

# POSITION YOURSELF AS AN INDUSTRY EXPERT



BONUS WORK BOOK ONE



# COACHING ACADEMY SPECIALIST

## Where Small Businesses Grow

## Lead Generation Made Simple

*“Do it Now! Consider where you are going and how to get there and more importantly WHY, and in that moment, make the decision supported immediately with your first step”.*

Tim Meagher

### The Seven Step P.E.R.F.E.C.T. Method

It is important to understand the 7 steps necessary to make the P.E.R.F.E.C.T. Method work for you in developing cold leads into hot prospects and valuable customers.

#### **P.E.R.F.E.C.T.**

- P** Position yourself or your company as the expert in the industry.
- E** Educate, Inform and Influence. Give something of benefit that costs you little.
- R** Record all your Data within a splendid CRM system.
- F** Facebook, use You Tube and all low cost effective advertising.
- E** Eggs. Don't put them all in one basket, you must use a variety of tools.
- C** Call or telephone when appropriate or when the prospect is ready.
- T** Test and Measure, do not guess and make sure to measure all responses.

## STEP 1.

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position

**P— Position yourself or your company as the expert authority in the industry.**

Positioning is a critical marketing concept that actually encompasses many aspects of marketing today. But the word itself is frequently referred to as your position “relative to” or “against” your competitors. That’s because, these days, you’re likely to have a great deal of competitors no matter what kind of business you’re in.

**Just Google. How many electricians are listed in your town? How many plumbers? How many insurance brokers? The list is long in most categories.**

The dilemma that immediately confronts the thinking business owner is: “Why should anyone select me, rather than the other guy? We all have about the same level and quality of service, we all have prices within the same basic range, and we’re all equally accessible, and so on.”

What is the answer to this dilemma? Many people might jump in and say: “Prospects tend to choose the one with the lowest price.” But this is simply not true. Study after study shows that price is seldom the primary factor in making a decision to choose one dealer over another. If it were so, no luxury, premium or high quality goods would ever be sold.

The fact is, many factors enter into why people choose one business over another, and often the choice is merely random. Not everyone is a discriminating shopper who weighs every factor before choosing a product or service

This is where positioning comes in. If you want customers to choose you, then you need to position yourself against the competition in a way that makes you stand out, and which gives good reason for people to choose you. One of the best ways to do that is to foster an image of yourself as being “an expert in your field.”

**In other words, you want people to think: “Sure there are a lot of good electricians in this town, but Daniel is the business—he’s an expert, he knows more about the electrical trade than the average electrician.”**

# Step 1

## Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - P - Position/ Continued....

#### **You cannot compete on price alone.**

How would people obtain that view of Daniel? Well, what if he published a book of tips on electrical work, and “how to re-wire your own home and save a fortune” What if Daniel also conducted free seminars on “Electrics for the DIY Enthusiast”, or offered his services to local schools to come in and talk to young students about the dangers of DIY electrics? And what if he also used those opportunities to promote his book?

And since Daniel has published a book on electrics, it's likely a local radio station and newspaper will grant him an interview to talk about his book, and why he wrote it. He may also get invited onto TV and radio programming when home improvement topics are discussed—reporters usually invite the guy who's an expert, and the guy who “wrote the book” is mostly likely to be that man. If he wonders where to hold his seminar at minimum cost, why not offer to hold the seminar at his local garage showroom. You get the idea? the garage gets a bunch of prospective customers at the same time.

#### **Positioning yourself as an expert means doing something that makes you stand out as an expert. That can be:**

- Writing a book.
- Publishing a regular newspaper column on your area of expertise.
- Giving seminars.
- Getting listed in key directories, such as “Who's Who.”
- Getting invited on TV and radio talk shows.

## Step 1

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position/ Continued....

- Getting to know editors and reporters and telling them they can call you when they need information involving a story that involves your expertise. They'll then quote you and get your name into news stories, which is among the very best kind of free publicity you can get.
- Establishing a "hot line" to answer questions in your field of expertise.
- Issue press releases related to the latest development in your field, and list yourself as a resource for further information.

You don't have to be a dentist or a professional. A car mechanic, a plumber, a builder—anyone can do all of the above and establish themselves as the "go to guy" when it comes to questions or information in your particular field.

Don't think you can't write a book, or don't have time? Hire a ghost-writer to write it for you—it's a time honoured tradition used by thousands of people all the time.

