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HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**Just In The Nick Of Time...
Rob's First Client**

Michael Senoff Interviews Marketing Consultant, Rob H.

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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Just In The Nick Of Time... Rob's First Client

Rob chose to pay for his HMA system using the payment-plan option because he thought he'd have a client by his second installment. Well, he didn't. So, he was just about to throw in the towel and send the whole system back when he decided to give it one more try. And in this audio you'll hear exactly how he landed two clients that day – just in the nick of time.

This is a short interview that takes place the same day Rob landed his clients - so you know all the details are fresh in his mind. You'll hear what worked for him and what didn't. You'll learn how he combined the slide presentation with an idea from Dave Flannery to successfully land his clients. And, you'll hear all about the nervousness he felt during those initial meetings -- and how he pushed past those feelings to never let the anxiety show.

We all know how difficult learning a new skill can be. But this interview with Rob shows how having a cool head and a little perseverance will always pay off. And now that he has a taste of success, things are only going to get easier for him. So, sit back and listen to a short story about how Rob never gave up to land his first two clients. Enjoy.

Hi, it's Michael Senoff with Michael Senoff's www.HardToFindSeminars.com. Here's another My First HMA Client story. It's with an existing HMA Client. His name is Rob and I think it's an inspirational story because Rob was about to send his entire HMA system back. But that evening he had one appointment and he had another appointment the following day and he cut it so close, he ended up succeeding by getting two new clients within 24 hours. You're going to hear his story; you're going to hear how one of the recordings helped him close the deal. So let's get going.

Rob: Mike, what's up?

Michael: Rob, how are you doing?

Rob: I'm okay. I just got off the phone doing some marketing research.

Michael: Alright, well congratulations. You're really turning it around. Just in the nick of time, huh? I got your first email this morning. When was that appointment – yesterday?

Rob: Last night at 5:00.

Michael: Who did you meet with?

Rob: A couple that are starting a business. They want to go into a cleaning business. I don't know how much they're going to stick to it. That's the kind of business people try to start and then quit within a couple months.

Michael: Alright, so it's cleaning houses or offices or what?

Rob: They want to do both and I really told them you need to know what you're doing; you need to have a vision. And so I printed out some of the Power Point slides from the 30 Minute Presentation and just went through it with them and just talked them through those. Actually I have to tell you with both clients, I didn't use the Opportunity Analysis for some reason. It just turns people off when I do that. But I print out those slides and I just talk them through those slides and I talk very highly of the HMA System and it's not me; I'm not the man who did this system. It's been around for 17 years; companies have been using it and they get results every time. There's never been a company who's used it and actually implemented it that didn't get results.

Michael: Perfect, that's great. So you printed the slides almost like a flip chart presentation.

Rob: And then I pass them out. I print them gray scale, I don't do color. Like with the bigger company I just sat down at the table with all the supervisors and managers. Because it's kind of hard to do the Opportunity Analysis when you've got six or eight people sitting at the table. And that's the way they wanted to do it. And so I printed the slides off and edify the system. This is a family business that I've known for a long time, so they know me. It's kind of like the familiarity could be a bad thing because what are you going to tell us about how to run our business. And so the way I positioned it is, I'm part of a consortium of consultants and it's called HMA Consultants. You're not just getting me; you're getting all the experience of these consultants. Some of them have been doing this 17 years, as long as the system has been around. And so you're not just getting me and my thoughts; you're getting a system and you're getting the experience of 17 years of consultants.

Michael: That's perfect. And so last night how many people were in front for the meeting?

Rob: Last night was just two. It was just a couple that is starting a business. And I told them right up front, this is really made for an established business that's doing millions of dollars in sales. But they got some capital for starting their business; I think he's using some inheritance money or something that they want to use to start this. I went through all the steps and I said the first four are for any business on the street and it makes sense for you guys. And I said normally it's \$3500 a step and I know that's astronomical for what you guys are trying to do. And I said I don't want to sell you a Cadillac when all you need is a Chevette. And I just set it off the fly but it turned out it was a great selling phrase. Because these are people that kind of like nice things; they like Cadillacs.

Michael: Everyone likes nice things. So for this story, for anyone listening, you had done a six payment on the HMA thing; you just didn't have the money. You were hoping to have a client within the first 30 days so you could make that second payment. That didn't happen. You and I emailed. I said, hey the payment didn't go through. And you're like, okay what are we going to do here?

Rob: I felt trapped.

Michael: I know you did.

Rob: I was going to call you and I thought someone's got to buy; we'll get a deal here.

Michael: You were about to send the system back but you had two appointments. You had the one last night and you had one this morning and the one last night went through and so tell me about the one this morning. Were there eight people in front of you?

Rob: Six or eight.

Michael: And what did this company do?

Rob: It's a general store. They've got gas; they've got hardware; they've got groceries, convenience, a meat counter; they sell small engines, repair; they do lawn mowers; they sell tractors, lawn tractors and stuff. They've been around 48 years.

