know what solutions might help me in my quest for higher profitability...but...**I NEED you** to educate me in all of the options and opportunities.

I expect you to be the expert and a **trusted advisor**.

How can you be a trusted advisor when you're always talking about **you and your** pre-canned, pre-packaged solutions?

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#2 Why Should I Do Business With You Instead of Your Competitor?



If you can't clearly tell me why I should be your client then I how am I supposed to know?

I live in a world with options, lots of options.

I need to understand exactly why I should give you my money instead of giving it to your competition.

And it needs to be a reason I value.

If I don't believe I should do business with you, I won't. I need to know why you're the one I should give my money to and **what's in it for me**. This isn't about how great you, your product, or your company believe yourselves to be.

This is all about me and my business and why I should do business with you as opposed to countless others in your market hungry to take my money.

Your story and its "fit" to my needs, wants, and desires must be **convincing and compelling**.

This isn't an invitation to attack your competition – I don't want to hear about how terrible you think they are.

This is a call to tell me **what's unique about you**.

What can you do for me that that no one else does? **What's different** about your offer? You have a lot of competition; there are many companies in the world that on the surface appear to offer **exactly what you offer**...why should I buy from you?

Life can "suck" for you, there are no rules that say I have to buy from you. So, you need to give me reasons to buy from you instead of your competition: tell me what's different about your company and offer that I should value, prove your ability to deliver the benefits I want to purchase, impress me with response times that benefit my business, give me three purchase options, tell me about your unique skill-set or expertise, tell me about your business affiliations and relationships, etc.

In simple and direct terms and language, tell me why yours is the company and the people that I should trust and join in business.

#3 Why I Should Believe You?

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This is **THE big one**.



You've offered me all kinds of benefits, made promises, stated guarantees, and asked me to trust you and be your customer. **What reasons have you given me to believe any of it?**

It's not that I necessarily think you're lying...it's just that I can't be sure you aren't "stretching" the truth to

fantastic proportions.

I want testimonials and risk reversal. I want to see that you've done work like this before and are competent in what you offer. If you have awards, certificates, or other recognition of your success – show me...if they are **RELEVANT** to something other than your ego!

Your country club member ship probably isn't really impressing me. Nor is your golf handicap.

It's not that I don't want to trust you, it's that **I'm not sure how to start!**

Give me something strong and concrete to believe in your ability to serve me to my **HIGHEST** satisfaction: offer me no obligation trials, defer my payments, package non-returnable bonuses I value, tell me who your customers are, cite your best success stories, give me testimonials, offer to let me speak with satisfied customers, give me case studies from real customers, show me your awards, tell me about your time in my market, or...if your just the "new kid" on the block...tell me how you're "changing the world."

Think BIG. My staff and my company are thinking BIG. **I can find little thinking anywhere!**

Give me as much as you can to raise my level of confidence in your company and its ability to serve my company's interest. **Give me as much as you can to reduce my risk in becoming your client.**

I have to believe in you and your company or I won't purchase from you.

It's really that simple.

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#4 Make Me An Offer...And...ASK For the Damned Order!



If you don't make me an offer to be your client, you likely aren't in business. You might be some "high brow" professional who thinks the world owes you a superior living because you went to school.

WRONG!

Offer me something to act on. Give me a deadline to respond, offer a bonus or premium to join, and give me an incentive to act. Whatever you give me, make it something I value and make sure it compliments your product or service. I'm not insulted by an offer, I'm hungry for one. Give me something to consider before becoming your client.

If you want me to register, call, write, visit, refer, fax, vote, purchase, or otherwise do something...build your case for why I should and offer me something to do it in the time-frame you wish.

Don't imply your offer; **hit me over the head with it.**

I'm not insulted by being asked to be your client.

I don't mind being persuaded. I want to know why I should act and want you to *knock my socks off* with a compelling reason to act now.

When you make me an offer, use simple, clear, and direct language. You don't have to use these words, but this model works for getting the order:

"Mrs. Client...what do we need to do to get this project moving right now?"

Forget cheesy trial closes and crap from "How to Master the Art of Selling." That junk went out the window in the 60s... but **don't be afraid to ask for the order.**

This is a business conversation we're having and a business relationship we're considering.

It's fair and expected for **you to qualify me** and my company to make a purchase. It's okay to ask about our financial security, credit references (if financing is an option), competence of technical personal, an ability to deploy against a demanding schedule, etc..

The bottom-line is I want to entertain an offer to be your client– an offer that has a **high value and addresses the bottom line business driver** that's leading this opportunity.

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#5 Don't Me Come Looking For You After You Have My Money



Once I'm a client, **make me feel appreciated and valued.**

I have a **lifetime revenue stream** usually equal to about seven times the amount you just made on this order (it may be seven hundred times the amount...maybe you should the customer lifetime value in your industry and start treating me more in line with that number.)

You can "burn" me once...but if you want the rest of the "enchilada" you'll have to...earn it!

You don't have to do anything insane, you don't have to make wild promises or give post-sales services away. I understand you're a business and respect the fact that not everything can be free. But **I expect value.**

I don't want to be "nickel and dimed" to death.

Don't make promises you can't keep, don't withhold information from me that allows me to make business decisions, don't make decisions for me, and don't bring me solutions without answers.

Before I decide to become your client, I'm trying to evaluate how you'll handle these things.

Assuming I'm your client let me know how you'll take care of me. **Let me know** why you'll never walk away from me after the sale. **Let me know** how my interests will be watched over.

We're married now...don't start "screwing" around on me **BEFORE** the honeymoon even ends.

Send me a newsletter to keep me up to date on the market and your company, drop me a card once in a while with an offer or tip, remind me of industry events, make me an offer that's limited to a small group, include me in a opportunity your business is involved in, educate me on the latest offering and industry trends, and make sure I'm aware of all available upgrades and the risks associated with both upgrading and not.

Take care of me and I'll be your client for life. And in that life I'll spend tenfold my initial purchase, I'll refer business your way, and I'll endorse your company and offering whenever asked.

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Fail to serve me after the sale and I'll **leave** at the first opportunity.

The really bad part is that I'll **tell 250 others of my disappointment** with your company...not because I'm spiteful, but because I owe it to others to not let them make the same mistake and end up in bed with a "gigolo" like I was stupid enough to do!.

Closing Thoughts from Patrick McEvoy...Your Prospective Client



There are the **five things your marketing and sales campaigns should address** that are guaranteed to boost your sales and make you and your company more money. Are there other things you can do? Sure, but these five things get you making more money than any others, maybe all others combined.

I may not buy from you **EVEN** if you do all these things (I am a fickle prospect)...but...if you do these things with every opportunity you encounter...**your success will increase a thousand fold.**

One thing to do more and more of... simple, straightforward, plain-speaking messages beat clever, cute, and implied messages every time.

Don't use complex words, sayings, or cute language.

Speak to me in a direct manner and leave nothing implied.

Take the five things I've outlined in this document and make sure your sale and marketing copy, website, sales scripts, and presentations clearly hit on each item.

Use these five items to **test and improve your message.**

Add anything that's missing and make stronger anything that's weak.

Be brutally honest with yourself. If you're failing at any of these five things, correct it. Better yet, take whatever effort you have in all these things and double, triple, and quadruple them.

It's that important.

And it makes that much of a difference in your business.

Now...if you can do all this...my staff and my self are **EAGERLY** awaiting the **NEXT** contact from your company.

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Do all this and...who knows...you might have a big check waiting for you in my office the next time you drop by.

That's all for now.

Take care...and...stop "bugging" us until you get this stuff "**perfect.**"

Warmly,



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