

MICHAEL ROE

at the

Market Research Society

MRS ACADEMY at INSIGHT SHOW 2010

WINNING

NEW

CLIENTS



The lion & the gazelle

- a new business parable





The lion & the gazelle - 1

Every morning in Africa a **gazelle** wakes up

It knows it must run faster than the fastest **lion** or it will be killed



The lion & the gazelle - 2

Every morning in Africa a **lion** wakes up

It knows it must run faster than the slowest **gazelle** or it will starve



The lion & the gazelle - 3

So it doesn't matter whether
you're a **lion** or a **gazelle** –

WHEN THE SUN COMES UP

YOU'D BETTER START

RUNNING!

YES it's a **jungle** out there,



**STAND STILL & you
DIE**

Don't panic...

my seminar will
win ££££
help you ~~live~~

A sales trainer, but also...

➤ **A researcher**

- so I understand your market and its clients

➤ **A Business Development Director**

- for 10 years with Research International

“amazingly useful”

“will inspire me”

“entertaining & helpful”

“convincing”



my course includes.....

- **20 Golden Rules of marketing a service**
...incl. advice on PR, direct marketing, advertising, print & web material, seminars
- **3 “P”s of selling - Plan; Prospect; Pitch**
 - 1. differentiating your agency**
 - 2. converting features to benefits**
 - 3. a full prospection text for you to use**
 - 4. the skills of ‘consultative selling’**
- **case study**
- **surviving recession**

Interactive delivery

Exercises - agency differentiation

Role plays - consultative selling

Simulation - prospection

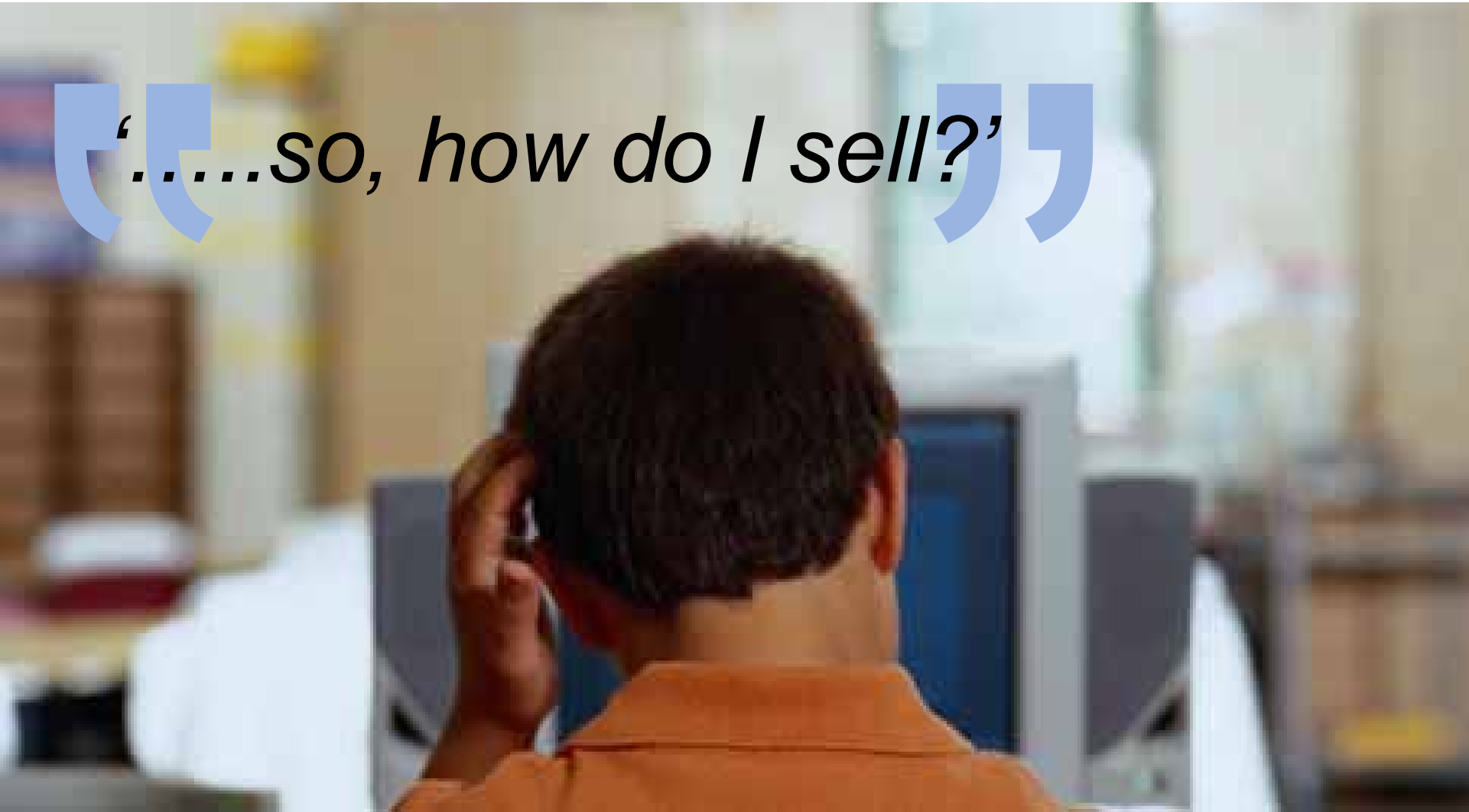
+Lecture charts



*“Nothing happens
until a sale is made”*

if nothing happens until a sale is made...

“.....so, how do I sell?”





You won't believe it
- **But it's true**

You think you can't do it
- **But you can**

You think it won't work
- **You're wrong £££**

3 'P's



Plan

Prospect

Pitch

P1 = PLANNING



WHAT ARE YOU SELLING...AND TO WHOM?

