

How to win more of the work you want

with Alison Warner

Who is your ideal client?



Where do they live?

How old are they?

What do they do for a living?

What are their interests?

Where do they go on holiday?

Who are their friends?

What did they come to you for?

What was different about this?

What did they really want?

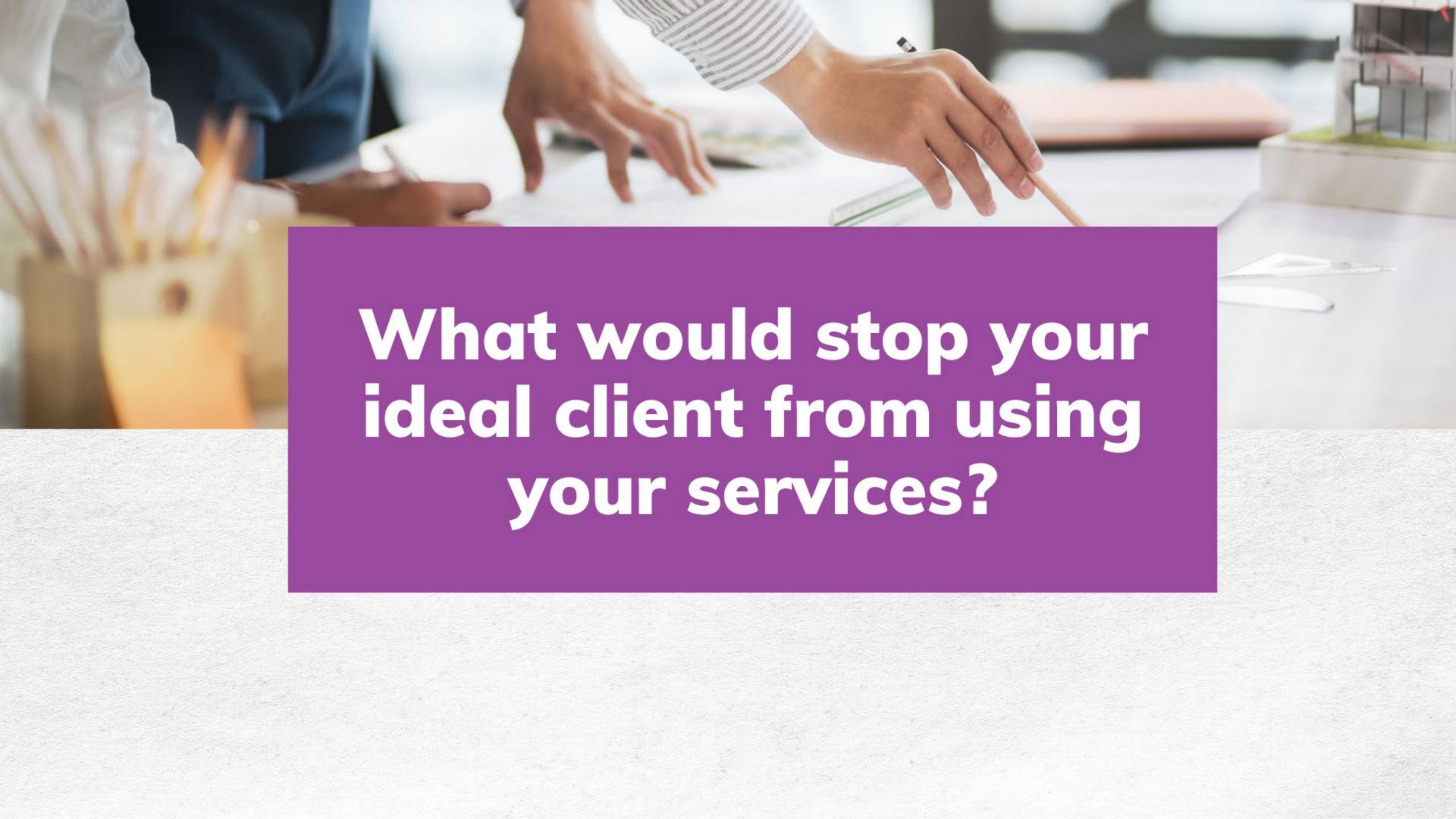


What does your ideal client want?





