



# **HIMA Workshops**

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

**Training Module Five:**

**The Initial Meeting With The Business Owner**

# Training Module # 5

## The Initial Meeting With The Business Owner

### A. Starting the Conversation

For the most part when I meet a prospective client in their place of business I always make sure they do most of the talking. After all, they've already seen me talk before, so I kind of look at it like it's their turn. I always get them talking about themselves and of course their business. I want them to talk, and talk, and talk!

The more they talk the more lumber is added toward building the bridge of trust. It's OK to ask a question from time to time but let them do most of the talking. The more they open up to me just by being themselves, the more it helps me to understand what in their best interest.

What's in their best interest is always the creed a great consultant should live by. If you're always thinking of what's best for your client, the solutions become easier to see and explain. You'll lose every time if you try to complicate a simple solution with the "what's in it for me" syndrome. Take care of your client first and your client will take care of you.

This is how simple it really should be. Almost every problem that every business owner experiences is related to one thing...sales. Increase their sales **and/or** profit margins per sale, and you can just about watch the logistical problems melt away. Most of the time it's just implementation of basic marketing concepts. No kidding!

So the key here is not to come up with a grand one size fits all solution. Each business is as individual as the owners themselves, so your job is to find some options that can be tailored to that business. As the conversation progresses you can ask some "soft" questions that will start to put them on track to helping you reach a solution.

### Here Are Some Examples of Soft Questions:

- \* Have you always been at this location?
- \* Why did you start this type of business?
- \* What do you like the most about your business?

Since they've already attended your workshop, the business owner themselves will often just come right out and tell you what they would like to change. The solution always starts with open conversation. When they trust you, they will tell you what they think is the problem. They don't hit the bull's eye every time, but they're not usually far off the mark.

Sometimes they are WAY off. The important thing to do in this instance is to try and find out why **they** think that is the problem. You have to understand that business owners are juggling myriad of problems every day. Everything from vendor disputes to employee problems and of course customer service problems as well. A lot of the time they're so caught up with juggling all these problems that they simply can't see the forest for the trees.

This is one of the best things about being a consultant. You are able to step in with a new vision and a new perspective and see things in a different light. Many times this will be the difference between the success and failure of some businesses. It's a very important job, always make sure you treat it that way.

Here are some important questions you will want to ask them in the course of the conversation:

- \* What advertising methods are you currently using?
- \* What is your current ROI on your ad campaigns?
- \* How are you tracking your ad campaigns?
- \* Have you set up a web site yet?
- \* Have you started to build a customer list?

These are just basic questions that you've already covered in the workshop with them. They've just never really sat down and thought about that before. 99% of all business owners I talk to are not tracking their ad campaigns, and therefore have no ROI because there's nothing to measure it against.

Here's one of the biggest points that you need to get across to new perspective client. Unless you're tracking your ad campaigns there is no return on investment. So they could honestly be throwing up to 60% of their total ad budget right out the window!

They're spending their ad budget every single month, but they're doing it with a shotgun approach. In other words, they're spending a large amount on ammunition and firing blindly into the night, in the hopes of getting something. They have no idea what is effective and what is not, so I guarantee you they're throwing **a lot** of their money away. Internet Marketing can resolve that problem.

## **B. The "Helpful Breakdown" Close**

I was recently fortunate enough to be speaking at the same super conference with some of the biggest legends in marketing. As I listened to the presentation by marketing giant Alan Bechtold, I realized that I was using the exact same closing technique he was teaching, I just didn't realize it!

### **Here's a Prime Example of the Concept Behind This Technique:**

Let's say that you just bought a new house and I showed up the next day and offered to take care of your trash service for \$50.00 a month. You immediately think, "\$50.00 a month? That guy's crazy. That's \$600 a year! I could do it myself and save a lot of money."

So here's the breakdown of what you're going to have to do in order to save \$50.00 a month:

**First** you will have to either draw or buy plans to build a container to keep the trash off the ground and secure it from animals.

**Next** you're going to have to go file for a permit and find out what the guidelines are for placing the container next to the road.

**Next** you're going to have to go to the lumberyard and buy the materials. That includes everything from rustproof carriage bolts to weather resistant pressure treated wood, supplies to build a locking top, and of course some type of locking mechanism so everybody in the neighborhood won't use it as well.

**Next** you're going to have to either buy or rent a truck to haul the garbage to the landfill every week.

**Next** you're going to have to buy a tarp and enough rope to secure the tarp and make certain no trash flies out of your truck on the way to the landfill. (Littering in this state is a \$400 fine.)

**Next** you're going to have to pay to get a permit from the landfill so you can get through the gate and dump your trash every week.

**Next** you have to get a broom and garden hose so you can clean your truck out every week when you get home. I know you wouldn't want it to smell that way all the time. Next you're going to have to make sure that you have scrubbed down the tarp so it doesn't stink when you fold and store it in your garage.

**OR you could pay me 50 bucks a month!**

So hopefully by now you've got the concept behind what I'm saying here. I will actually offer to show the business owner exactly what to do and how to do it, in excruciating detail!

Whenever I start to explain how the business owner themselves can build their own auto responder system and run their own database, you get the same reaction every single time. It's the deer in the headlights look followed by the inevitable question: "How much?" Those two words are the best words you can hear from a prospective client! If the ends justify the means, you simply have tailor **all** of your responses to the end with the business owner asking how much?

### **C. They Need to Ask You For The Sale!**

Even though this is totally backwards to what you have always been taught, your client needs to ask you for the sale. This can be accomplished by using the helpful breakdown close you have just learned.

If you are asking them for the sale you are nothing but a salesperson. When they start asking you what form of payments you accept, you have just graduated from salesperson to consultant.

Once again, if you always put the client needs in front of yours you should never have to ask for the sale. In order to make this happen, the client will have to **know** for a fact that everything you are suggesting to them is in their best interest, not yours.

If you approach every initial meeting with the "client first" mentality, it's a piece of cake to gain a new client and walk out with a fat check. Conversely, if you don't think this way, you are just another salesperson who is in for a long, tough close.

You honestly have to be there to help them. That's the bottom line.

This is how you can have clients literally tripping over themselves to pay you for your services.

Word gets around quickly between business owners and your reputation travels with it.  
**Never forget that.**