

With this authentic prospecting formula,  
now increasing your client list is a sure thing!

# **The Perfect Prospecting Formula**

Tina Marie Jones-St.Cyr

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With this authentic prospecting formula... increasing  
your client list is a sure thing!

*The Perfect Prospecting Formula®*

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230 Westcott St., Suite 220, Houston, TX 77007 International  
Standard Book Number: Reserved Library of Congress Control  
Number: Reserved

Hello. I am Tina Marie.

I am excited to share with you the very formula, perfected over 24 years of prospecting and selling that I have used to build multiple businesses and bring a multitude of products to the market.

Since 1991 I have been in the sales position with major firms and then with my own consulting firm where I found that Authentic Selling yielded more happy customers than the many sales programs I had sat through.

What made the biggest difference in 'sales' was the initial approach... how I tee'd up the ball so to speak. The sales process begins when you first decide to call on a prospect.



Through this quick guide, of which I coach my group and private clients in mastering and perfecting for their own industry and client focus, you will be able to:

- 1 - identify your top client's and their needs
- 2 - tap into your network to build raving fans
- 3 - invite your best prospects to become your next VIP clients, and
- 4 - close them naturally without 'salesy' pressure jargon.

My clients do it every week!

*Once I mastered Tina Marie's Prospecting Formula, I began to have steady sales and a strong pipeline to tap every month! - Aaron Kaplan*

What You Will Learn:

How to create your ultimate prospecting pipeline  
How to easily schedule a sales meeting with each prospect  
What to say, when to say it, and when to close

My promise to you, simply decide to apply the Perfect Prospecting Formula week after week and watch your revenue rise. Mastery of THE PERFECT PROSPECTING FORMULA will increase your close rates up to 75%!

Imagine filling your calendar with 5 - 10 viable prospects each week. Now imagine, through applying this very authentic process, being able to sign more than half of your prospects and begin serving them immediately with value.

For most clients that means an increase of over \$30,000 to their bottom line each month!

I trust you will enjoy the simplicity of the formula and also its beauty.

If I can help you in any other way, if you get stuck or maybe what I write is a bit unclear, please do feel free to reach out and connect. I am never too busy to help a fellow masterful learner who wants to perfect their skills.

To your Ultimate Success!

Tina Marie Jones-St.Cyr, MS., ACC.

Discover the great tools and strategies taught by Tina Marie to her corporate and private business clients worldwide. Tina Marie and her team of consultants and coaches are dedicated to increasing their client's net worths, career satisfaction and overall sense of fulfillment.

Learn about her other programs: Coaching Made Profitable®, Business Made Profitable®, Abolish Your Inner Saboteur®, Hi Sexy Self Esteem Enhancement, The 'Get Results' System, The Focus System, Living to the Power of YES!®, and The Business Acceleration Series: A Group Mastermind of High Powered Business Owners

As a business owner, or a career professional who earns your net worth through identifying prospects, presenting your offer of services and/or products, and closing new business on a regular basis, you understand the importance of honing your skills and techniques in mastering the art of prospecting.

**pros·pect**  
'prä, spekt/  
*verb*

1. search for mineral deposits in a place, especially by means of experimental drilling and excavation."the company is also prospecting for gold"
2. *synonyms:*
3. [search](#), [look](#), [explore](#), [survey](#), [scout](#), [hunt](#), [reconnoiter](#), [examine](#), [inspect](#) "they are prospecting for gold"
4. look out for; search for."the responsibilities of salespeople to prospect for customers"

Prospecting's first definition, given the age of business, in my opinion, needs to have the 4th definition of the word become the first. Without a key understanding of the importance of prospecting and a proven strategy on how to prospect, many business owners realize a mere fraction of the prosperity available in their marketplace and many, due to not knowing how to effectively prospect, close their doors within two years, adding another notch to their personal list of failures. Through the formula I am sharing in this publication, my wish for you and all you share it with, is that you become a master prospector of your new raving fans. So as the definition reads, to prospect is to search for mineral deposits in a place through drilling and excavation.

You and I, in such form, will be prospecting for gold in your lists of contacts, many of which have probably gone "not followed up"

with, drilling into your memory a simple conversational formula that will double and even triple your close rate, and excavating your client lists to create raving fans who will become the sales force you have always wanted.

Sound great?! Ready? I am. Let's get started.

## **Identify Your Top Client's Avatar**

It is important to first be ULTRA CLEAR on who you want to have as a client. Some sales can be directed at 'anyone who breathes', and then again other products and services will be optimally beneficial to a very specific Avatar. An Avatar is the description of your optimal client. For example, a few of my clients enjoy working with women business owners, others work with people who own horses, and another only sells his services to single men.

## **What is Your Optimal Client Avatar?**

How old are they? ( You can provide a range of ages you sell to)

Where do they live?

