



# **HIMA Workshops**

**How To Generate Massive Profits From  
Local Business Owners**

**Training Module Four:**

**The Hidden Closing Technique That Works Every  
Time!**

# Training Module # 4

## The Hidden Closing Technique That Works Every Time!

### **A. How to Get Mobbed For Your Business card**

If you were paying attention through any of the workshop content it should be readily apparent to you why you would be mobbed for your business card.

If you simply drop subtle hints throughout your presentation that you are available to help them if they get stuck, they are going to want your business card. I always keep a full box of business cards as close to the door as possible. That way, they can grab one on their way out the door, so even if they leave early there's a good chance you'll still get a call.

The concept is pretty basic though. As long as you come across from the beginning as being there to actually help them and not sell them, you should get mobbed for your cards. If you did your job correctly, they already know you, like you, and trust you. They will have no problem giving you a call when they get stuck...and they always do. ;-)

### **B. The Free Offer That Generates Thousands**

When they do pick up the phone and call you because they need help offer them a free 15 minute consultation.

Everybody loves the word free. But since you're offering them a free 15 minute consultation, it also tells them that of course you are not free! In other words, I will give you 15 minutes that may cost you after that. It's a nice way to let them know that you are a business owner as well and your time is just as valuable as theirs.

The point of all this is to make it plain that you are a very busy professional. Business owners like dealing with successful people. If you're busy and then there must be a reason for that, correct?

That's the posture you need to take when meeting with other fellow business owners.

Don't ever forget that you are a business owner, just like them.

### **C. How to Ensure Every Call is a Sale**

Make certain when you're teaching the workshop that you take every available opportunity to brand yourself as the expert. By the time they finish the workshop, there should be absolutely no doubt in their minds who can really help them.

Hopefully you've already shared a lot of information with them and really made them think about their current business and the Internet. They know they need help and if you explained the outsourcing segment correctly, that should start to fall into place right about now!

Again, they have spent some time out of their hectic schedule with you to help get their business where it needs to be. It becomes a real no brainer for them to turn to you when they're ready to start outsourcing projects.

So when they do start to call and you offer them a free 15 minute consultation, it's just about guaranteed that it will turn into a new client. It really is that easy if you do the workshop as formatted.

#### **D. Big Bucks Referral System For Clients**

Referrals can be a mainstay of your business. There's no better way to guarantee that a call is a sales other than a referral. There's no stronger endorsement on the face of the planet than in another small business owner telling their friend how great you are.

Here's a referral system that I use that produces referrals constantly. As discussed before, I charge from 150 to 250 monthly maintenance for their list and database. This is a residual income that continues to grow with each new client you sign.

I offer the new client one month free for every referral they send me that becomes a client. As simple as it sounds, it works great. I have clients now that will make it a point to bring me 12 new clients just so they can get their maintenance for free for the entire year. No joke. Business owners love this kinds of stuff and many will make it a point just so they can say that you are not costing them anything!

#### **D. Steps to Ensure a Five Figure Workshop**

First and foremost, you have to make certain that you can pack the workshop. It doesn't matter which of the methods you've learned that you put to use first, or in fact a combination of methods as long as you know you can fill those seats. Registration and payment for the workshop is, of course, the key to generating a very lucrative income.

Make sure that you use the enclosed emails to stay in touch with the registrants until the day of the workshop. You might think that since they've already paid who cares if they show up? This would be a serious mistake on your part. The reason of course is because the more attendees you have, the more opportunities for new clients you have.

On an average almost a full 30% of attendees will at some point become one of your clients. Think about that for a minute. You are keeping all of the back-end money. The more people that show up, the more money you are going to make. So make sure that you stay in touch with them until the day of the workshop.

If your client gathering methods were effective and your attendance is up, you will make five figures minimum from each workshop. Those two factors will determine the failure or overwhelming success of each workshop.