

# WHBL, INC.

## It's More Than Leads!



For updates to this manual and other resources, visit  
[www.weeklyhomebuyerslist.com](http://www.weeklyhomebuyerslist.com)

## Sell more by speaking your customer's language

### The Problem

A common lament we hear from business leaders surrounds their struggle to grow faster. It often sounds something like this:

- Why can't we grow faster? We have a great business, happy customers, and demonstrable results. What are we doing wrong?
- Why is it so hard to get folks to sit down and talk to us? Can't they see how much we could help them?
- We're in a competitive market, and it seems like everything comes down to price wars. How do we stand out in the crowd so people COME FIND US?

Any of these sound familiar?

### For Experts Only

We hear these most often from those running businesses that have a high 'expert quotient.' These are businesses that are run by experts or craftsmen – those highly skilled in a particular area – like IT, Web Development, Software Development, Consulting or Law.

The common problem with these businesses is that to the 'uninitiated,' it's very hard to tell the difference between one service provider and another. They all seem to provide the basics: a new intranet; a website; a consulting project that delivers a final result; legal or tax advice.

Which creates a big challenge: if the customer thinks you look like everyone else, how do you stand out in a crowd and also avoid bidding wars that turn you into a commodity?  
Here's one way we found to do it.

### The Lightning Bolt

About 15 years ago, we joined a British software company as head of US operations. In-market for about a year, they had about 5 customers and zero penetration. After we joined we began experimenting with new marketing and sales messaging to speak to the unique styles & needs of US customers.

**End result:** hundreds of customers, plus annual growth of 100%+.  
The difference? Our story and how we communicated it.

### Proof Positive? Or One-Off?

Okay, so it worked once. Big deal.

But after this discovery, we began testing this approach on other businesses we joined or consulted with. Since we generally went into companies who were struggling to grow and wanted help, we found them a willing test bed for growth formulas and tools.

As we implemented this approach at company after company, we began to see a clear trend emerge: If you broadcast a clear, compelling story that explains your secret sauce and connects with prospects on both a head & heart level, you grow.

That's a lot easier than flogging your salespeople or missing your numbers.

## No Deals to 10 Per Week

One consulting firm we worked with couldn't get a conversation going to save their life. Despite their highly referenceable clients and terrific results.

We started with a sales pipeline that had close to ZERO new conversations. After 3 months, they were engaging in 10+ conversations PER WEEK with C-levels at Fortune 500 companies.

The only difference was the story; we had tested and found the 'Magic Words' customers responded so well to.

## Why Does This Work? Remember 'The Dating Game?'

Remember this television show? A female contestant would sit with the host behind a partition. On the other side of the partition were 3 bachelors – Bachelor #1, Bachelor #2 and Bachelor #3. She would ask them all a series of questions, and decide who she wanted to go out with.

We could see the whole thing transpire, and while we in the audience knew how the guys looked, our contestant ultimately chose a bachelor based on what he said.

While we all laughed, there was a lot of truth there.

Remember your own dating stories when you sat down to dinner with someone who seemed very attractive and then they opened their mouth, only to cause you to RUN out the door at your earliest opportunity?

Now remember another time when you sat down with someone who may or may not have been as attractive, but at the end of the night you said 'I want to get to know this person?'

What was the difference?

He said 'The Magic Words.'

Exactly.

## THE PROCESS: How Do I Create My Story and Let the World Know?

To get you started on the right path here are the basic building blocks for creating your 'Story' or 'Magic Words:'

### 1) What's your **secret sauce**?

- a. Define it, so you can validate with customers.
- b. Ask yourself:
  - i. What makes you different or better than anyone else?
  - ii. What internal assets or processes do you have that no one else has?

### 2) What's your **Killer Value Proposition**?

- a. What unusual results are you able to deliver because of #1?
- b. How clearly do you articulate this?

### 3) Which 10 customers would you **MOST like to replicate**?

- a. Demographic
- b. More important: Psychographic (think: personality & style)
  - i. Why do you like doing business with them?
  - ii. Why are they a fit?

### 4) Identify the **top objections** they, or other customers like them, have in the sales process.

- a. Break down your sales cycle into 4 stages
- b. Identify the top 1 or 2 objections at each stage

## 5) Create a **Customer Interview Questionnaire**.

- a. List out the questions that would capture why your Top 10 bought
  - i. Why did they buy?
  - ii. Why do they stay?
  - iii. If someone asked them why they chose you, what would they say?
  - iv. What would happen if they DIDN'T work with you?
  - v. What makes you head & shoulders above the competition, in their eyes?
- b. Create questions that emphasize how you overcame the objections in 4b
  - i. Ask them directly
  - ii. Or, if you aren't sure, you can ask:
    1. What were the top concerns you had in choosing an IT service provider?
    2. How did we overcome those?

## 6) Have a **3rd party** (NOT the sales person or account manager) interview the customers.

- a. Do it via phone
- b. Record and write down EVERY WORD (some states have laws about recording phone conversations, be sensitive to those)
- c. Restate what they say 'So, you mean you bought from us because we are the only IT Service Provider that always answers the phones and that you find we're very peaceful to do business with?'
- d. Close the conversation with 2 questions:
  - i. Can I call you again if we have more questions?
  - ii. May we quote you?

## 7) Capture their **magic words**, your story, and utilize it in your sales.

- a. Create a Killer Sales Tool
  - i. Flip binder
  - ii. Laying out all clear messaging for new customers
  - iii. Give it to your sales force
- b. Create Customer Testimonials
  - i. Sound bytes that address those top objections in 4b
  - ii. Give them to your sales force!
  - iii. NOTE: Customer's words are the ONLY words a prospect can not argue with
- c. Create a Guarantee
  - i. Once you know what customers want, guarantee it
    1. Don't focus on ROI
    2. You'll likely be surprised at what they care about
      - a. Peace of mind
      - b. Single point of contact
    3. Guarantee what you CAN deliver on
      - a. Believe it or not – there's a lot
      - b. You'll stand out immediately from your competition
- d. Create Case Studies from CUSTOMER WORDS
  1. Don't create the drivel most companies produce
  2. Only customer words
  3. Q&A format
  4. Make it short and sweet
- e. Create a Buyer's Guide/Expert Guide that redefines the buying process in your market.
  1. BEFORE buyers choose your firm, they have a more BASIC QUESTION
  2. How do I choose a consulting/IT/professional services firm?
    - a. Answer with customer comments and you can virtually redefine the buying process for an entire market!

# 2010 It's Not Just About Leads

303.744.2020

[www.weeklyhomebuyerslist.com](http://www.weeklyhomebuyerslist.com)

## About Weekly Homebuyers List, Inc.

Since 1981, Weekly Homebuyers List has been the premier source for providing businesses of all sizes fast, accurate direct marketing data. Based at the foot of the Rocky Mountains, in Denver, Colorado we truly believe in providing our clients with the potential to bring huge profits to their business by customizing a new homeowner, new mover, new business, email marketing or specialty list package. Over the last 3 decades we have developed a system of ongoing customer support and proven marketing techniques that gives your business the competitive advantage. So whether you are looking for a new homeowner, new mover, new business, email marketing or specialty list, your success matters with us.

## Need More Information?

**Please feel free to contact us at any time:**

303.744.2020

or

888.501.3535

[info@weeklyhomebuyerslist.com](mailto:info@weeklyhomebuyerslist.com)

<http://weeklyhomebuyerslist.com>