USP -Unique selling point







Offline:

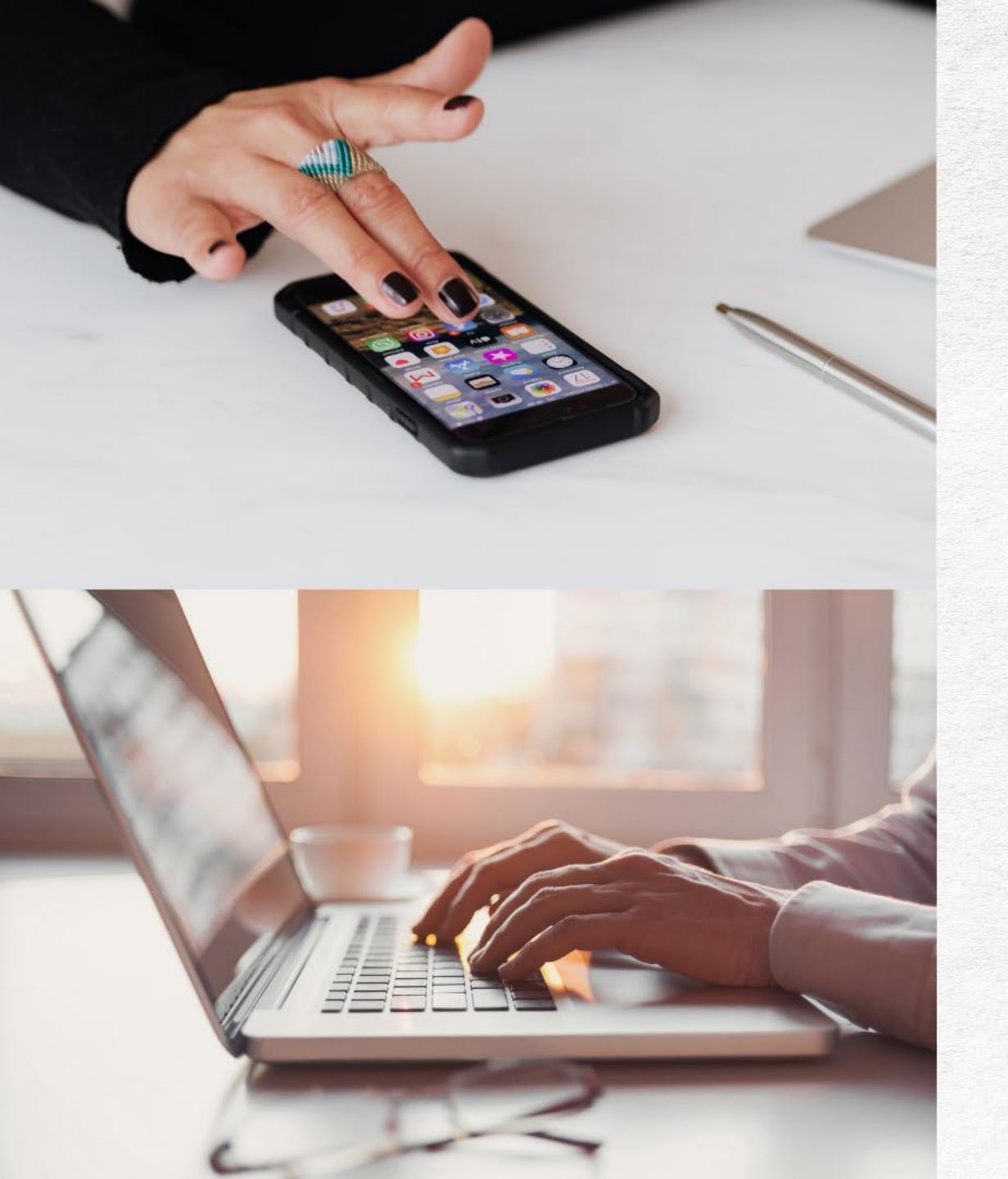


Offline:

- Cleanliness of vans
- Are your vans all sign written?
- Do your team wear uniform?
- Are they polite and friendly?
- How long does it take for the phone to be answered?
- What is that first impression like?
- How trusted are you as a company?



