

Session 3:
Generating New Enquiries

New world, new opportunities.

**Time to create an
'Irresistible Relationship'
with your prospects.**

What Problem Do You Solve?

Building A Relationship

Commitment

I'm prepared to spend

Enlightenment

I'd like to know more

Curiosity

Can You Make My Life Better?

What Problem Do You Solve?

Creating a Sales Funnel

Ask for
commitment



Sales Campaign



Build
Relationship

Initial
Engagement



Nurture Campaign

Lead Generator



Does it
really work?

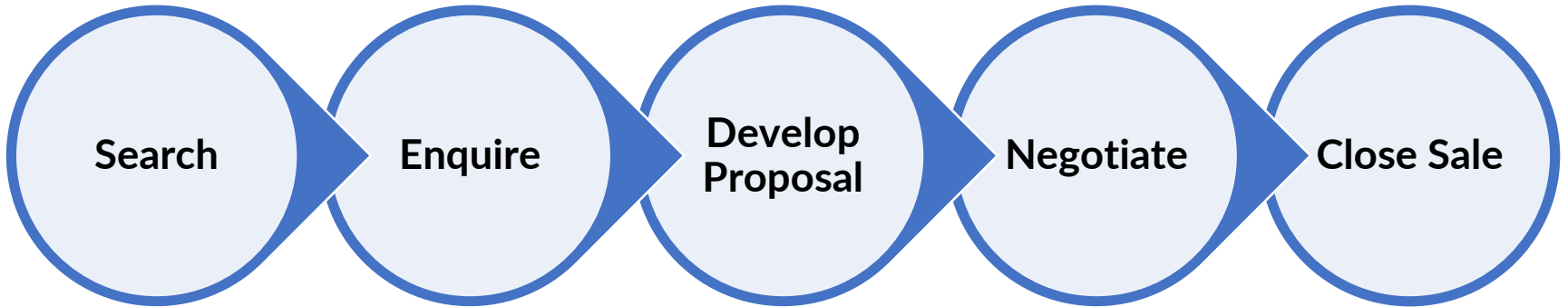
How you help
them 'Thrive &
Survive'



