

“From the Trenches Coaching E-Mail”

Date: July 22, 2024

From: Dennis Tubbergen

Note: You are receiving this “From the Trenches” coaching fax because you requested information from my company “Rocket Production Systems” sometime in the recent past. You may remember the “Business Blueprint” book revealing how I produce \$20 million in annuity premium each year while working with clients just 10 hours each week.

“Nothing Succeeds Like The Appearance Of Success”

-Christopher Lasch

I have to say that this is one of my favorite quotes. I’m pretty certain that without knowing it, the author of this quotation, made a very savvy observation on positioning.

The reason that I say that he made this observation without knowing it was because Christopher Lasch, was a self proclaimed social critic and historian with a Harvard PHD.

Not exactly the credentials that you’d look for in a business consultant.

However, his observation is right on the mark. Your clients and prospects don’t want to do business with someone who’s not successful, even ultra-successful. So, your positioning with your clients and prospects needs to convey to them that you’re successful.

Simply defined **positioning is controlling the prospect’s perception of you.**

We’ve all heard the old cliché’ that perception is reality. It’s true.

So, we need to do everything that we can to control the prospect’s perception and ensure that they view us as mega-successful.

Ideally, we want the prospect to think of us as being so successful that there’s a good chance we won’t work with them.

How do we do that?

Carefully think about what impression every contact that you have with a client will make on them.

When a prospect first meets you, how are you introduced?

In my marketing, I send a DVD of a 'sizzle' reel featuring my TV appearances, my radio and television program, and my best-selling books. There is also a link to the video so a prospect can view online.

As a side note, I know that DVDs are outdated, but I get better results including one as opposed to not including one, so I include one.

When a prospect comes to your office for his or her first appointment with you, how are they greeted?

Who do they meet with first?

I have a receptionist who greets them in a nice lobby, gets them refreshments and then I have an assistant that meets with the prospect to make sure that their information is complete and organized.

How do you close a first meeting with a client?

What impression do they have when they leave your office?

I literally close my client at this first meeting with a statement like,

"Mr. Prospect, assuming an objective analysis showed that your investment returns are significantly lagging market averages, would you be open to doing something else with your investments?"

Or, maybe this statement,

"Mr. Prospect, if I could show you how to save \$XXX in taxes over the next Y years, would you be open to working with our team of financial opportunity specialists?"

Here's this week's assignment. In your work 'on' your business time, examine your positioning with clients and prospects in every area.

<u>Date</u>	<u>Call Topic</u>
July 22	Initial Client Interviews Do's and Do Not's
July 29	Seminars vs. Webinars vs. Classes – When to Use Them
August 5	Precious Metals Sales Strategies
August 12	Case Study: Combining Income and Charitable Strategies
August 19	Killer Telephone Strategies
August 26	Asset Protection Planning