

How to Attract and Convert More Clients – Back to Basics – Report

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Attracting clients is probably one of the hardest aspects in running a small business. In this special report I would like to share some “back to basic” information that have helped me and may help you with attracting and converting more clients.

Let's get started:

Testimonials:

One of the greatest secret weapons that exist in your business is: **testimonials**. What a great tool and so many people don't even realize it! One of the main problems when marketing a service or a product is that people have a hard time trusting you because they know nothing about you. A testimonial is what will help break the barriers between you and your potential customers. Effective testimonials are ones that have a first and last name + location or company. The more information you share about the person giving the testimonial - the better.

Tip for getting testimonials:

If you are on LinkedIn then you can utilize the recommendations section for getting testimonials. Once you get recommendations you can then copy them from LinkedIn and paste them on your website as well. With this tactic you can search for all of the people you have consulted with in the past and ask them for a recommendation.. Also once browsing through your network on LinkedIn in general you will discover many people that you have helped in the past that will be happy to give you a recommendation.

Your Marketing Message/Blurb:

Many times the problems in marketing exist in the actual marketing message or blurb. Your services and products may be great but if your message is to overwhelming it can turn people off.

Tip: ***Market to your people on what they understand and then up sell them on all the rest.***

Example:

Let's say you market websites. In most cases the client has no understanding in website marketing. So what happens? You start talking about SEO, social media, Google ads... And the client is hearing this and the first thought that comes to his mind is: Dear Lord... How much will this cost me?? Therefore *market to your clients on what they understand*: In this case tell your client that you will create an optimized website for a certain price. Once he gets that and agrees to it you can then *up sell him on the other stuff*: "By the way we can also do Google Ads for you as well for this price..."

Customer Service:

For any business to survive it's not enough to have a shiny website and excellent products. You must have excellent customer service. The basic concept of customer service is that you want your customers to eventually come back to you – creating repeat business.

Here are some customer service tips:

- 1] Always respond to telephone calls and call people back.
- 2] Always respond to emails. If you are not around, set up your email auto-responder to let people when you will be back, and that you will respond once you have access to email. In your auto-responder, give another person whom they can contact.
- 3] Be patient with your customers and listen to them.
- 4] Be accessible to your customers.
- 5] Deal with complaints. This is not easy, and many times small business owners will say to themselves, "ok... so I'll lose one customer..." No one likes to deal with complaints, but your ability to make another customer happy will prove worthwhile in the long run.
- 6] Always throw in some kind of incentive for repeat customers. Let it be a coupon for a future discount or a buy-one and get-another-half-price or something.
- 7] Excellent customer service depends on everyone on your team. Train your staff as well!
- 8] In your marketing campaign point out the fact that you have excellent customer service. Why? Because people are looking for service that is hassle free. People are looking for a solution to their problem – your offer of great customer service gives them peace of mind.
- 9] Follow up calls after selling a product or service. Simply ask if everything worked out and if they have any questions regarding the product or service. This will leave a good impression of you and your company, and will secure repeat business.

10] Remember your customers' names.

11] Sometimes you need to run the extra mile. This means that many times a customer will ask you about a product that you don't have, or ask you a question for which you may not have the answer. Try to make the effort to help them out – it will pay off.

Blogging for Business:

Your target market needs more information about you and from you. It is important that you look at yourself as an educator and not just as another person marketing your services or products. This is why blogging for business is so powerful. The more information people have about you - the easier it will be for them to do business with you.

One of the main challenges that small business owners have is drawing the line between sharing information and giving advice to potential clients.

How many times have you found yourself talking with a potential client and the client is trying to milk out as much information as he can from you?

Sometimes sharing too much information with a potential client is not good. This is extremely relevant to marketers because so many people out there think they can do it on their own...therefore if they just milk enough information out of you then they can do it on their own.....

This is why it's critical to know the difference between **sharing information and giving advice**. Be very careful about sharing information because once you start sharing too much relevant information with a potential client - you are risking your chances of losing that client. I know this for a fact because this has happened to me many times!

