

LESSON FOURTEEN

In this video what I want to do is share with you a formula that you can use to increase your revenue. The formula is: revenue equals the number of leads multiplied by your conversion rate, multiplied by your average fee. I am going to go through each one of these, of what you can do to actually increase each aspect of leads, conversion rate, and your average fee. Your leads are made up of all the enquiries that come into your office, or come to you in order to do business. So, if you are not getting many leads in through the door, then it is a case of what can you do to increase the number of leads? Things that you might look at are, for example, we talked before about identifying what your watering holes are for the niche that you want to go after - are you positioned in the watering holes for your target audience?

We talked about your bird seed and making sure that your bird seed is attracting clients to come to you. We talked about your other lists, as in your key 100, and your referral partners. Other ways of looking at it would be who are the alliance partnerships that you could do business with? Meaning you could do a joint venture from the point of view of they are talking to the same audience you want to be talking to, and they have got a large data base and you have also got a large database of people so, therefore, how can you share data bases? You could offer something to their target clients. Equally, they could offer something to your target clients. That is a way of cross pollination of both data bases, in order to actually bring more leads into your business itself.

Then there is your website; you could create Google ads, you could go to networking events, you could write articles based on the template that I give you for creating bird seed, and you could engage in more speaking engagements whereby you are on stage, and you are talking, again, to your target audience. You could get involved in social media, if it is relevant for your particular business, meaning, are your target audience on the social medial platform that you want to be engaged in? You can do videos. You can release podcasts. You can do more activities on LinkedIn.

There are loads of different things that you can do to increase the number of leads that are coming into your business. In one of the earlier videos, one of the lists that I asked you to create was the sources of your past and existing clients. When you find the sources of your past and existing clients, what is concentrating more of your efforts into doing the activities in order to create more of those kind of clients? Again, there are loads of ways of how you can bring in more leads. The more leads you bring in the more conversations you can have. Therefore, the more conversations you can have the more you are going to be able to convert them into real business.

The next part of the formula is your conversion rate. Your conversion rate, basically, means that for every 10 inquiries that you have coming into your business, how many of those are you converting into real business? If you have got 10 inquiries coming in, are you converting say 4 or 5? What can you do to increase that conversion rate to say up to 8 or 9? Now, what you need to look at from a conversion rate point of view is that it is made up of three elements. Conversion rate is made up of your presentation, your prospect, and your proposal. They are the three elements. Let me now break down through each one of those three elements.

Your presentation is about your credibility. How credible are you, or what qualifications, or what can you profess to be able to solve the problems on behalf of your clients? What degrees, or what qualifications have you got? Or what courses have you done? What experiences have you got? Or what results have you done for other clients that brings across an element of credibility for your potential clients that they now know, "Actually, do you know what, this person can help me achieve the exact same results of what I am looking to actually achieve?"

The next one is rapport. If there is no rapport in a conversation well then it is highly unlikely you are going to do business. Just think about this for yourself, in all the people that you have done business with you will have a level of rapport with them. If there is no rapport, because for some reason you are not gelling, or you are just not connecting, there are probably people that come to mind that there is just not rapport with and that rapport isn't there. If it is not there, you are never going to do business with them. It is looking at a case of, how quickly can you build rapport with people, and what are you doing to actually encourage and nurture rapport being built in conversations that you are having with potential people?

The next one is, how reliable are you? All these feed into trust and building trust with your potential clients. How reliable are you to deliver on your promises? Did you turn up on time for the meeting? Did you email information over that the potential client requested, and anything that the potential client asked for, did you deliver it on time, as they requested it? Or did you not deliver? Once you start to fail on your reliability, well then the trust level starts to go down with that potential client and, therefore, the risk factor starts to increase, because if you cannot deliver on the early part of the conversation, what is the likelihood that you will deliver on the big chunk of business that they potentially could give you? Therefore, you have got to look at what are you doing to improve your reliability score with potential clients, and existing clients?

One of the things that I tell all my clients to do is, "do not come into a conversation or when you are having a meeting with somebody as a potential client, and take your laptop out and start doing a PowerPoint presentation." It is the last thing you want to do. The reason for that is that is, because you, I am sure, have been on the

receiving end whereby you are meeting with somebody and they are coming in to sell you something, and the first thing they do is they take out their laptop, they crank it open, and kind of get into a conversation.

