

6 ways to influence your clients, prospects and colleagues



Charlie Warshawski coaching and training

Registered office 127 Grosvenor Road, Epsom, Surrey, KT18 6JF. VAT no: 126 282 719

Contacts: 0774 8515189 cw@charliewarshawski.com <http://uk.linkedin.com/in/charliewarshawski>

Principle	Marketing messages and sales activities	Face to face interactions	Staff and colleague engagement
Reciprocity			
Commitment and consistency			
Social proof			
Liking			
Authority			
Scarcity			

Principle	Marketing messages and sales activities	Face to face interactions	Staff and colleague engagement
Reciprocity	Have some free offerings – especially ones that don't cost you much: content, time, taster/trials Have a range of price points for your services and allow clients to not choose the highest	Do something kind and immediate for the other person – big or small Hear their issue and offer to help, in some small way Be a connector, and put them in touch with someone that will help them	Say yes to what you can, and no to what you have to Make sure there are authentic ways for staff voices to be heard Provide unexpected treats, more so than standard and predictable ones
Commitment and consistency	Make it easy for people to buy your services with a get out/money back clause Know who your customer type is, and demonstrate that you represent their needs Have your customer commit to a small thing – an appointment, survey etc.	Always ask the other person to write down any agreements, rather than you Mention other customers who have similar profiles to them Ask them to do something small – share some contact details etc	When assigning tasks, give reasons why you want each person to take on any task Be clear on your expectations of all aspects of colleague behaviour, acknowledge when it happens and challenge when it doesn't Always have them complete the paperwork in relation to their appraisals
Social proof	Lists of companies you work with Testimonials from named, respected clients Ask current clients for recommendations Have local, respected organisations, make positive mentions of you	Let other people talk about how good you are, rather than you do it! Offer access to clients who will recommend you, rather than waiting to be asked Do not attend events that aren't worthy of your status!	Review and apply for “best workplace” type of awards Use principles of employee engagement to create a strong working environment
Liking	Keep your marketing material as everyday as possible. Avoid jargon, stock images, cartoons Make it easy to see who's who, and how to get in contact with everyone in your company. Have marketing information reflect the benefits of your offering, more than the features	People prefer to talk than to listen, so become an expert listener and give them space to share. This will build trust Remember and refer back to what you know about people, to show you are interested in their world	Know that you can be liked and firm Be accessible to new ideas from anyone in the organisation Study host leadership, servant leadership
Authority	Be accredited with the relevant trade bodies and show this in your literature Raise your profile in your industry, with articles and talks that can be shared with clients	Use your dress code to engage and inspire confidence Use the language of certainty, not vagueness Have a job title and sales pitch that is simple and speaks for itself	Be consistent in how you manage difficult people, so that your authority is seen to be fair Take an active interest in developing the culture you want in the workplace, and not one that is shaped in a way you don't like
Scarcity	Have time limited offers Offers that are only available to a group of your clients (especially to reward loyalty) Link services to real world deadlines i.e. tax year end, seasonal change	If having sales meetings, stick to times and do not let meetings overrun Make time limited offers, but always allow comfortable thinking time Be clear if you are offering something to one group only, and not to all	Make your business exclusive – only high quality people work here, and it is worth making efforts to stay Recognise good performance with both rewards and with professional development opportunities