Michael: How did you get the appointment? Did you get it through the telemarketing or did you know them?

Rob: This one wrote to me.

Michael: Okay, great.

Rob: I've known the guy forever. So I called his dad, who's actually retired but getting back involved with the business because right across the road, a supermarket went up. It's a growing area; this area is just sprouting up like crazy. People moving here like crazy; Travers City, Michigan. So I called him, I showed up for the meeting at the store. And he had called and so I've got my suit and tie on and I'm all ready, and said I can do this. And he didn't show up. He said he'd call me back. So I thought, oh great! So, a few days later I called his dad who owns the corporation and basically owns everything. But he's been kind of in retirement. I talked to him a little bit and he said, you know we have a management meeting and we're looking of something as far as marketing. We've got to do something different because this supermarket has really cut in (they were down about 20%). So he said why don't you come to this meeting. So I go to the meeting and it's a family business; I've known them forever. And everybody shows up and arms are folded, what are you doing you young whippersnapper? And that's why I totally edified the system like crazy because the secret of edification is anything nice you say about somebody else or something else, you've actually just said about yourself. That's the psychology, the subconscious thing, when you're talking to people.

Michael: That's true. So how did you open up? Like, how did you position it from the beginning?

Rob: Like I said, I just printed off those slides. I passed it around, one for everybody. And then I used to do E-Bay, you know I used to do audio books on E-Bay and I lost that license this week.

Michael: The guy didn't give you any kind of reason?

Rob: It wasn't going the way he wanted it. He owned them, he can do that. But that's still my living for two years. And just out of the blue, this guy just emailed me and said I'm revoking the license.

Michael: Well, timing's kind of weird, you know?

Rob: There's definitely some providence involved.

Michael: Alright, so you passed the sheets around.

Rob: I passed them out; like I said I edified. They got it in their hands; they're looking at it. It says, Improve Your Sales 25-100%. HMA Systems is what I typed on the top. I just talked them through it page by page. I told them that I'm tired of sitting behind the keyboard and I've gotten involved in this HMA group and doing consulting now and this is what it is and then just went right through the pages.

Michael: Did they have questions for you at the end?

Rob: You know, we just had that call where Dave Flannery made his close, how he closes. I love that, it works perfect. What do you see as the next step for us?

Michael: And who did you position that; to everyone?

Rob: Right to the owner.

Michael: Yes, and what did he say?

Rob: I finished up the last page and my mind went a mile a minute. I get to the last page and I turn and there's no more pages, ah man, now what; think of something. Quick, think of something. So I just looked Roy right in the eye and said, so that's it. Do you have any questions? He said no. And then I said, well what do you see as the next step for us then? And he says, well, I think we do need to do something. And he asked how I get paid. And I said it's \$3500 a step; there's seven steps and not every step is going to apply but I'm definitely going to recommend the first four for you right now from looking at what you guys have going. And I said, but what I'd be willing to do because I know the cash flow is tight right now; any business up here in the winter is just tight in the tourist area. I know your cash flow is really tight, I'll do the first two together because I always want to do at least those two with a business no matter what. I'll do both for \$5,000 and I'll break it up over 10 weeks at \$500 a week. So basically it's like you're paying an extra manager. And are you really amiable to that? And he said okay. He said a couple other things and then I just looked at him and went right back to the question, just like Dave said. . . . so what do you see as the next step for us? I've got time Friday or Monday. And they basically set the meeting and said let's start Monday.

Michael: Okay, so you're meeting with all of them on Monday again in the manager meeting?

Rob: Yes, I'm meeting the managers. We're going to go through the first step of the USP. We're going to do a slide presentation and I'll just take notes as we go and just pose the questions to them as we go.

Michael: Good. Were you able to get some intelligence on their business using the handouts or was it more of a presentation?

Rob: It was a presentation and I've gone through the handouts. I've done a couple over the phone. I did a sewing business last week and he just wasn't looking to grow. So I know the questions good enough but I just collected the information as I went.

You're listening to an exclusive interview found on Michael Senoff's www.HardToFindSeminars.com.

Michael: Well, good job, man. That's great! I know your confidence has got to be a lot higher than it was two days ago.

Rob: Yes, the only thing in question now is delivery.

Michael: Are you going to be able to deliver? You'll deliver.

Rob: I'm confident we're going to get some results. Just looking at their assets in both cases. The cleaning company thing, I haven't really got any marketing alliances with them. We're going to get started just using someone else's list.

Michael: Yes, that's right. This is great stuff. And it will be encouraging to other people who are in your situation and it just shows that persistence pays off. And hopefully you'll keep going.

Rob: Yes, just follow the system.

Michael: Follow the system and really get some results for this store and see if you can leverage your database.

Rob: Oh yes, because they've been around 48 years. If I get some nice results, even a 20% increase, and everybody knows the store, I'll be set.

Michael: Absolutely. Thanks for the story and just keep me posted and I'll get that stuff to you a little later.