Differentiating your agency using 'benefits'
...lead generation (from new, lapsed and existing clients)

P2 = PROSPECTION



How to make contact with the client ???

Making appointments with 'cold' and 'warm' potential clients

Using the telephone

Removal of the 'fear' factor

Dealing with 'objections'

P3 = PITCHING

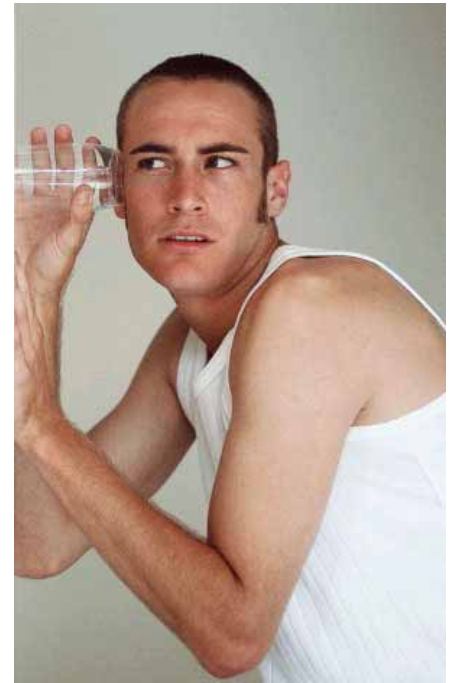
CONSULTATIVE SELLING

A 5-step pitching process

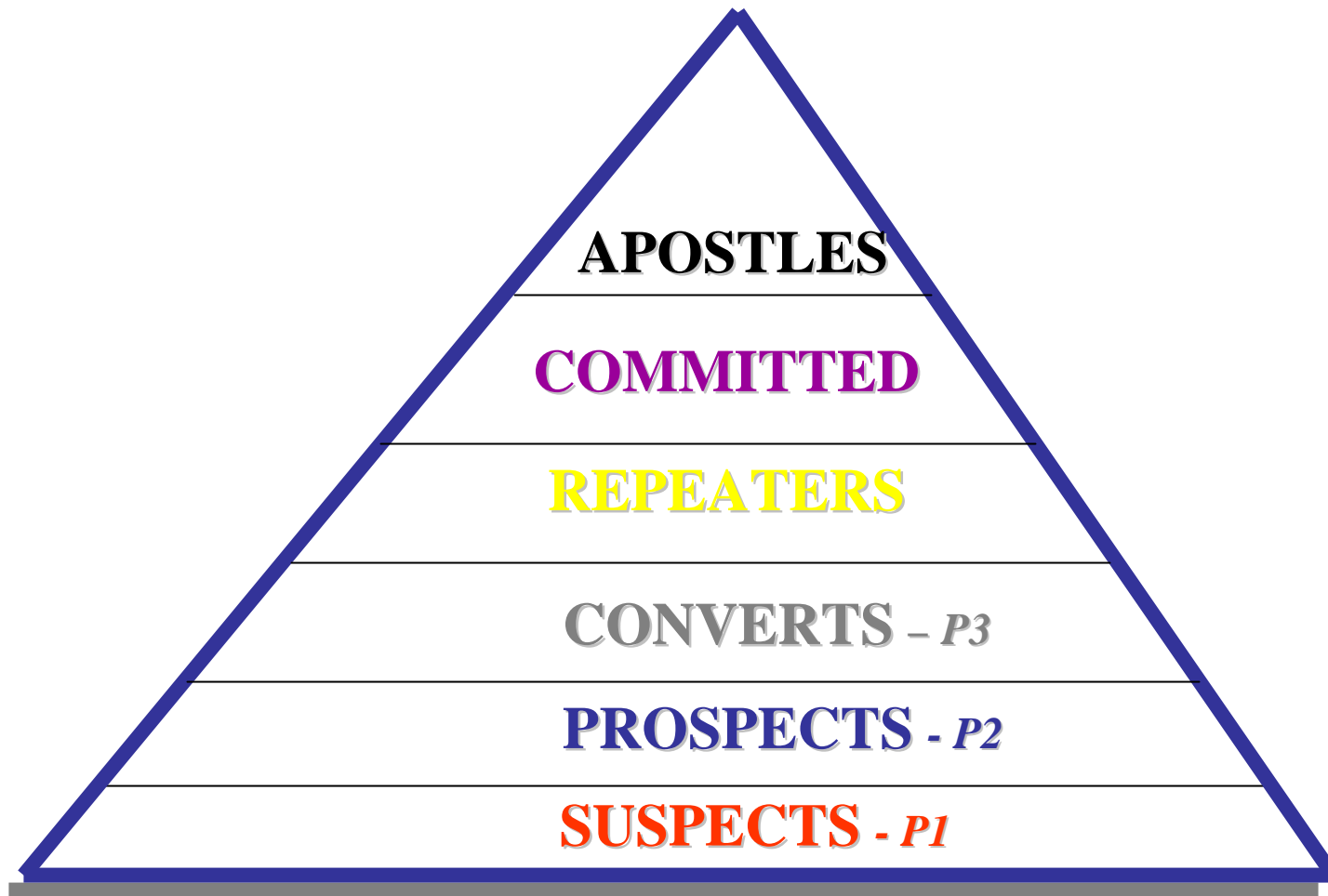
(open, needs determination, pitch, objection resolution, close)



**Selling is
75% Listening
25% Talking**



CLIENTS - from suspects to apostles



...and when you get the brief



£££ will follow



The Chartered
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Marketing Professional Services

Winning New Business in the
Professional Services Sector

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