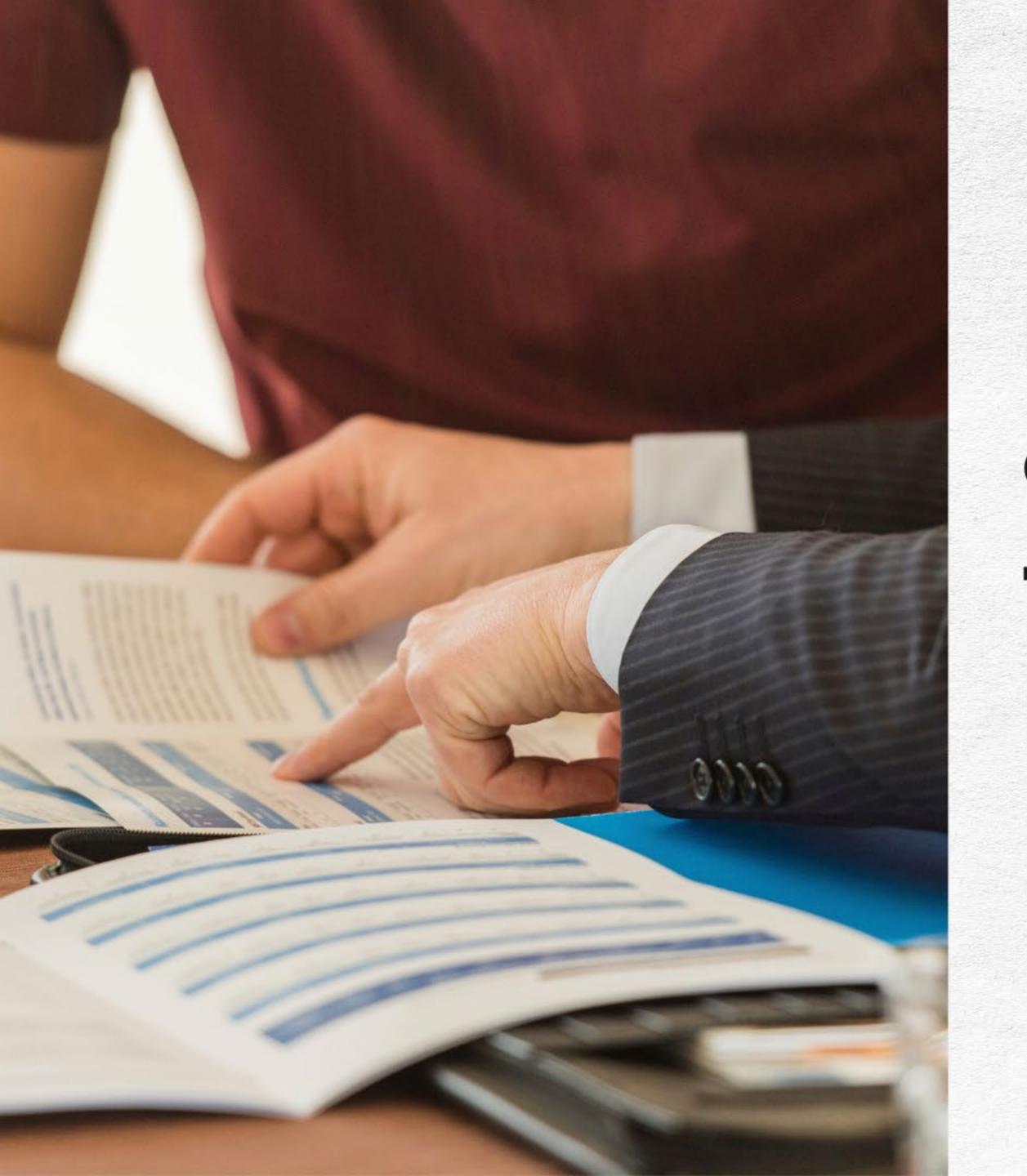
Online:



Online:

- How long does it take for email enquiries to be responded to?
- How many google reviews do you have and what is the average rating?
- How professional does your website appear?
- How easy is it to find your contact details?
- If I google your company, what do I find other than your website? le do you have any other digital content out there such as videos and blogs?
- Do you let people know of your experience, accreditations and memberships?





Ensure you clearly communicate this through your branding and products/services





Do what you say you will do



Communicate!



Regular feedback

Thank you

Questions

Keep In Touch



alison@evolveandgrowcoaching.com



@evolveandgrow



@alisonwarnercoach



@evolveandgrow



evolveandgrowcoaching.com