**The bottom line is, in today's strenuously competitive marketplace, becoming viewed as the "expert in your field" can be the ultimate positioning tool.**

## Step 1

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position

### Successful Sales People Always Position Themselves Perfectly.

A successful sales person who is found cold calling one moment and then same day endeavouring to project himself as a serious successful consultant/sales executive has his work cut out.

It is important that a successful salesperson presents a sound image. Whilst it is important that we let the prospect know that we would like their custom and would enjoy serving them as a customer, we must equally let the prospect know that if we don't make the sale we won't starve.

A cold call very clearly implies that we are trying to sell something whilst most people do not wish to be sold to; they prefer to buy, in their own time. A Cold call lowers the perceived value of the sales person, as the call comes across as needy and even desperate. It is said that 80% of people prefer not to buy as a result of a cold call.

A cold call from an executive sales person puts them in a weak negotiating position and in a bad light before he even starts to make the sale. It is said that you never get a second chance to make a first impression.

**As we differentiate between prospecting, lead generation and selling activity, a salespersons time is best spent in front of a prospect and in the role of selling.**

If you must cold call and you have decided not to outsource or delegate the task, then there should be a lapse in time between your cold call and your follow-up sales call.

## Step 1

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position

### Successful Sales People Always Position Themselves Perfectly/Continued....

If you wish to be perceived as a serious and successful player by the prospect, then you need to position yourself in the best light, you personally should not be labelled as a cold caller.

Positioning establishes what a person or company is known for. It establishes their brand identity. It clarifies their values, beliefs and most importantly what they stand for.

**All of this serves to both attract the right type of customers and repel the wrong type of people too.**

Through having an in-depth knowledge of your audience, which is matched by your prospects knowledge of you, will afford you the ability to position yourself in their minds as their 'go to' expert when they have a problem they need to solve.

Remember, not everyone is ready to commit to a financial transaction the very first time they get to know about you or your business. But at some time they will hit a pain threshold, when the desire for a solution becomes urgent and immediate, that is when they need to think of you and where to find you.

At the very moment they go and hunt for a solution, you must be foremost in their mind and their number one choice. At this point your previous marketing and positioning should have created a feeling of Liking, Knowing and Trusting you as a source of hope and help.

**Let's face it—we live in busy times. There is so much competing for our attention.**

## Step 1

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position

### Successful Sales People Always Position Themselves Perfectly/Continued....

So if your prospects can put off doing something the chances are they probably will. You have to create content that increases their motivation to focus their attention now. People are motivated by trying to avoid pain whilst gaining pleasure. You must show them the consequences of inaction and the cost of not solving their current problems together with the pleasures and solution your product or service will bring to them.

**Audiences are naturally sceptical. We tend to guard the gates to our minds against what and who we allow to influence us.**

Until this question is answered, your audience will remain closed and although they may appear to be listening to you, they are not going to change or behave differently as a result. You can begin to open them up to being influenced by you through positioning yourself as the 'go to expert' authority and a great way to do this is through the telling of a personal story. Your story of why you are so passionate about what you are selling.

**That's the story to beat all stories. That's the story to improve and elevate your position above your competitors.**

## Step 1

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - P - Position

#### Success Story and Positive Mental Attitude.

### Jim Carey

We all know Jim Carey as a laugh-out-loud zany comic who's brought us some of the highest-grossing comedies of all time such as The Mask, Dumb and Dumber, and Ace Ventura.

But, we don't all know the story of Carey's struggle. He grew up in a lower-income family with a father who struggled to keep jobs. They were so poor that he had to drop out of high school at the age of 15 and get a job as a janitor just to help support the family.

On his first comic stand-up at a club called Yuk Yuk's in Toronto, he was booed off stage. Later, when he auditioned for Saturday Night Live for the 1980-81 season, he failed to land the part.

**However, we all know about Carey's later success.**

In an interview with Oprah Winfrey, Carey talks about how he used the Law of Attraction by writing himself a check for \$10,000,000 million dollars for "Acting Services Rendered," later placing the check in his wallet for 7 years until he received a \$10,000,000-million-dollar payment for his work in Dumb and Dumber.

**DON'T FORGET TO WATCH THE "LEAD  
GENERATION MADE SIMPLE -  
POSITIONING" VIDEO.**