The Predictable Business & Net-worth Growth Strategy

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10X CEO Boardroom Summit

A NOTE TO YOU

Why are we doing this?

As an entrepreneur I've had many experiences - some very painful and costly; others breathtakingly great and highly profitable. It is out of these experiences and many questions I've been asked over the years by CEOs of listed companies, senior executives of blue chip companies and fellow entrepreneurs like us looking for simpler ways, that I decided to share my ideas in this way. When I started MRI we made it our mission to spread ideas that push the human race forward.

My goal for the 10X CEO Boardroom Summit and our 6 weeks together is:

To help you create a predictable way to attract high quality leads. These are people you are suitably qualified to serve, people you made it your life mission to serve. These are people whose lives will be better off because of your service and your commitment to their outcomes or success.

To help you rise above the noise of industry commoditization and communicate your value offering powerfully.

To help you close 100% of the deals you should be closing as often as possible, while you respectfully uncover and walk away from deals that are not a match for you as quickly as possible.

It is my hope that you will commit yourself to making the application of these lessons a routine part of your business, that you will take imperfect action IMMEDIATELY and that you will start building super-reserves of cash which will, in the long run, help you build a business for the future driven by a powerful life-time strategy.

Please note that I am NOT a medical, legal or financial advisor. Instead I am a student of life and a servant of humanity, and I'm merely sharing ideas, insights and practical steps that drive my outcomes in life. My hope is that some of these may help you too. If you need help in the areas of medicine, law and finance I urge you to seek a relevant certified professional.

The purpose of this program

- To help you create predictability in your biz and net-worth growth
- To simplify business
- To remove frustration and bring certainty
- To help you get 10X ROI in 90 days

What I expect from you

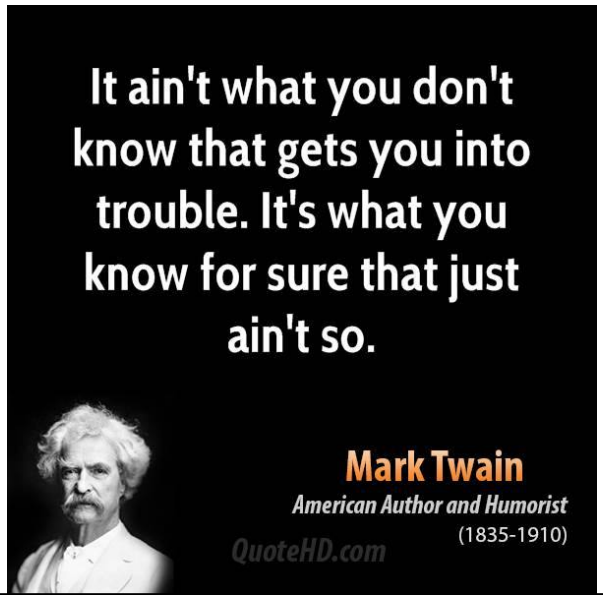
- Be a good representative of your life and your company
- Full commitment and participation
- Questions (the quality of your results in life depend on the quality of the questions you ask)
- Imperfect action (we are here to work)

DECLARATIONS

To accelerate the growth of your business, without stress, you must have a segment of high-end clients and you must have a reliable system to routinely close big business deals. Unfortunately most businesses are lacking in both areas.

Any business with revenues of R20m or less can and should be able to add an extra R100k a month in revenue – whenever the owner feels like it.

Any business with revenues of R50m to R100m can and should be able to add an extra R1m a month in revenue – whenever the owner or CEO feels like it.



The song every entrepreneur sings…

"If I could just _____"

(fill in the gap for you)

"If you knew beyond any shadow of doubt that it was impossible for you to fail in business, what would you change about your company?"

The business of Peter Drucker

- The purpose of a business is to create and keep a customer.
- The purpose of marketing is to make selling superfluous (unnecessary) – to know the customer so well the product or service fits him and sells itself.
- Marketing and innovation produce results; all the rest are costs.

Great marketing transcends 3 objectives

1. Creates demand
2. Makes selling superfluous
3. Makes people want to buy to close the gap that exists in their lives or businesses

What is marketing

Marketing is the process of creating demand by helping prospects qualify themselves and value what you offer so much... they just want to buy without you having to sell.

That's why great brands, never need to sell!!