Invariably something goes wrong with their laptop because it takes forever to try and crank open, or they cannot connect it to the overhead screen, or something goes wrong, or they start looking for a power socket so they can plug in their laptop so it starts recharging so, therefore, they can start you on the presentation. Now, if you have ever had somebody come into you wanting to present a PowerPoint presentation, or keynote presentation, the feeling inside yourself typically will just drain. Your blood drains from you, because what you are saying is, "Oh, my goodness, do I need to go through a presentation like this again?"

You do not want to do a PowerPoint presentation. Do not even go in with a laptop, because you primarily do not really need it. I know you will probably say, "Well, what do I do instead of doing a PowerPoint presentation?" Well, I am going to tell you now. The first proposition is, just make sure you do not do PowerPoint presentations, or do not do any kind of presentation in that shape or form. What you do in place of the presentation, is that you go in, and you have a value conversation with them. In a previous video I went through the value conversation, what the structure is and how you can adopt it. That is primarily your main function when you are going in to have a conversation with somebody.

What you want to hold is the presence for them. You want to listen to them and see what they are saying, hear what they are saying, talk to them and extrapolate more about what it is that they are looking to actually achieve? The more you focus on having a really, really good conversation with somebody, the better results that you are going to have. For those that feel that they need to have something to go in to the meeting with them, what I absolutely recommend is that you can still prepare a presentation in PowerPoint, but instead of printing it out on a A4 paper, which is what people normally do, well do not do that. Print it off and cut it down to an A5 size. When you are setting up your PowerPoint template, set it to an A5 size template so then all of the slides will be correct and when you go to print it out it will print out on A5 paper.

When the presentation is printed on A5 paper it means it is smaller. The reason for that is now it becomes like a book and people are familiar with books. People rarely read books that are A4 size so why would you give them an A4 presentation? What you do is you print off in A5, and you bind it using a spiral bound, not a perfect bind. You do a spiral bound so that what they are now getting is an A5 presentation booklet, and it is in spiral bound and therefore it is easy to flick over the pages. When you are having a conversation with them because you need to add an element to the presentation about your business, or they ask, "Well, tell me a little

bit about you, or tell me a little bit about your business." What you can then do is you can take out that particular A5 booklet from your briefcase and say, "Here is a copy I have prepared for you," and you then bring them through that particular presentation. It becomes a little bit more focused so then they are now more engaged in having that conversation, as opposed to sitting back and looking at a large screen. Because, once they are sitting back looking at a large screen the rapport has not been built. There is a disconnect, because you are probably standing up and referring to the screen itself and therefore you are turning your back on your potential client and you are looking at the screen and trying to bring it back. Therefore, you lose an awful lot of rapport. The best approach is to bring in an A5 print out of the presentation that you would normally do and go through that presentation with them. That is when it comes to presentation mode. Ask questions and listen. That is the presentation part.

The next part of conversion rates is your prospect. Are they the right match for you? A lot of people have conversations with people, but they may not be a right fit, because they are either not in the right niche, or the person that you are meeting with has a particular problem that you know you cannot solve, or they just do not have the budget. Therefore, they will not be a right fit from that perspective. If you are having regular meetings with people, and they are just not the right fit, well then there is something you have got to do by looking at the way of how they are coming to you, meaning is there a particular referral source, is there a particular website that they are coming to or how are they getting engaged with yourself in order to have that conversation?

Therefore, what can you now do to filter out the people that are just not that right fit? It is for you to use either different wording in your website, or you may have to meet with the referral partner again and say, "I really appreciate the people that you are sending me, but they are just not a right fit and here are the reasons why. Here are the people that I really want to be working with. It is establishing the filters that you need to introduce in order to get the right prospects to have meetings with.

Lastly, the next part is your proposal. What is the proposal, what is the offer that you are actually going to make? Your proposal is made up of your fee. It is also made up of how you have determined the value for your client as well. As I said in one of the previous videos around a value conversation, you have got to listen to what is the difference it is going to make for your potential clients. Part of that is to determine the value for your clients, so when you are actually making your proposal, if you have not increased, or if you have not determined sufficient value with your potential clients, well then, why would they buy it? If they feel that the money that they are going to spend with yourself far exceeds the value that they are going to get in return, well then they are not going to do business with you because the risk is too much.

