

# Securing Clients

<https://www.schoolofconsulting.com/application-sales-growth>



# Unclear Value Proposition

- If potential clients don't understand what you do, how you solve their problems, or what makes you different, they won't be interested.
- **Are you selling products or solving problems?**
- Your messaging must be clear, compelling, and results-driven.
- 3 Aspects to VP
  - The Problem your solving
  - The Outcomes that can be expected
  - The target audience

# Lack of Visibility & Marketing

- Clients won't find you if you're not actively marketing yourself.
- If you're not consistently engaging on social media, running targeted campaigns, or networking in the right spaces, you're invisible to those who need your services.
- You know who you want to sell to – **Do they know you?**
- What is your digital footprint like?
  - Are you findable?
  - Are you likeable?
  - Are you shareable

# Weak Sales & Follow-Up Strategy

- Many consultants and service providers struggle with closing deals because they don't have a structured sales process.
- They also fail to follow up effectively, losing potential clients to more persistent competitors.
- **What is your Conversion Strategy?**
  - How do you attract?
  - How do you engage?
  - How do you convert?

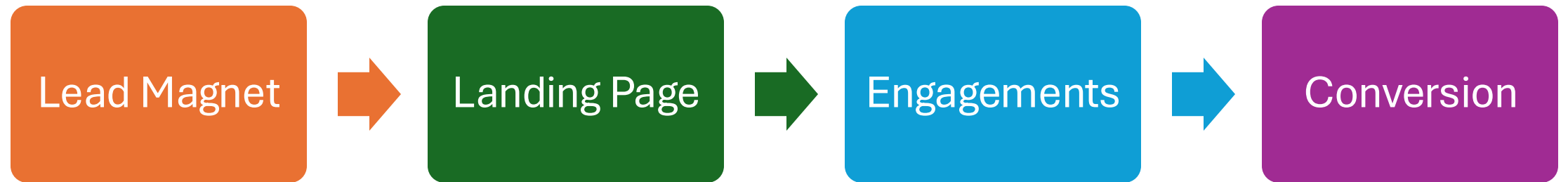
# No Social Proof or Credibility

- People trust results. If you don't have testimonials, case studies, or strong referrals, prospects may hesitate.
- Building credibility through past successes, content marketing, and thought leadership is key.
- **I have done it is better than I can do it**
  - What evidence do you have?

# Wrong Target Audience

- You might be targeting people who aren't in urgent need of your service, can't afford it, or don't see its value.
- Refining your ideal client profile and adjusting your approach can help attract the right prospects.
- Who need your services
  - Where are they?
    - **Demographics is important**
    - **Location is key**
  - What media do they consume?

# Landing Page Design



# Engagement Strategy

- Content Marketing
- Information
- Advisory
- Free Offers
- Webinars
- Storytelling
- Share Testimonials



# Conversion

- **Clear, Compelling Call-to-Action (CTA)**

Your landing pages, emails, or social posts should include a strong, straightforward CTA that guides prospects to take the next step.

- **Reduce Friction**

Make the sign-up or purchasing process as seamless as possible.

Remove unnecessary steps and ensure your forms or booking systems are user-friendly.

- **Offer Value Upfront**

Providing a free consultation, a trial period, or a downloadable resource can give prospects a taste of what you offer without a major commitment, thereby increasing their trust.

# Conversion

- **Social Proof and Testimonials:**  
Leverage case studies, testimonials, or reviews to build credibility. Prospects are more likely to convert when they see others have had positive experiences.
- **Personalised Follow-Up:**  
Use automated email sequences or personal outreach to nurture leads. Address any specific concerns and remind them of the benefits they'll gain by working with you.
- **Create Urgency:**  
Limited-time offers, early bird discounts, or bonuses can motivate prospects to act sooner rather than later.

# Email Structure

## **Subject Line**

- Craft a clear, enticing subject that highlights the exclusive offer.

## **Greeting**

- Personalize the greeting (e.g., “Hi [Name],”).

## **Introduction & Thank You**

- Thank the subscriber for joining your community.
- Briefly introduce your company or service.

## **Exclusive Offer Presentation**

- Clearly describe the exclusive offer (e.g., free consultation, discount, bonus resource).
- Explain what the offer entails and how it benefits them.

## **Key Benefits & Value Proposition**

- List 2-3 core benefits of your service.
- Use bullet points to make the benefits easy to digest.

# Email Structure

## **Call-to-Action (CTA)**

- Provide a direct, clear instruction to claim the offer (e.g., “Click here to claim your offer”).
- Use a prominent button or link.

## **Support & Contact Information**

- Encourage the recipient to reply with any questions.
- Include your contact details or a link to customer support.

## **Closing & Signature**

- End with a friendly closing (e.g., “Warm regards”).
- Sign with your name, title, and company information.

# Email Follow up

## Email 2: Value Add & Education

- **Focus:** Reinforce the benefits of your offer with actionable insights.
- **Content:** Share a relevant tip, resource, or case study that deepens their understanding of the value you provide.
- **CTA:** Invite them to learn more (e.g., “Discover how this can work for you”).

## Email 3: Social Proof & Credibility

- **Focus:** Build trust by showcasing real-world results.
- **Content:** Include testimonials, success stories, or client case studies that illustrate positive outcomes.
- **CTA:** Encourage them to see more details or schedule a call.

# Email Follow up

## Email 4: Addressing Objections & FAQs

- **Focus:** Remove hesitation by addressing common concerns.
- **Content:** Provide clear answers to frequently asked questions and explain how you overcome potential challenges.
- **CTA:** Prompt them to reply with any remaining questions or book a follow-up consultation.

## Email 5: Urgency & Final Reminder

- **Focus:** Motivate action with a time-sensitive nudge.
- **Content:** Remind them of the offer's benefits and include a limited-time bonus or deadline to create urgency.
- **CTA:** A strong final call-to-action urging them to act before the opportunity expires.

# Next Steps

Unlock your business's full potential.

Get a complimentary assessment on how to secure clients and accelerate your growth.

Apply now at <https://www.schoolofconsulting.com/application-sales-growth> and take the first step toward success.