Website

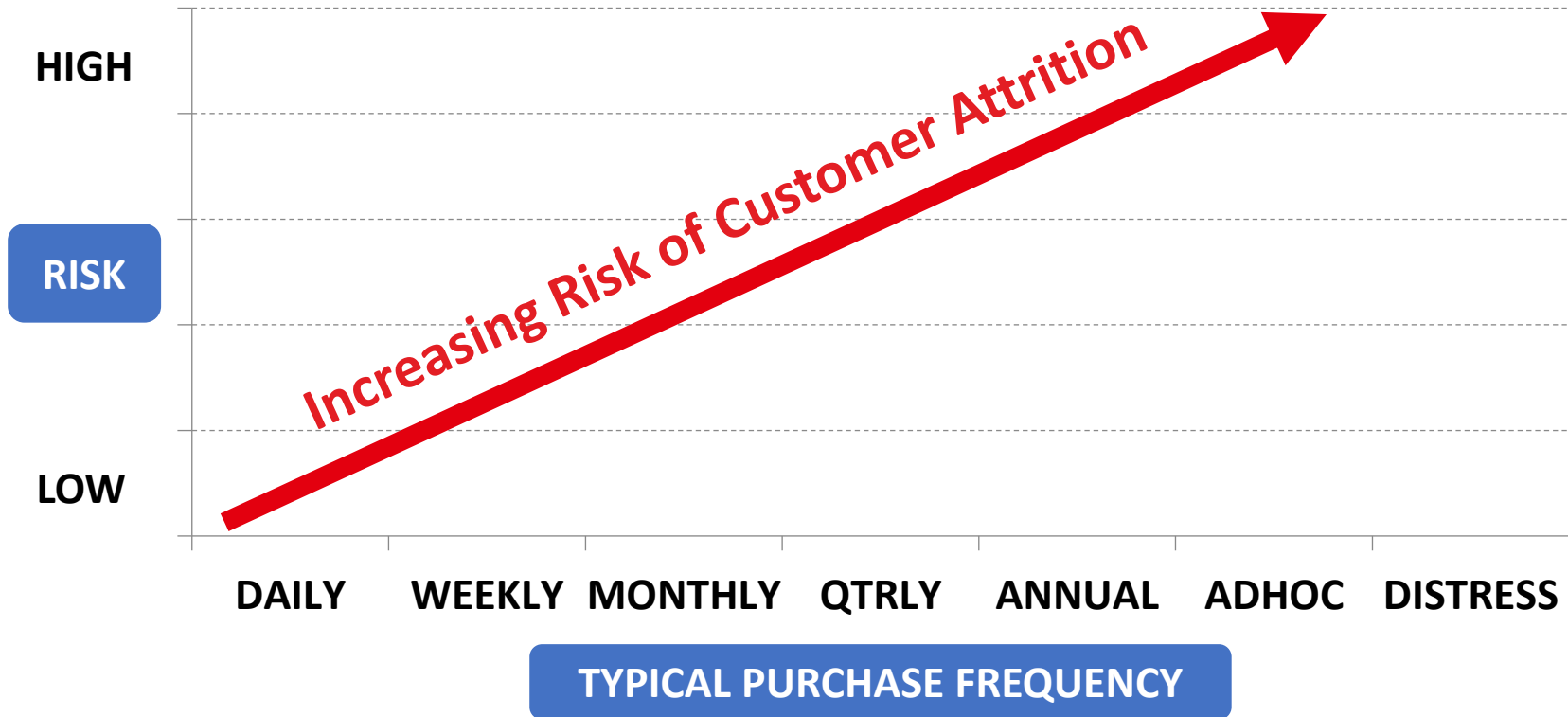
One Liner

What's Your Lead Time?



