



Getting to Yes - Lead Nurturing

Regardless of the business type - dental practice, The Gap, your business, the Buy-Process is the same. How people (even yourself) decide to hand over their money for a service or product follows the same basic patterns.

Here's some Stats

Only 20% of people who show interest in your product or service are ready to buy. The folks who say, "OMG, I love your product/service"? **Still only 20%** of them are ready to buy. Don't rush the sales process.

Pro Tip: Those who are ready to buy will tell you they are ready by asking to move forward in some way. Here's some examples:

Can we start today?
Can I give you my credit card number right now?
How do I sign up?

Of the remaining 80%, an average of 27% are likely never going to become paying clients - and that is ok! You are not in business to sell everyone. You are in business to sell to YOUR clients. Roughly 50% of those that show interest in your business are potential leads.

As a solo entrepreneur, you must be strategic about where you spend your time, energy and focus. Chasing leads that have little chance of converting into paying customers is just too much of an expenditure of your resources. You are going to be learning tools that help you to focus your time and energy on your most viable opportunities.

Strategy is about deliberately choosing to be different

Pro Tip: Some leads are doing market or competitor research just like you've done or will do in the near future. Some are looking for free services or products, some are looking for cheap services or products and some are just surfing the web with no purpose. No business converts every lead - don't take it personally when you do not get the customer. DO use it as an opportunity to self-evaluate your sales process.

The Road to Yes

Most of your leads are not ready to hear your offer at first or second contact. They might not even be looking for a solution to their problem, they're just vaguely aware of a pain point. They may believe that what's bothering them about their problem is just "a part of doing business". They may even have tried to solve their problem with a solution similar to yours but it didn't work. This is where Lead Nurturing comes in and where The Road to Yes begins.

The first stop on your Road to Yes is **Positioning**

What is Positioning? It's Context.

A good example of positioning is the famous context experiment conducted by the Washington Post. The experiment involved Joshua Bell, an internationally acclaimed violinist, who at the time was considered the best classical musician in America.

Joshua Bell regularly sells out concert halls where tickets cost \$300 or more. For this test of context, he would play the violin outside a busy subway station in Washington, DC, during the morning commute. Would people recognize Bell's extraordinary talent, or would they simply walk past him as they would any other street performer? And more importantly for the experiment, would he make more money than a typical street performer?

Bell performed for forty-five minutes. In that time, 1,070 people passed by, and of those, 27 gave him money, and only 7 paused to listen. His total earnings for the concert: \$32.17.

You might argue that the commuters of Washington, DC, may simply be late getting to work and don't carry change. Just because he didn't draw a crowd and he didn't make much money doesn't mean the rushing commuters weren't suddenly inspired to ponder the meaning of their lives.

But the Washington Post went further and interviewed people who had experienced the music. It turned out that plenty of them weren't in much of a rush at all—like the man getting a shoe shine in the corner of the plaza or the people lined up to buy lottery tickets at the kiosk twenty feet from Bell. It turns out they weren't any more likely to notice the music.

One man buying a lottery ticket that morning later remembered every number he chose but only vaguely recalled the musician as "just a guy trying to make a buck." The owner of the shoe-shine stand complained that the music was too loud and admitted that she had thought about calling the police to make him stop.

The context (or positioning) of Joshua Bell told listeners nothing was happening in the plaza that was special enough to stop and take it in. Joshua Bell, best violinist in America, was sabotaged by his positioning.

You can have the BEST product or service in the world - you still aren't going to make a living at it unless we deliberately position it. If your product is dessert do we want to position it as a snack? An indulgence? A healthy choice? A chocolate cake? A strawberry pie? The answers make us dive deep into what it is you are REALLY offering and **who your ideal (or target) client is.**

Here is where most new businesses go wrong - **and where my clients get impatient!** lol. Trust the Process! Clients want to jump in and start working on their business or their product right away. Why are you dragging me through my bio and a make believe ideal client? Can't we just get going already?!

Sure, we can start by listing all the features and benefits of your company or product but what you will be doing is putting yourself in a box with all your competitors. Your competitors have been doing it longer, have more money than you and have third party validation from their years of doing business. You do not. This is not a box you want to put yourself in.

“Find out who you are and do it on purpose.” Dolly Parton

Positioning affects every part of your company:

Marketing: messaging, audience targeting & campaign development

Sales and business development: target customer segmentation & account strategy

Customer success: onboarding & account expansion strategy

Product and development: roadmaps & prioritization

Here's what you need to know to best position your company and product.

- The customers point of view on the problem you solve.
- The customers point of view on alternatives to the problem you solve.
- The ways you are uniquely different from those alternatives AND WHY THAT IS MEANINGFUL for your customers.
- The characteristics of a potential customer that really values what you can uniquely deliver.
- The correct market for your product or service that makes your unique value OBVIOUS to those customers best suited for your product or service.

We're going to start with your first Positioning Exercise now!