Therefore, the more you increase the value, and compare it to the actual fee that you are going to charge, then the clients are more likely to buy. You have got to look at, what is the fee that you are proposing to them and what is the value that you have determined with your client, and is it the perceived value that your clients have, because your clients will have a different value determinant than you will have. That is why in the value conversation you have got to ask them, "What is the difference this is going to make for them?" You can look at, when it comes to the proposal side of things, or when you are making your offer, what is the social proof that you can include, what are the testimonials, what are the case studies, or what are the results that you have achieved for other clients? Again, that is all around social proof for your potential client.

The next thing you want to look at is – what is the format of how you are going to bring your client from A to B? How are you going to bring them to the achieved results that they want to achieve? The format that you present to your clients may not be the format for them, so that is part of why I am raising this particular formula with you. If you find that you are getting a lot of leads, but you are not converting them, but you are doing everything from a rapport point of view and you have got the credibility, and you are not doing the PowerPoint presentation, you are asking a lot of questions, you are listening, you are not talking the whole time, but there is something falling down from a price point of view, or the offer, or the proposal that you are making.

One of the elements can be that the offer you are making may not be in the format or the way that the client wants to achieve the same result. Looking at it from the point of view of going to the gym. You may say, we are going to do X,Y, Z. We are going to have X number of visits to the gym and we are going to do weights and going to do different exercises in order to improve our cardiovascular system, and so on. However, that may not be the format that your potential clients want. They may want to exercise in a completely different way, they may want to do exercise on a beach, or in a park, or whatever. They do not want to be within the gym itself. They do not want to be within a group, or they want to do exercise on a one-to-one basis. Look at how you are delivering the solutions for your clients, because that may be one way of how you might be falling down in converting the number of clients or the number of leads into potential business.

The last thing that I want to look at is what is your average fee? We talked about bird see and we talked about your low first sale. What you want to do is look at what is the fee that you are quoting, or how are you actually quoting it. One of the most important points that I want to make in here is what a lot of people do is they quote the fee last, and this comes into proposal documents, or when they are having a conversation with people. What they say is "This is what we are going to do, and here is the fee." You will recognise this in proposal documents that you will receive,

whereby the natural reaction for people to do nowadays is that they receive the proposal document, they will turn to the last page, because, invariably, they know that the fee, or the cost, is going to be on the last page.

What I am encouraging you to do is to make that the last thing you do. There is a resource that is available in this training course which is around what do you do with proposals, and what is the winning proposal format? Download that particular resource and you will be able to work through it. What is the format for writing proposals? What I do is I put the cost in the middle of the proposal document. When you are having a variable conversation with somebody and you are presenting the cost or the budget of what is going to be involved, what you are best to do is to quote the fee first and then quote what they are going to get in return. This is because the person that you are talking to, the last thing that they will remember is the last thing that you said. If the last thing that you said is the cost, that is what they remember, so they have then forgotten, indirectly, what you have said to them before that by way of the results that they are going to achieve.

If we turn that around and say, "For this fee this is what you are going to get, and here is what you are going to achieve, and here are the benefits that you are going to have as a return." Now, what the person is remembering is, yes, they know what the fee is, but they remember that these are the results I am going to get and here are the benefits I am going to receive in return, as well. When it comes to quoting your fee, this is the way you should present it.

Let's just reflect on this particular formula. Your revenue, the amount of revenue that you are going to bring into your business is determined by the number of leads that you have coming in, the conversion rate that you have in converting those leads, and the average fee that you are going to charge. Your conversion rate is made up of your presentation, your prospect, and your proposal. Once you have got that formula, it is now a case of, what can you do to improve each one of those areas, meaning increase the number of fees that you have coming in, increase the conversion rate that you are actually achieving, and what can you do to increase the average fee that you are actually charging your clients? When you do all that well then your revenue starts increasing.

Start work on those exercises and determine for yourself what can you improve in each one of those sections and I will see you in the next video.

Exercise 20

What are the tactics I can use to generate more leads?

Watering holes

Alliance partnerships

Key 100

Referrals

Website

Google ads

Articles

Networking

Speaking

Social Media

Videos

Podcasts

LinkedIn

Conversion

Is made up of...

- Presentation
 - Credibility
 - Rapport
 - Reliability
 - No PowerPoint
 - Ask questions and listen

- Prospect
 - Their need match
 - Right stage of business or life
 - Have the budget

- Proposal (offer)
 - Your fee
 - Value Determined
 - Results achieved
 - Social Proof
 - How you're going to solve the problem for the client

Exercise 21

What can I do to increase my conversion rate?

Exercise 22

Is my fee right for my target audience? What change to I need to make when presenting my fee?

Notes