**How often do you
make contact?**

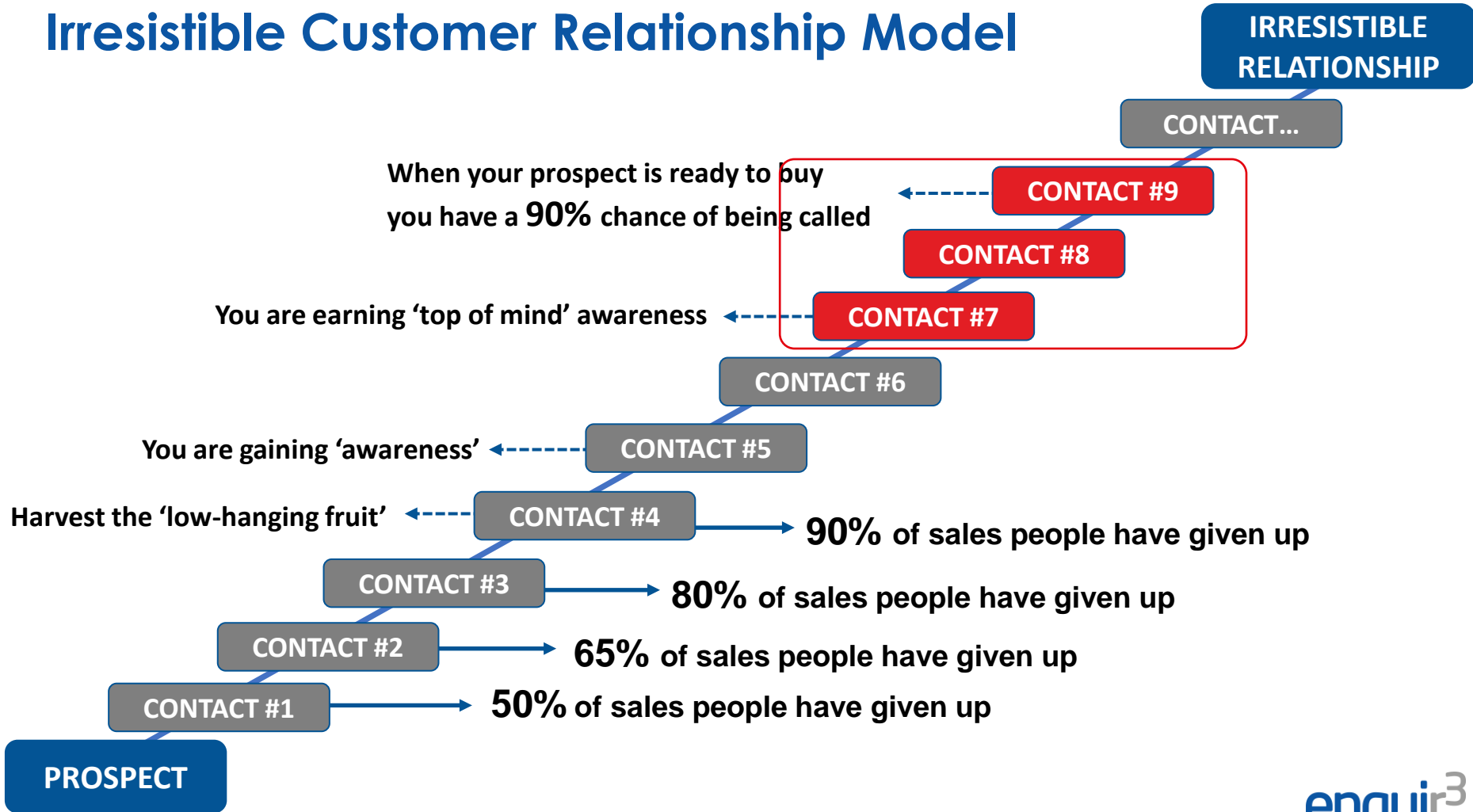
Risk of losing a customer



Are they really all 'live'?



Irresistible Customer Relationship Model



Social Proof

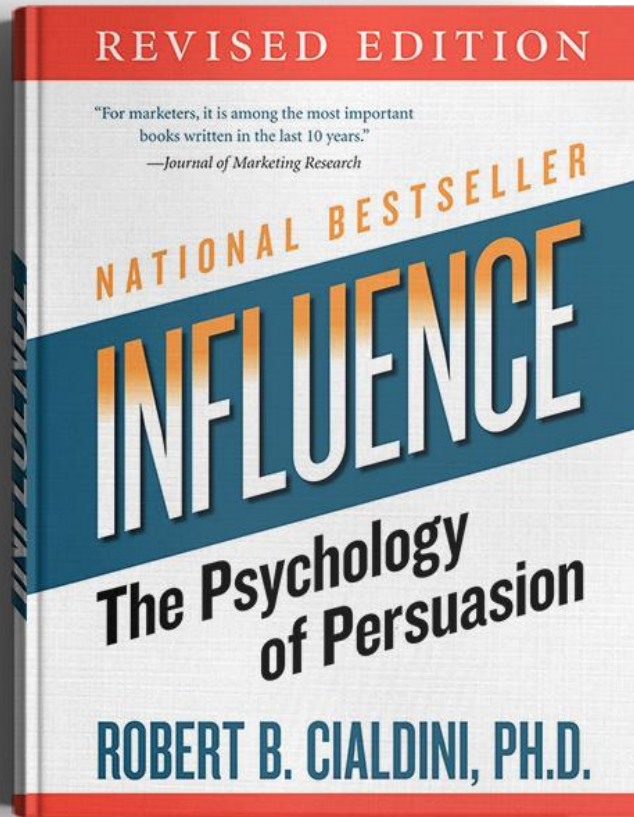
Making Sales (& Marketing) Easier

Social Proof

Social proof, a term coined by Robert Cialdini in his 1984 book, Influence.

It describes a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation.

Source: Wikipedia



Influence

The Psychology of Persuasion

By: [Robert B. Cialdini](#)

Narrated by: [George Newbern](#)

Length: 10 hrs and 6 mins

Release date: 11-10-16

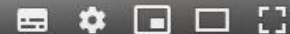
Language: English

★★★★★ 1,395 ratings



SECRETS FROM
THE
SCIENCE OF PERSUASION
BY
ROBERT CIALDINI & STEVE MARTIN

0:08 / 11:50



'Social Proof'

What can it do for your business?

'Trust & Credibility'

Demonstrate others 'like me'
have used and seen value in your
product /service.

‘Remove Resistance’

Simplify my decision making and it is easier for me to decide on a particular course of action.

‘Provide Evidence’

What are we really looking for?

