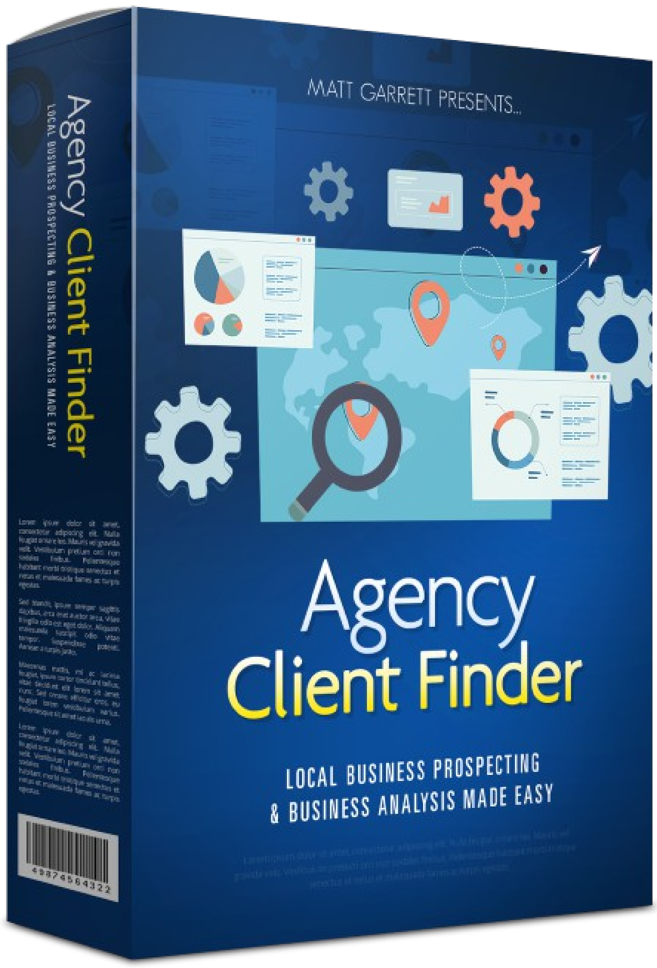
Agency Client Finder
Local Business Analysis

AGENCY CLIENT FINDER



A brief insight into the mindset and process of getting new local business clients.

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Local Business Analysis

Client Finding Process

The object of the client finding process is to maximise your ability to sign up clients for your services.

You know what services you do best and should know how they will benefit prospective clients. If you need to learn more services to make your delivery options more exciting then do so.

Clients are only looking for **what you can do for them**. They need to know how they will benefit from your services. The bottom line is they need to be assured that whatever they pay you will return more money to their business in the future.

It is your job to present your services in that way. Although you may make the prettiest web sites, write the best content, get more citations etc. that is not what your clients are looking for.

They need to know that a new website will bring more customers, or get the current customers to spend more money. They want to know how many more customers will contact them when they read the new articles. They want know how much more money they will make from your 100's of citations.

You may have to clarify that the things you do, look better, which make more people click on them. That the content will improve search engine rankings and get more people finding and seeing your website. That lots of citations not only improve search ranking but bring more direct traffic to your website. **And all that REALLY means is** that you will get many more new customers and increased income.

Remember. While geeks like features, business owners like benefits.

Geek ...Wow..50 new reviews, 27 backlinks and a valid ssl certificate!
Business owner … Wow 7% increase in customer spend!

Agency Client Finder can be used in many different ways. This basic method is proven to work effectively and efficiently. Most prospectors just mass email targets with little or no success rate. You should find out more about your prospects, put in the work, highly target a few leads and offer valuable services. This is the route to real success.

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This process assumes that Agency Client Finder is fully set up and configured as per the video guides.

Finding Leads

1. Decide on a niche or business area. Our best suggestion is to use home services i.e. electricians, carpet cleaners, garden services, interior decorators, plumbers, air conditioning etc.
2. Decide the services you want to deliver. i.e. website build, citation service, seo, link building, reputation management, Google My Business profiling etc. Businesses simply want more income. So what can you offer to increase customers or customer spend? Services will all be be presented to potential clients as ways to increase income. Either as an individual service or preferably as a suite of services
3. Decide how you are going to engage with prospective clients. We recommend using the 4* email sequence to promote and book a strategy phone call.
4. Use Agency Client Finder to get 40-60 places (businesses).
5. Filter out places without websites. You can do manual searches to check if they have websites but are just not listed in Google. But try to end up with 30-40 final businesses.
6. Run all the relevant tests that give you the information you need to understand the customers needs for your services.
7. Ensure you have a valid email address for each business. If not use the information you already have i.e. Facebook, Instagram, Twitter etc. to find email address. Failing that use the Intelligence Tools Search Panel.
8. Use the same techniques above to find the name of your lead.
9. Select all businesses that show they are in need of your services. In general this will be all of them. If you are promoting “increased income” rather than a specific service.
10. Produce customer reports for all businesses. On the basic API you are restricted to 10 a day so you can stagger that process.
11. Edit or add a 4* email sequence to suit your customer engagement plan. The strategy phone method call is recommended.
12. Use the Campaign Manager to mail out to your leads. Review the Campaign Manager daily and email as prompted.
13. You should be emailed if a strategy call is booked but check your calendar daily.

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Prepare For Strategy Call

1. Use the Agency Client Finder data and the Intelligence Tools Search Panel to find out as much about your prospective client as possible. You will also have details of their competitors. You want to sound knowledgable and informed when you speak to them. You should have a clear idea of what they do to make money.
2. Prepare stock answers to any likely objections. Common objections are: Price, timing and the need for approval from others. Prepare payment options and simple delivery plans. Also be prepared to take additional calls with others or even group calls to get everyone on board.

On The Strategy Call

1. Try and keep the call to around 10-15 minutes. Plan to get all your information over in that time. Leads may well not be as open to listening after that time. Probably thinking about their business!
2. Have a loose script to run by. This will help keep the conversation on track. See example below.
3. Throughout the call your main emphasise must be on the value of your services. i.e. how much more they will make than you are going to charge them! That does not mean charge less. It means increase return on investment (ROI).
4. Never leave the call without some commitment from your lead. This should be a verbal contract, another phone call or a face to face meeting for example. Ensure the committent is specific i.e. not just a vague “let's meet face to face” but a specific “20 minute meeting at your office on 5th May at 3.30pm to sign contracts.

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Suggested Script

1. Introduce yourself and ask them to introduce themselves.
2. Ask and address the leads main business pain points
3. Explain that you are very able to resolve the pain points
4. Explain how you would do that
5. Ask if they have any questions
6. Get a confirmed “next step” at the end of the call

After The strategy Call

1. Document your conversation and email a summary to your lead in a thank you email.
2. Complete any actions you agreed to and document those in the email. i.e. confirm an appointment or send over contracts.
3. Also confirm and document any actions agreed by your lead.

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