Do they have a family? kids? career? education level?

What is their income level?

What are some of their hobbies?

What do they worry about?

What problems do you solve for them?

## Tap into your Network

Next step... I want you to go to your current prospect list. Pull out all business cards, contacts, post it notes, emails from people who reached out, referrals from your friends. Print off your active list from your CRM ( InfusionSoft, MailChimp, Constant Contact, AWeber... ) Add in your past clients, and some contacts that come to mind when you think of people in your network to reach out to. Get them all in one stack.

Now you are going to sort through them and match the description of your Client Avatar above to these pre-prospects to choose from.

## **Create your Ultimate Prospecting Pipeline**

Next Step... Make a list of 50 matches of pre-prospects and your Avatar description. If you do not yet have 50, start with what you have. Remember, the people you choose to put on this Prospect List **MUST** match the description of your Avatar above.

You will be touching base with these contacts and they will become the foundation of your business revenue from here on out.

The rest of the contacts, the one's that did not match your Avatar are nice to have on your email list if they have opt'ed in but otherwise they are not needed right now because we are first creating your foundation of sales on your perfect client description.

This will have you connected in your prospecting meetings and ultra happy when they become a client.



## Arranging Your 'BLT' ( Code word for Prospecting Meeting )

### *Things to keep in Mind*

Have your prospect meetings feel authentic. Be yourself. No stressing.

Stay present with your guest. Stay curious about their life.

There is no free counseling, coaching, fixing, consulting offered here. Listen, ask more questions and listen some more.

Take notes. You will need them later when your prospect becomes a client.

BRING YOUR ON BOARDING PACKET AND A CONTRACT ; )

A 'BLT' is a fun name for a prospecting meeting that I coined. It simply is an invitation to 'Breakfast, Lunch or Tea", get it? BLT.

I know it's cute and its catchy. So with your sales team you now can track BLT's instead of Sales Calls... it feels so much better.

Call your prospect and share via phone...

"Hi (Prospect's Name) ... it's been a while since we caught up and I thought it would be great to meet over breakfast or tea.

I'd love to hear what you are doing and how I can help position you for even more success this year.

It will be great to share about my coaching programs and learn if you know of anyone who may be able to use what I do in the world as well."

Set the meeting

Remind of the meeting the day prior to confirm

Get your Onboarding Packet ready ( see below for more on your Onboarding packet)

## **HERE'S THE GOLDEN NUGGET.... TAKE NOTES...**

### **The Perfect Prospecting Formula**

This is the very cadence of how to conduct EVERY prospecting meeting. Dedicate the next 20 meetings to mastering this formula and watch your revenue increase.

1 - Spend 5 - 10 minutes on chit chat - Get to know your 'future client'. Catch up with them. Become curious about their day, recent things that have happened. If you do not already know... ask about their kids, marriage, education, hobbies. Spend only 10 minutes on this.

2 - Discover their goals. Make certain the questioning of their goals match your line of work. For example: If you are in technology, ask about the goals they have with their systems, their teams, etc... If you are a coach, ask them about their life goals. Be sure to take notes. Jot down key words they use when sharing their goals.

3 - Then ask " What challenges are you experiencing that may be keeping you from your goals?" Listen and keep asking more questions to fully understand the nature of their challenges.

( Keep in mind these are not problems, they are simply challenges ) Take notes. Jot down key words they use when sharing their challenges.

4 - Discover how long they have been living with this particular challenge. THIS IS EXTREMELY IMPORTANT. Quantify how long they been allowing this challenge to be part of their concern.

5 - Be empathetic. Remain detached. Do not agree with their pain yet reflect it back to them what you have heard to have them know you understand. If you share any stories ( which I frown in you doing while they are sharing their story, make sure it is brief and relevant to them ).

6 - Last ten minutes of the meeting ( I advise to not have any BLT go longer than 60 minutes )... Share this...

“Thank you so much for sharing. I can definitely see how your challenge of ( fill in the blank) has caused concern over the ( years, months, weeks ) you have been dealing with this.”

## Turning Your Prospect Into a Client

### *Things to keep in Mind*

Through the meeting you are subtly paying attention to two potential closes...

1. The first close is, of course, to sign up and commit to beginning your services.
2. The second close happens, when the prospect is not a candidate for your services. Thank them for their time, and ask for people that they know would be interested in your services. Successful coaches are great at asking for referrals.
3. One more thing to keep in mind - If you know someone who can help your prospect, freely share that information. Become a resource that helps them get what they want and you will get what you want.

In the last ten minutes of the prospect meeting, once you have clearly identified your prospect's worries, challenges, and concerns in their life, and you have had them share how long they have been experiencing the discontent you are now ready to show them your services.