Empathy

Show you understand
from my perspective

Capable

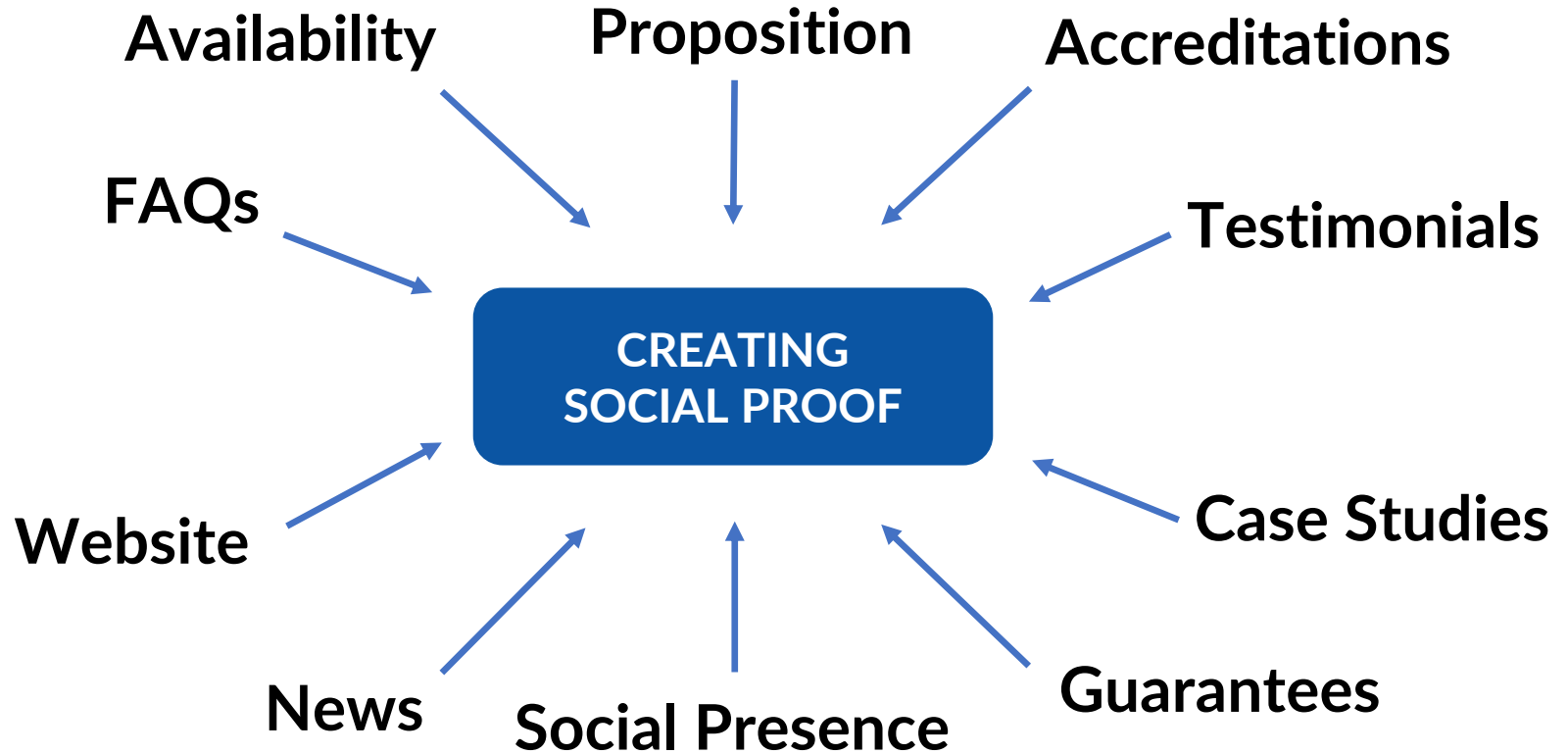
Show me you have the ability
to deliver what you say

Consistent

Show me you deliver to the
same standard over time

Current

Show me you are still in business
and have delivered recently



Suggested Actions

1. Watch 'Science of Persuasion'
2. Audit your 'Social Proof'
3. Audit your competitor(s)
4. Review your sale collateral
5. CRM System

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