

A TIGNEY SOLUTIONS INSTITUTE COACHES STRATEGIC MASTERMIND GROUP AUGUST 2018 NEWSLETTER

COACHING TIP

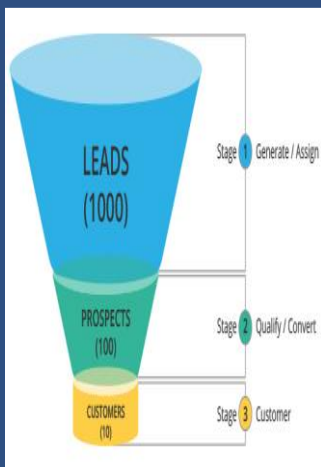
Mentor Coach Shezetta

LEADS, LEVERAGE AND REFERRALS

I've conducted some personal research on all of the above and wanted to share some insight concerning each of them. Let me say up front that each of these will work for you in a different season and for different reasons depending on environment, opportunity and/or location. So with that said, my first focus point for you is....balance is key.

Knowing what to apply in what season is essential and be sure to know your strategy so that you can flow within the season.

LEADS – opportunities where individuals agree to provide you with information in exchange for a good or service. All of us have had someone pitch something to us and we provided them with our information. That information becomes an opportunity for the pitching party to stay connected to you, provide advertisements concerning their goods and services in hopes that at some point in your life you will need their goods or services. They keep their names and information in front of you. Leads are a great opportunity to cast a wide net to individuals everywhere and at some point, some of those leads may correspond with a request for more information. When the request comes, it is at that time, that you need to be prepared to be able to pitch your goods and services to the potential client, based on what they have shared and why you are the best provider. If you are listening carefully, you will be able to pitch back to them the priority items that they have shared in their conversation and emphasize why your business and product serves their purpose and how. Essentially, this is the portion that closes your deal. Be solid with your information. Be solid in your price points. Listen and provide a clear assessment. Closing the deal truly depends on how prepared you are to connect with the individuals so that you can funnel the needed information to them.



LEVERAGE - Leverage is the ability to use one opportunity to provoke another opportunity. This is a great way to create additional lead opportunities. For instance, creating an opportunity where people come and enjoy themselves in a party setting. In the midst of that experience, it turns into a subtle networking opportunity. People are relaxed while they are talking about their lives, personal goals and dreams. Listening to those interactions can provide opportunities that can potentially be tailored to them personally and professionally in your area of expertise. Every non-related opportunity can be an opening for a leverage. Based on the time and place, you will have to be astute in knowing if the opportunity is ideal.

REFERRALS – Referrals happen when someone who has had an experience with your goods or services, and refers someone to you to experience your goods or services. This to me, is one of the best opportunities because the referrer has basically sold the opportunity for you. When people share their experience, they are giving you free advertisement. They are sharing how their encounter with you has benefitted them. They are sharing their own goals and results with others, so it doesn't violate your privacy laws. They have more than likely shared the fee for the service so that reduces the need to have to strongly pitch the particular good or service. You will have to reinforce your fees, but it becomes much easier because your client has already given them an advance idea what to expect. Referrals are always a great to capture new business.

All of the above work well in establishing and building your business or organization. Again, knowing when and where each will work is going to be key. All of them can work, and there are times when none of them will work. When all of them are working at the same time, it is AWESOME! When none of them are working, what do you do? Have some promotions that are ready and working for you. Promotions could work with your current clientele, with new clients, or with entire organizations. Be creative and determine what market you want to infiltrate.

Balance is key. Consistency is key. Whatever you do, don't stop penetrating the market that you desire to target. By doing this, you are creating your brand, piece by piece. That branding lets individuals know who you are and know to refer back to and think of you in reference to their needs and goals. So if someone says, "I think I need a coach", you want your name to already be on their brain as a result of your consistency in branding.

Questions?

Contact Chanise Gilliam at A Tigney Solutions Institute. Access all tools and previous CSMG recordings directly through her.

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