This is what I coach my clients to say as they move into this part of the process...

“ Thank you so much for sharing. I can clearly see that you have endured through these challenges. At this time, most people are wondering how I can help, and how my programs would work. Let's walk through my on boarding packet.”

Pull out your New Client Folder complete with your on boarding packet, a contract, and any brochure and calendar of events you have to let them see your additional services. Include your business card.

Walk them through your On Boarding Packet, page by page and have them clearly understand how this will help them with their situation. Continue to make the packet's contents relevant to them.

When you get to the end of your packet ... ask them...

“How does that sound?” I am confident I can help you with exactly what you want to achieve. Do you have any other questions?”

Logically the next question from your prospect will be... “ So how much do you charge ( Or How much does it cost?)”

Share your pricing ( which may be outlined on your contract ).

## **Going for the Close**

At this point you are 100% ready for the close language... remember we want to stay authentic and detached.

There are a variety of closes I have my client's practice... I am going to share the top that work in most cases.

“Okay so when would you like to get started?”

“Again, this is just the beginning, once we get started... It will all begin to take shape.”

“ I have ( Monday at 3 pm or Tuesday at 5 pm) open in my schedule... which one will work for you?”

## Importance of an “On boarding Packet”

You have read mention the On Boarding Packet. This is probably the most crucial tool in your prospecting arsenal!

I have worked with business owners in a variety of industries from doctors and lawyers to coaches and sales people. Everyone of them, once they have put their On Boarding packet in place and relied on the Perfect Prospecting Formula have increased their close rate by up to 75%.

*What is an On Boarding packet?*

This is a packet of materials, strategies, tools, exercises you will walk your client through that they need to fill in and complete in order to start your program.

For doctors it's the “Medical History” form we fill out.

For lawyers, its a history packet related to one's needs.

For coaches, it is a step by step understanding of how your program advances and how they will be able to track and measure progress.

For Sales professionals it can be a ‘play book’ of what will happen as a company/individual becomes a client.

Include graphics, forms, and even an audio that can provide your prospect a feeling of certainty that you have your act together and that they will be in great hands.

Put in an assessment that can have a client measure their ‘pain’ which will become a baseline of how life was before they engaged

your services. It is always nice to go back to the at your first re-evaluation to measure progress.

The on boarding packets I ask my clients to create will be at least 3 - 4 pages and generally, except in some specific cases, be no more than 10 pages.

## **Handling Objections**

This one area I suggest you tune into your client and be courageous enough to ask the question under the objection. Often times, the real objection is not the one that they lead with. Prospects that lead with time and money objections, which sometimes are quite valid, can use such areas of concern because most of us can accept that as a true objection and begin to back off.

What I have witnessed is that people make time for what they truly want, myself included, and that money is no object when the perceived value far out weights the benefits gained by engaging in a service or product.

Replies can include:

If time were no object, and you had a good deal of freedom in your calendar, would this service be something you would make a commitment to fit in?

If money were no object, would you begin today?

When a client can get past the first two hurdles, they tell you what is truly the concern.

## *Spouse Approval*

Some objections may include the approval of a spouse in the decision. I ask my service providers to offer a two part ‘initial appointment’ which will include a session on the following day or within 48 hours of the first half of the initial appointment.

Ask in the first half of the Initial Appointment (Day 1 of 2) if there are any foreseen challenges to beginning the service. If, “ I need to make sure my spouse....” comes up at all, invite the spouse to the next meeting.

Having the spouse at the next meeting, which will be the closing portion of the initial assessment will minimize that challenge in the sales cycle.

## **Creating a VIP Client**

One of the biggest end game goals of prospecting is to create Raving Fans.

We all want to know we are the most important person to a vendor, sales person, client, spouse... you name it. We love attention.

Your client’s are the same way. Create a raving fan and you have an automatic great sales person for your company.

Build in incentive programs for clients to rave about our services.

Send them gift cards. Money talks ; )



Set their birthday, anniversary and children's Birthday on your calendar and send a card and a nice message letting them know you remembered.

Reserve VIP seating at your events for your clients.

Arrange a great party just for those who have referred business to you as an appreciation night.

Discover what their #1 dream is and see how your network can open the doors to make their dreams come true... better yet... make their wife's or children's dreams come true.

Create raving fans and you will see your prospect list soar with more people that you love serving.

***Feel a Big THANK YOU!***

*Thank you for your time reading over my guide to the Perfect Prospect Formula. Once you practice it a few times, it will begin to be an easy flow. Keep it authentic. No stress allowed. You've got this! If you have any questions at all on how to put this in place for your business. feel free to contact our team at the office and we will step your through it and help it fit seamlessly for your needs.*

*We are here for your ultimate success and fulfillment!*

*All my best, Coach Tina Marie Jones-St.Cyr*