The 3 Stages Of Business Development

3 Stages

- Before Money
- Money Talk
- After Money

The 4-legged Client Conversion Table (The Alphabet Process)

- Leg 1 (A): Attraction
- Leg 2 (B): Building desire
- Leg 3 (C): Conversion
- Leg 4 (D): Delivery
- Table Top (E): Expansion

Before Money

Pigeons in the Park Principle

Honey

VS

Bees

Purpose
To Create a Qualified Lead

2 Types of Leads

Inbound
Outbound

2 Teams

Inbound SIO
Outbound SIO

Money Talk

Purpose
To Create a Client

By
Account Executives
(AE)

After Money

Purpose
To Create Fans

By
Account Managers

The Client Success Department

Client Success
Referrals
Upgrades
Concierge

Send Referrals to

Outbound
Before Money

Premium Pricing

- Why Premium Pricing?
- Fast, sustainable growth – limited resources?
- Low prices are unsustainable long-term – (there may be no long term)
- Competing on price makes you a commodity
- Selling cheap leads you to being cheap
- Being cheap only appeals to cheap clients

- To do well in business, create an advantage so that you can do well even if you're not that good. Change the WHO you sell to.
- Affluent clients are the easiest to work with
- Don't worry too much about the product or the economy – find the right WHO.
- Sell to people affected least and last by the economy

- To sell to the affluent: Speed up the marketing and slow down the selling.
- If low price is the only criteria you give people to buy from you – they will… but they will also go to buy an expesive, fancy car from someone else. Don't resent them!!

Low Price Merchants

- They do it cause it's all they know
- They are sensitive to family and friends criticism for 'ripping people off'
- They become self-inflicted penny-pinchers
- They deliver crummy experience for clients
- Only the worst clients – cheap and broke – can tolerate that

- They blame their customers for their struggles (you get the customers you choose)
- Only one solution: Stop selling to clients that have no money!
- MORE ONLINE!!!

SELLING

SELLING – creating an environment where an act of faith can take place

SELLING (process) – getting people intellectually engaged in a future result that is good for them and getting them to emotionally commit to take action to achieve that result.

A SALE (result) – a change in one situation to a better alternative situation.

Environment

Process

Result

When you sell you must enter a conversation that is already going on, in your customer's mind!

Who evaluates who?

BUYING

Some Of The Powerful Forces Driving Buying Actions

Fears, Hopes, Dreams, Wishes, Desires

Greatest Of All Desires

Desire For Self-Expression
Desire To Be Somebody

The world starved of recognition

Actors, musicians and sports stars – express themselves through their work.

Thanks to the 21st Century…

Those who can't do … BUY!

The rest of us express ourselves in wonderful ways … by BUYING STUFF!

We love it and we are good at it!

iPhone going on sale…

(now that is commitment…)

The question you should be asking...

"What is my customer trying to say about herself when she buys my product?"

"Hi, I'm a wealthy, successful and sophisticated man to whom money is no object."

It’s not a status symbol.

It’s not even just a story they are trying to tell other people, but it’s the story they are constantly telling themselves.

They are buying it because it fits with their personal story.

Every customer is singing a song of self-involvement (his private thoughts)

"That’s me right there, woulda, coulda, shoulda, if only, I wish, I must, I hope, why me, what if, imagine if"

2 main ideas every customer is trying to express about herself… when she buys stuff

I’m a rugged individual…

I’m a loyal member of the group …

(the elite group of enlightened people)

“What belief does a purchase of your product reinforce for your customer?”

Every successful purchase must fulfill:

Desire (Solution)

Self-expression (Image)

Belief (who I am; accessibility of desired solution)

The customer sometimes lies with his mouth, but he always tells the truth with his money.

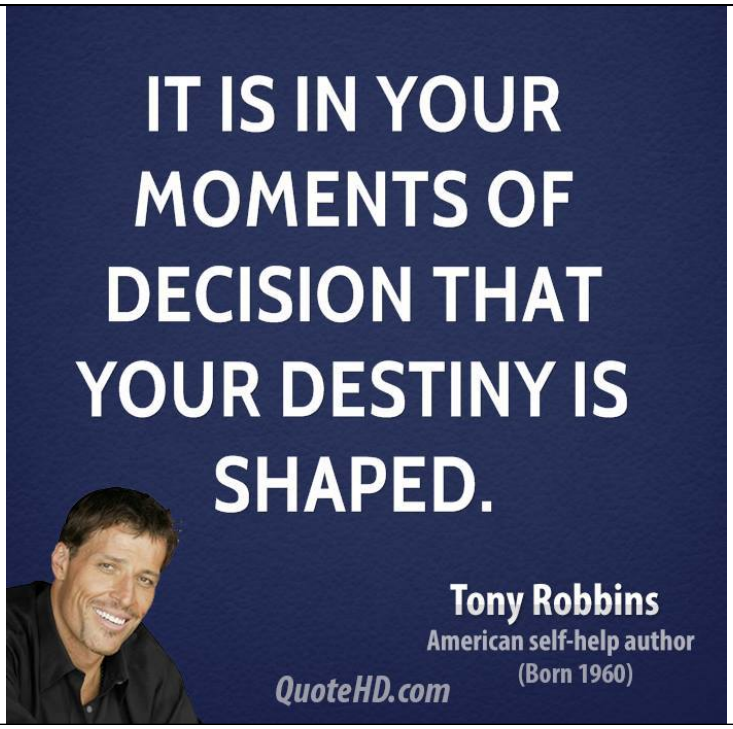
NOW! You've got the power, how do you use it?

