

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"How To Get Your Clients To Call You A Second Time? and Being Ready For A Conversation About Your Services With Any Prospect.

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## What's New ...

Happy August to all of my avid followers! Sorry about the delay in providing the monthly newsletter. I had surgery last week and well put me a little behind. All is well, still a little sore but able to take the time to send the newsletter out and make sure everyone is up-to-date on all the networking opportunities for the month!!! :o)

Speaking of networking events ... I will be co-hosting Entrepreneur Thursday's next week (Aug. 16<sup>th</sup>) and hope all of you can find the time in your busy schedule to come and enjoy the evening with yours truly, The NetworkKING of Pittsburgh!!!

End of Summer is coming fast and hope all of you had some time to take the stress away of owning or running a business and enjoyed the time with family or friends.

Happy Networking!

*Chad* "The NetworkKING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,400** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

## INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or Comments?

Guest Book

How To Get Your Clients To Call A Second Time? and Being Ready For A Conversation About Your Services With Any Prospect.

Ads



**I have had some great clients that offer glowing referrals but rarely call for more services. One could read several things into this - either these clients got such great service that they just don't need my services again or something worse. How can I tell?**

It is usually dangerous to try to ascribe motivations to others without at least some confirming information. When the opinions or conclusions you seek are related to your skills, abilities and services, this conflicts with your objectivity. It will be hard to ever know whether you are truly valued or not by your clients unless you have established a trust relationship with them. Only then can you talk openly about what your client's expectations and how well you have previously or can in the future meet them.

Some types of services are just one-time opportunities, so the lack of follow up does not mean your services were not appreciated. Be realistic about why you may or may not get a second call. The client may need a series of services, of which yours is only one. You can be of as much value by providing the right referrals to the right services (other than yourself) at the right times. This is why having a strong network of other consultants you know well is so important. **Clients will remember you when you get them the expertise they need, even if it is not you.**

**Tip:** Knowing if you are valued enough for follow-on work begins by setting clear expectations at the outset of the relationship. Talk about your desire to provide, if appropriate, services over the long-term and explore how/whether you might be able to do this based on your developing understanding of the client and his/her situation. Ask to be able to check in occasionally after your first engagement is complete. However, do this on the basis of having something of value to offer, not just asking "hey, got anything else for me to do for you?" Keeping up with emerging client needs will give you a stream of ideas that will increase the likelihood that you will get that second call.

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**I don't have a brochure or hardcopy sales collateral (those are "so 1990") but instead rely on my website for prospects to get a full description of my services. Is this sufficient, especially since my services vary so much, depending on the client?**

Just because a sales or marketing strategy is old does not mean it is not effective. Recognizing that a website can provide more dynamic and extensive descriptions than your sales package, consider the purpose of such hardcopy collateral. It serves more than just a source of information, which your website and social networking capabilities are probably most capable of providing.

To a prospect, your brochure or flyer is something tangible (a piece of paper) to represent an intangible service (management consulting). Having a one page (and only one side, at that) focuses attention on a few key benefits or features of your services. You can elaborate, as appropriate, in your discussion but the prospect needs to be clear about what it is you are providing. If you can't get this reduced to a few core principles and benefits, you may not really understand your business value as much as you think. The exercise of "writing a brochure" is not so much in the having as in the creating. Dwight Eisenhower said that "plans are useless but planning is indispensable."

**Tip:** At all times, have a one page description of your services. If needed, you can have more than one, but each needs to be complete in itself. Be prepared to use this as a talking guide to review your core services and how these services would be adapted to each client's needs. Your sales presentation will be more refined as a result, with each discussion following a familiar path. After each discussion, adapt and improve your one-pager as needed.

# Advertise here

