

## **The Opportunity Analysis Consultation**

The opportunity consultation is the foundation of your consulting practice. This is where you sell the prospect on being your client. Your goal for the opportunity call is to close the client on beginning project implementation. If you follow the structure of the call properly, most of the time you can close during the opportunity call. Sometimes, however, you will have to follow-up with a second call and a formal presentation. In conducting the opportunity call you will use the opportunity analysis worksheet. By following the guided questioning in this worksheet it will automatically lead you to the close, and solidify the need for each project.

The opportunity call should take you about 1 hour to complete the hour should be broken down as follows:

5 minutes - Step One: Solidify Trust and Rapport Introduction and warm up.

35 minutes - Step Two: Hidden Marketing Assets Identify hidden marketing assets

10 minutes - Step Three: Leverage the assets for Exponential Growth Show how you can grow the business in three ways.

10 Minutes - Step Four: Project Implementation Plan Determine which projects you will complete and the investment

Close

### **Step One: Solidify Trust and Rapport**

The key to your ultimate success will be in developing rapport and credibility with the prospect. in the worksheet there is a very specific opening line which you should use...it works. It will put the prospect at ease and prepare them for what you are going to be doing with them.

Remember these rules when conducting the opportunity call:

1. Keep the focus on the client not on you. This will minimize their concern about your qualifications etc. Plus people like to talk about them selves and in doing so, it makes them like you.

2. Stay in control by asking questions. Each question on the worksheet is designed to help you tie down a need for your services. Keep asking the questions and keep them talking.

3. Listen. The more you listen the greater success you will have because they will tell exactly what you have to do in order to sell them.

4. Conduct the meeting in a relaxed and casual manner. It is not an interrogation it is an exploratory call to find out how you can help them.

5. Always demonstrate a sincere interest in them.

6. Stay focused on their objectives of growing their business.

## **Step Two: Hidden Marketing Assets**

Most of the meeting will revolve around the identification of the hidden marketing assets that could be leveraged for greater growth and profit.

The Analysis Worksheet is structured in a way that if you flow it each of the questions you ask should open up the possibility for leveraging and optimizing their marketing assets and should create a need for the implementation of the various marketing projects in the system.

You will notice in the worksheet under each project heading there is a list of some of the things you should be looking for in that area.

Simply go through the questions with the client, write down your answers and gear towards the hidden assets as you identify them. Of often times, you will have to probe and dig a little deeper in each area. Don't just take what they tell you at face value you need to try and figure out what is really going on.

Some clients may not be doing all of the things in each of the project areas. For example, they may not be doing any media advertising. If that is the case, simply by-pass that area of the analysis.

Also be prepared to skip around in the worksheet. Often times, your client will start talking about things that are not necessarily in the order they are on the sheet. That is okay, simply be familiar enough with the worksheet to know what areas they are talking about and be ready to go to that area.

### **Step Three: Leverage the Assets for Growth**

This section of the analysis is very important because it is here that you will demonstrate the power of working all three ways to grow the business. What you will do is to work the calculations and show them that if they achieve small growth in each of the areas the exponential growth will be very dramatic.

The first thing to do is to determine the Key Ratios. Ask them what is their customer worth and closing ratio then calculate the number of customers last year and the number of prospects last year.

Then work through the matrix and based on there desired growth objective how it could be achieved by increasing each of the areas.

For example: If their growth objective was 10% it could be achieved by increasing the number of prospect by 10%, the closing ratio by 10% or the customer worth by 10%. If you increase all three by 10% each, then the exponential growth will be 33%.

As you work out the various calculations you wilt see that at 10% growth in all three areas equals a 33% exponential growth, 15% = 5:3%, 20% = 73%, 25% = 80%, and 30% increase in each of three areas will give you a 120% exponential growth.

This is a very powerful visual that will really help them to see the power of exponential growth. It will set them up to go to the next section where you will propose various projects to achieve growth in each of the three areas.

#### Step Four: Project Implementation

In this final section of the analysis you will be proposing specific projects that will grow the business in all three ways. Simply go through and explain each project and what it entails and then check Yes or No.

This gets them to see visually how their business will grow through proper implementation of each project.

Remember, every business should have the first four projects. Projects 5, 6, & 7 are optional depending on their situation.

Finally, total the number of projects to be completed and show them the project sales increase that you determined back in section three. Determine the potential gross and net profit and work the formula to determine the Return On Investment. In most all cases, you will be able to demonstrate that the client will be able to get a dramatic increase in profitability by implementing the system.

## **Close**

Usually the most effective close comes in the form of an assumptive close on the USP project. Simply say, the first thing we will need to do is to have the initial meeting with you and your staff as we begin the USP project. I can do that either next or which would work better for you?

Then tell them to bring to that meeting, a sample list of customers that you will be able to call and also the check.

Then schedule the time, thank them and leave.

Sometimes they will want to have you do a specific proposal for them and come back with it. If so, then set up the time for the next appointment.