

SALES TIP #13

The best proof of ability is seeing you in action. Get your prospects to watch you live.

Seeing is believing. Say you're a magician looking to grow your client base. Are you likely to attract new clients by placing a flyer depicting a rabbit being pulled from a top hat on the cars of the three hundred shoppers who typically patronize the local party supply store on Saturdays? Sure, you may get one or two moms to pay \$200 each for you to perform a short magic show at their six-year-old's birthday party.

But how many more sales could you make by giving a half-hour magic show at the community center or park during the annual Founder's Day event for the city? You would be able to display an array of tricks, some of which might appeal to an older audience. The visual imagery from the show would leave a lasting impression on the audience.

Assume there are two hundred families present at Founder's Day. Statistics indicate that you'd be likely to make about six immediate sales (i.e., a three percent conversion rate) from that event as opposed to the one or two from the flyer. You'd also build brand awareness that likely would result in additional future sales while the flyer would likely be discarded. In addition, your appearance at a city-sponsored event would indicate that you've been vetted by the city. The

show-goers would believe that it's safe to have you in their homes and that you are better than the average magician otherwise the city wouldn't have retained you. Thus, the affiliation would drive up both the number of sales and the price customers are willing to pay.

This is a good example of prospecting in a target-rich environment and using a more effective lead generation tool. The flyer distributed at the party supply store could depict only one message aimed at one audience, parents of small children who would have to do significant research before they'd feel comfortable trusting you in their homes around their children. The appearance at Founder's Day eliminated those roadblocks while simultaneously justifying a higher fee.

Recall the magician at the Founder's Day event. If the magician had been thinking intentionally that event was a pipeline-filling opportunity. He should have offered an all-access pass after the show where he could have taken pictures with children and/or signed the magic book he has written aimed at the adolescent demographic, thereby earning supplemental income and building relationships at the same time. While he was signing books or being photographed, he should have had his assistant (you know, the girl who gets sawed in half) ask the parents to subscribe their children to his "Sunday Funnies" weekly five-minute magic show delivered virtually on his website. That would have given him the opportunity to stay in touch with the parents and their children who would have begged their parents for a magic show at their next birthday party.

Now, the magician is an effective 49er mining in the right place and mining in the right way—where you mine and how you mine.