A little while ago I shifted over to the "giving advice" tactic. This where you tell the client **a head of time** you will be sharing with them three pieces of information. Make sure the information is valuable enough because you want to leave them hanging in the air and desperate for your services!

Giving out free information/free samples/free trial etc.. is a very powerful tool for attracting clients. People like free things.

Cold Calling:



This happens to almost everyone. You are marketing and marketing and then you feel as if nothing is moving along. You are doing everything that everyone else is doing – submitting press releases, writing articles and submitting them to article directories, posting on forums; you are active on social networks and still no results!

Now what?

The option that I like to recommend is the option of **telemarketing or freezing cold calling.**

Many small business owners and entrepreneurs that are just getting started prefer to leave out the telemarketing option. Why is that? As humans we don't like hearing the word 'no'. We don't like rejection. So we prefer doing things the quiet way. What's the quiet way? The quiet way is the marketing options we mentioned above.

Let's face the facts: Cold calling works and companies have been doing it for years and years. The problem is that most people don't understand the science of cold calling and that there is a system to it...that works.

Why is telemarketing so important? With telemarketing you have the option of having direct contact with your potential customer, client, prospect or who ever it may be. Take a look at some of the major corporations and see how they run telemarketing campaigns. Obviously if they are doing it must very effective for business.

Creating your cold calling campaign:

1] Take some time and create a massive data-base of contacts that are related one way or another to your industry or market. Set a goal to reach a few hundred names. (To save time you can outsource the research on elance.com)

2] Prepare a phone script. Study your lines as if you are about to appear on a Broadway show.

What should your lines be? Remember that when you are calling a prospect you have about 10-15 seconds on the phone...don't screw it up! Therefore don't try explaining the whole bible on one foot. What does that mean? That means don't try explaining your whole

business in 15 seconds. Then what should you say? Ask for permission to send your prospect an email or fax or both, that's it. Direct your prospect to a third party and let the third party do the explaining for you. In this case the third party could be an email/fax, brochure, website or blog.

3] Once you've sent out the email or fax this sets room for the **follow up**. **There should be enough information on the email or fax that should allow you to follow up properly.**

Remember the ultimate goal: to redirect the prospect from the email/fax to your website.

What should you write in your follow up email?

Example:

1) Title: Message for Mr. Joe Shmo - Follow Up

2) Title: Marketing Proposal for Company - Follow Up

Your title needs to be very clear. You need to give your prospect a real good reason to open it.

Here is how I start off my follow up emails:

Hi Mr....

Just following up on the email I sent you yesterday **in regards** to.....

This way you are not coming off as someone who sounds desperate.

I finish off by adding:

Thanks and **looking forward to your response...**

You must have some kind of **call to action** at the end of your email. You want the prospect to respond to you.

(BTW: you can use these same lines on the phone)

The Follow up Process:

You have just contacted a prospect over the phone who is interested in hearing about your service, business or product. You received permission to email /fax him more information about it.

Remember:

1] The email/fax is your third party in this case. They need to contain enough information that will help your prospect reach a decision.

2] Once he has your information in his hand – this sets room for the follow up process. A majority of sales closed in this world are closed in the follow up process. Many small business owners leave out the follow up process because it demands leaving the comfort zone and pulling the trigger...aka: asking the prospect: “are you interested?”.. People fear rejection so they prefer not to follow up and hope for the best.

Follow up is critical because it closes the process of the sale.

There are three main aspects in the sales process:

- 1] Initial contact of the prospect
- 2] Prospect receives the information via third party
- 3] Follow up.

Now the question is: how and when should you follow up?

There is no real answer to this question; so many people do some many different things when it comes to follow up.

Here are some follow up tips:

1] Ask your prospect when would be a good time to follow up with him. This is probably the most important tip since you need to talk to him when his mind is relaxed and not catching him by surprise when he is really busy. He may want you to call in two weeks and not the next day. **Follow up as often as they say you should.**

2] If your prospect is in your local area – ask if it’s possible to show up at his office for just a few minutes. **Face to face is very important.** When you show up offer him a free sample of your product or what ever it is you can offer him from your company – for free. People like gifts. A great tactic is to offer your free sample together with your companies’ pen or business card so he has your contact information.

