

# How to... Multiply Your Business Impact

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is Owner of Performance Foundations and helps firms achieve  
*winning results in their marketing, sales and service.*

Visit [www.performancefoundations.com](http://www.performancefoundations.com) to generate more winning results in your business..

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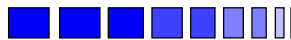
## Today's Session



- Will help the WBE to:
  - **Exploit** her marketing to sales cycle using impact to multiply her results.
  - Better **focus** on her clients and customers and the real impacts she makes for them.
  - Get her story to **buyers**.
  - **Apply impact tools** to her business.

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## Exercise 1: What's Your Impact?



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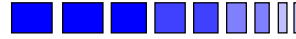
## Examples of Janice's Impact



- Helped a professional service firm win their largest assignment (\$500M) in a fierce competition of six my client was the only firm judged by the award committee with "no negatives." *Are you winning hotly contested sales?*
- Assisted a professional service firm quadruple their sales. *Are your sales where you want them to be?*
- Supported my client to move from last choice (#6) to top supplier and be recognized as a true business partner. *Do your clients call you first? Do you even know?*
- Focused a financial planner on attracting real buyers for her service that saved her time and enhanced her sales. Her new confidence in articulating her value was the priceless to see. *Do you have the ummff it takes to win in business today?*

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## Exercise 1: What's Different About Impact?



- Helps a prospect achieve something important to HER.
- Demonstrates something tangible that resulted from using
- Deals with emotional issues common to a category of business
- Stresses benefits
- Invites the prospect to want to learn more

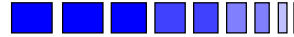
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**Are You Getting the  
IMPACT  
from Your Marketing, Sales  
and Service  
You Deserve?**

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# Communicating Impact



## What do client segments have in common?

- Goals
- Fears
- Common situations that:
  - Keep them awake
  - Keep them from where they want to go
  - Increase risks
  - Impede results
  - Create hassles and disharmony

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## Buying Stages: Six Degrees of Separation

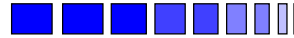


- Unaware of need or indifferent
- Aware of need, but not of you
- **Aware of need AND YOU!**
- Exploring Alternatives
- Seeking Proposals
- Buying

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Exercise 2

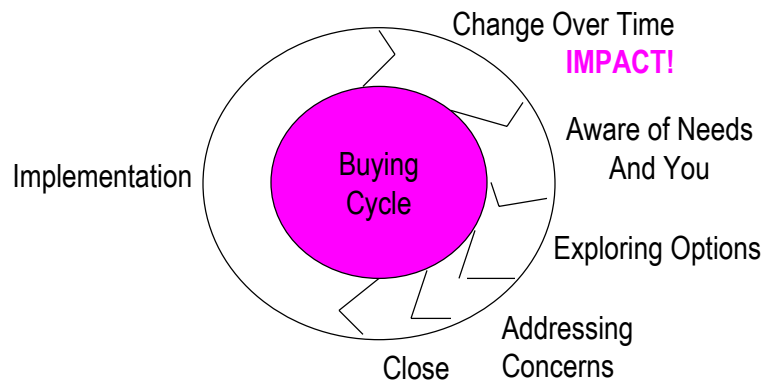
## Where do you spend your time?



- % of time Marketing
- % of time Actually Selling
- % of time Providing Your Business Service
- % of time Innovating New Services

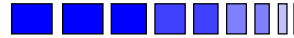
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## Multiplying Impact



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## How to Learn Your Impact . . .



### Ask your clients and customers for the help!

- If you're new in your business, go to someone from a past project that applies to your new services.
- Take a another party who can help you listen and probe into areas you may miss—especially if you're not proficient in sales or interviewing.
- Get the ball rolling . . .prepare in advance a brief capsule of the assignment.

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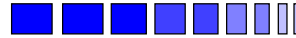
## At the Meeting: Self-Preparation



- Check your ego at the door—your purpose is to learn and gain insight.
- Get the ball rolling—briefly share a capsule of the assignment.
- Use opening questions
- Practice active listening

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## Opening the Conversation



- What has happened since we left?
- How has our effort changed or altered your business?
- Upon thinking back, what were some of the accomplishments?
- What were the lessons learned? In hindsight, how might we improve?
- How might I change?
- Were there any disappointments?
- How has this impacted you personally? (examples: results, recognition, approval and avoiding risks)

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## Multiplying Impact



- The Snippet Reader and Hearer: *Target for relevance*
- Why are blogs popular? *Like needs*
- Demonstrate *why you!*

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A Part of a Brochure

## From Good Idea to IMPACT



### # 1

#### Tips for Managers . . .

- Listen to understand employees
- Set a climate for teamwork
- Articulate goals
- Measure and Reward Performance
- Celebrate Success

### # 2

#### Tips for Winning Managers

- Become an IMPACT Player
- Select a goal that would make a *real business difference*
- Write down every employee and department necessary to make it happen
- If you say, "Our people can't do this." Call \_\_\_\_\_

*We can help you make it happen*

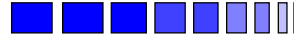
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## Six Ways to Multiply Your Impact



1. Keep building your stories. Ask your clients or customers how you **BENEFITTED** them. (Hint: new products and services).
2. Craft your **BENEFITS** for different marketing venues . . .
3. Target a population of 50-100 prospects with something in common and get known as a **BENEFIT** in that "community."
4. Find multiple ways to stay in touch in ways that **BENEFIT** your targets and clients—build your reputation.
5. Keep it short, engaging and focused on **BENEFITS** for the prospect
6. **Engage and invite!**

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# Are You Getting the **IMPACT** from Your Marketing, Sales and Service You Deserve?

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## PERFORMANCE FOUNDATIONS



### Winning Results . . .

At Performance Foundations you work with our principal Janice Scanlan, who has owned and operated the organization since 1985. She has 30 years experience working with clients to achieve winning results.

Janice Scanlan has been on your side of the desk as a leader responsible for producing profitable business results and developing talent to sustain business in both business development and service. Her passion is helping clients discover, seize and execute opportunities unique to them. Her resourcefulness has helped businesses develop competitive offerings and create service experiences customers really want--by creating an employee appetite for success to produce winning results.

Janice will listen to your needs, develop appropriate action plans and follow projects through to completion to ensure that your business is ready to win.



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