

Convert Client Calls into Rewarding Deals – Transform Website Projects from \$200 to \$10,000

Believe in yourself, lead meetings effectively, and have faith in your abilities. Clients are looking for effective problem-solvers to guide them efficiently. My One-Page Masterplan is how you can win more rewarding deals.

Before the Meeting – Research

Thorough preparation showcases your commitment and understanding of the client's unique business needs.

Define Services

Do they boost profit/business growth potential? What's the risk if they don't use you?

Become Columbo

Who's the business? What do they offer their ideal customers? How do they earn trust?

The Meeting – Information Gathering

Effective meetings are key to uncovering client challenges and tailoring your solutions accordingly.

Adjust the Tone

Charities/small businesses value empathy/support; large firms want facts/proven results.

Set the Agenda

"I want to understand more about your business first." – Let them reveal the wins/losses.
"Is the business going well?" – You're showing interest and seeking the pain reveals.

Probe the Problems

"And why do you think you're not getting more clients?" – Understand the problem.
"How's this affecting your profits?" – What's the cost to them? What are they losing?
"Have you tried to overcome this?" – This'll help your thoughts and avoid failed methods.
"How quickly do you want to sort this out?" – Build urgency or consider phasing.

Build the Goal

"What's your ideal clients/sales per month?" – They need to know the goal.
"How much extra revenue could this bring?" – They need to feel the value.
"What would this mean for you and your business?" – The need to sense the emotion.

Closing the Deal

Skillful deal closing solidifies your solution's value, aligning it directly with the client's goals.

Summarise

"Based on the problem that's costing you X, and is stopping you from achieving X, what's your budget for sorting this out? That'll help me to decide the best package to achieve XX."

Tip 1: No All-in-One

Don't offer all as 1 Package. If the client has a low budget/unconvinced then provide a breakdown letting them remove/add, however you still maintain control of costs/upsells.
Eg: "Package 1 is \$9k, where \$7k = essential build, \$1k = SEO, and \$1k = content provision."

Tip 2: Clarify

If the client desires growth, will the package/options aid them towards that?

Tip 3: Timeline

Give an approximate time for delivering the package, and the potential time to achieve long-term goals, as SEO and growth can take longer. Success is not achieved overnight.

By the end, you'll have established a connection with the client, earning their trust to help their business. Tailor the proposal to align with their goals and objectives, ensuring it addresses their concerns and paves a path to success.

Struggling and want to discuss your own business/strategy? Get in touch: [Book a Consultation with Web Squadron](#)