3] If you are sending your prospect an email – it is also very important to send out follow up emails. Not to bomb them on a daily basis but at least two emails. The first follow up email should be sent at least two days after the initial email and the second email should be sent three days after that. Some studies have shown that it takes up to seven follow emails to close a sale!

4] Remember: the reason for follow up is because your prospect is busy. When you first contacted him, he listened, he then said something like “sure send me an email” and then he

went back to work and probably forgot about your call. The follow up comes into place to remind him about your call and to get him to start thinking.

5] Don't be pushy on the phone – prospects don't like that. On the other hand don't be shy. The prospect should not be the one leading the conversation. It is your job to get him to start thinking and to start talking. You need to start with something like: “Did you receive my email?”

6] Another aspect in the follow up process is to listen to his or her tone of voice. Are they busy? Do they seem relaxed? If they are busy then your tone or rhythm should be tuned in with them. You need to roll with the punches on the phone. If the person is relaxed – don't try to rush things.

7] When it comes to follow up – never leave any prospect out. Don't pre-judge anyone because **you never know who is going to buy.**

8] **What ever follow up strategy you have – stick with it.** When you are working on a clear strategy it will help you get better with the follow up. Your prospects will also be aware of that and this will help you improve your credibility and professionalism. Of course you can modify your strategy as you go along – but get the foundation right.

9] This is very important – always make sure before your contact any company that they have a need for your product or service. This will help you in the follow up process.

10] **“Don't go chasing birds in an open field”** - This means if you see someone is not interested leave them alone and move on to the next prospect. So many people spend so much time following up on a small group of prospects that are just not interested, its like chasing birds in an open field – you will never catch them. Your data base of prospects should be large enough that it should allow you to move on to the next prospect.

Now they you have your prospect on your website – it's important that you read this:



What do you want you're Traffic to Do On Your Site?

The obvious answer is that we want them to buy. But this won't always happen.

Therefore the next step should be planning the "how to" of **capturing your traffic**.

What does this mean to capture your traffic?

This means that you simply don't want to lose the traffic coming to your site. When they show up at your site - **you want them to do something there** if they don't plan on buying.

Here are a few tips to capturing your traffic:

- **Add Google ads** - at least make some money off them.
- **Add social buttons** - if they like what they see - they might share it with others.
- **Newsletter** - have them subscribe to your newsletter
- **Survey** - have them fill out a survey...at least get some feedback
- **Offer something free** - and the only way they get access to that freebie is by submitting their email address this will help you build your list.
- **Add a "Related articles" link on the page they landed on** - you want them to continue browsing on your site.

The options for capturing traffic are endless. The best thing to do is check out other popular blogs and websites and see how they are capturing their traffic and apply the same concepts to your site as well!

Your Website - Why Should Someone Do Business With You?

We often share this advice with internet entrepreneurs who are for the very first time launching a web-based-business.

Launching a website/business can be very exciting. This is something that you own; you now have the opportunity to turn this "golem" into a real live creature. You fully understand the potential of your services or products and you know that many people out there can benefit from what ever it is you have to offer.

However, over and over again we see the same mistakes, some very basic mistakes that knock out website-businesses right from the start. Before spending money on PPC programs or any other advertising program, or on internet marketing gurus etc.. Try these simple and basic things that just may help your website-business grow:

The Website design: What's with all the graphics and things flashing? What's with the intro page? Why is it taking forever for the pages to open up? Your website is not user friendly at all. If that's the case... Why should someone do business with you?

The "About Us" page: Why is there no about us page? Who are you? What's your background? If we don't know anything about you, then... Why should someone do business with you?

The Contact us page: Where are you located? Will you be shipping from another country? What if we have a problem? How can we get a hold of you? We don't know where you are, and if there is no phone number or email, then... Why should someone do business with you?

