

GenLead TOP 10 TIPS...

Professional Services How to get in front of new clients



1. BE CLEAR ON YOUR 'POSITION'

Position is how you are perceived in the market place, it's where you fit and what you do. Clients don't care about what, when or where you qualified, nor how long ago your firm was founded. They don't even care about the fact that your firm 'prides itself on customer service' - because that's what everyone else says too. Be different.

2. BE AN OUTCOME DRIVEN BUSINESS

People want you to achieve a business outcome for them, it's the real reason why they pay you. If you understand & talk about the outcome you can give to prospective clients, you'll end up with more paying clients.

3. BE A SPECIALIST

And being someone that will work on any matter, for any client isn't attractive (in any profession) - become a specialist, become perfect for the client. If you are perfect for a prospective client, then it becomes reasonable to approach them. They will want to hear from you.

4. OPEN A CONVERSATION

In a post-recession world firms who have repeatable way of approaching new clients are thriving. Your reputation isn't enough, reach out, be pro-active.

5. USE A VARIETY OF TOOLS

Think long term and use multiple methods. Polite phone calls, Email, Information By Post, e-Shot, Blog Video, LinkedIn, Networking, Events. Get the whole practice involved. Track what works.

6. NURTURE THE RELATIONSHIP

Clients buy services in 3 distinct circumstances. When you speak to them, they might not need you right now, so what do you next? You need a plan for this.

7. MAKE IT EASY FOR CLIENTS TO ENGAGE

You must make saying "yes" easy - make marketing a conversation, and include a call to action.

8. PRODUCT VS SERVICE

Selling a product isn't the same as selling services. Everything is different, including your approach. Be careful with pricing & packaging. Packaging your services up as a product makes it easy for clients to buy, but marketing your services like a product will fail.

9. IN A NUTSHELL

Be clear, Be niche, Be concise, & Be brave.

10. GET PROFESSIONAL HELP IF YOU NEED IT!

To get some help, or to understand a bit more about how we give professional service firms a steady stream of new clients, call Emma Tait on 0208 123 1383. To read more articles like this go to <http://www.genlead.co.uk/blog>

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GET IN TOUCH

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