1. Care deeply & have genuine desire to help (no neediness)

2. Diagnose

3. Prescribe

DECISIONS! DECISIONS! DECISIONS!



1. Discover the intention:
Are they really serious about finding a solution or do they just want to talk about it?

"So Dave, what is it that made you decide to invest time on this call to find a solution to (problem X) and to get (benefit Y)?"

The story of a man with a broken leg

2. Take Control

"So that we only spend time today on things that are important to you and for me to see how I can help you – do you mind if I ask you a few questions and take some notes?
I'll also give you a chance to ask me anything you like.
Then we can both decide if this is a good fit for you or not."

Never be needy!

Invite a NO early!

Be in charge…
Be in control…
Ask questions…

Be A Doctor!

It's called malpractise when a doctor prescribes before diagnosing!

She who asks questions is in control!

If they become evasive – let them go!

Don’t let them off the hook by allowing them to tell you the story they’ve been telling themselves about their situation!

Features Or Benefits

Which one gets you paid High Fees?

There are never enough features and benefits to justify high fees

Rather focus on the real value of the outcome you deliver for your clients.

The Most Dangerous Question in Selling – (it's a trap!)

"Please tell me about your product/service."

It can open door to neediness!

The answer

"I'm not really sure if I can, at this stage. I'd rather we have a conversation that can help us discover whether this can be of benefit to you. Because honestly I don't yet know if my service will be a fit for you."

Avoid the urge to overload them with information…

in most cases they already have that and it's not serving them.

Too much information can bloat them and slow down the decision making process…

3. Establish The Cost of the Present

“So what do you think is your biggest challenge in the area of X?”

"Specifically how exactly is this going, and how does this compare to your written plan?"

“So what is this situation costing you?”

“How long are you prepared to continue living with this situation.”

Focus on the pain and the real cost of the current situation!

Get them out of the fantasy! Get them to remove their clothes covering the fantasy (just like the Doctor).

No need to create a false sense of pain!
REALITY!!

How much would you pay?

…and now?

Water doesn’t determine the value.

Thirst does!

The value of your service is directly related to the pain your prospect would experience if they did not have it.

The Farmer and the Magician

The Hamburger Stand

Build Up Desire

F.F.I.S.H.

Dig in and go FFISHing!

Getting your service is the last thing on their minds

Finances
Family
Influence
Spiritual Alignment
Health

Never leave the discussion of value at the level of Money!

What will having extra money do for them?

Allow them to feel the feelings.

Let them tell you what matters to them.

4. Take them to the alternative future

What would it mean to you if you had (outcome Y)?

How would you do it?

What about these challenges?

Dave, is this something you are committed to seeing change or is it something you are just interested in talking about?

"How much longer are you willing to stay where you are – experiencing pain A,B,C – before you start making a change towards benefit X,Y,Z?"

Get them to fully grasp the pain and the gap between the cost of the present and the possibility and hope of the future alternative.

Share aspects of the outcomes you deliver and let them explain to you in detail how and why each of these would benefit them.

Empower them to sell you and convince you on the decision that you have led them to.

Never, ever discuss price before the value is firmly established in their mind!!

The mind will always dwell on the figure it hears first!

Booking a flight to Nelspruit

5. Invitation

Invite them to participate in the opportunity if it is a fit for them.

Receive the order.

Give them an irresistible offer and mention price.

Ask for billing information or for their credit card.

Objections

Money!
Lack of commitment
Low self-worth

SELLING PRODUCTS

The 4 things you must know

Problem or desire
Timing or urgency
Money or budget
Decision process

A SALE (result) – a change in one situation to a better alternative situation.

Discover the current situation

"So that we spend time today on things that are important to you – do you mind if I ask you a few questions and take a few notes?"

Who is this product for?

What do you have now?

What would you like to change about it?

How do you normally pay for this type of purchase?

When do you need it?

Is there anything that may affect your ability to make a decision today?

Take notes on un-photocopy-able (is that a word?) paper

Blue or purple

Never assume that they know what they want

Care deeply
Diagnose
Prescribe

Mindset for High Price Selling

- Process and conclude the deal immediately
- Always be ready to receive payment
- When the sale is not made, no one wins
- Turn casual conversations into scheduled calls
- Always appraise the cost of the status quo
- Never price based on what you PUT IN, cause value is what they GET OUT

- Focus on getting a firm decision – not a sale
- Most people will not and cannot accept your offer – make peace with that
- Don’t overload people with tons of information because they get bloated and it slows down decisions
- Never answer the trap question

THE GAUNTLET!!

Thank You