Information/Content: [content is king!] Where is the information/content on your website? It's not enough to have the pricing and stories about how you are so great, we want to know more about the products! And not just about you and the cost! If there is no information, then... Why should someone do business with you?

The Checkout process: Why is the checkout process so long? Why are you asking us to fill out a survey? If you are making the checkout process so complicated, then... why should someone do business with you?

Service Providers: Where are your testimonials? Will we be your first clients? What is your past experience? How long have you been around in the business? If we are getting the impression that we will be your first clients, then... Why should someone do business with you?

We could go on but we think [hope!] you get the point. Before we blame the world for our failures, it is always best to take a deep look inside and to see what first needs to be fixed. Many times the simple and basic changes we make – is what actually makes the difference in our businesses.

Free Reports, Free Teleseminars & Free Live Video Seminars:

A great way to generate new faces looking at your business is by creating **free reports**...similar to the one you are reading right now and **free teleseminars**. The idea behind creating a free report and hosting a free teleseminar is that it allows you to quickly capture more emails in a short period of time and to expose your expertise to a large group of people in a short period of time. You can use <http://www.e-junkie.com> to upload your free report and then grab a code and paste it on your website (its \$5 a month) or you can have people email you and you send them the report. However its always best to offer a

report that's instant download. Be sure to convert your reports to a PDF - for that I use <http://zamzar.com> its a free service. For hosting a free teleseminar you can use free services such as <http://freeaudioconferencing.com>

Live video is also pretty cool although many people have trouble with the actual viewing as it seems to stall often - but it does work. You can use this free service <http://www.ustream.tv> and schedule a date your free live video events. You can also embed the video on your website and host the live video chat on your website - this is the preferred way because you can add to that page other "up selling" offers as well.

These tools are incredibly effective for list building as well!

Creating Multiple Streams of Income - Another Great Attraction Tool For Getting More Customers:

Let's look at an example: Joe is a web designer and he is a true expert in his field. Joe works with clients and is currently looking for other ways to grow his business, but he prefers to do something that's not necessarily dealing with clients on a day to day basis but others way and ideas that will attract customers and generate more income into his web design business.

Right now Joe has a few options:

- 1) Joe can teach seminars on web design. Many small business owners are not aware of the money that can be generated in the educational aspects of the business.
- 2) Joe can create an information product (e-book) "web design for beginners". He can then upload his eBook to <http://www.clickbank.com> (follow their instructions how to use their program) and start promoting and selling.
- 3) Joe can partner up with a web marketing firm and offer web marketing as part of his services and the web marketing firm can offer web design...

As you can see Joe has created **more tools** for attracting more people into his business.

My question to you is: Can you apply this to your business as well?

Promoting Your Business Local:

Here are some helpful resources for promoting your business in your area:

Promoting your business local:

<http://www.entrepreneur.com/advertising/adsbytype/onlineads/article174914.html>

How To Get Your Business Listed On Major Local Search Engines & Local Networks:

<http://www.iyazam.com/get-listed.html>

Promoting in Israel:

How to market your business in Israel - Part 1:

<http://www.iyazam.com/how-market-your-business-in-israel.html>

How to market your business in Israel - Part 2:

<http://www.iyazam.com/how-to-market-a-business-in-israel-part-2.html>

How to market your business in Israel - part 3:

<http://www.iyazam.com/how-to-market-a-business-in-israel-social-networks.html>

Israeli LinkedIn Groups in English That Are Good For Marketing:

<http://www.iyazam.com/linkedin-groups-israel.html>

About Hillel Porath



Aside from leading the social media marketing activities at Gavoah Marketing, Hillel is an authoritative blogger on website marketing at his blog [iyazam.com](http://www.iyazam.com). He is also the author of the popular "Super Website Marketing Handbook" launched in April 2009. Hillel lives with his wife and two little boys in Efrat Israel.

To purchase the Super Website Marketing Handbook – Click Here:

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