

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

November 2018

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"Never neglect an opportunity for
improvement."

Sir William Jones

"Capitalising from The Lost Virtues Of Integrity & Honesty"



Sumit Agarwal

Welcome to this month's issue of The Success Newsletter. As I write this, we seem to be exposed to an almost daily number of examples and stories where dishonesty and a lack of integrity are becoming common-place.

Over the years we've had huge stories like 'deflate gate' in US football and the England football manager ('BIG' Sam Allardyce) was sacked after a newspaper sting that exposed his less than honourable approach to player transfers. We've had FIFA corruption and all the drug cheats in cycling and athletics (and many other sports) coming to the fore. And no matter that you think of Hillary or Donald, it was hardly a presidential campaign that was full of integrity, from either side.

It's been coming.

Over the last few years I've noticed declining levels of honesty and particularly integrity amongst the

business community.

Not necessarily big things, but small things that all add up.

For example, being late for meetings. Not returning calls. Not apologising for any minor indiscretions.

I'm sure you too see examples of this on a daily basis.

And whilst you may be thinking this is all about me having a whinge about the falling levels of honesty and integrity, it's actually the opposite. You see, because a lack of general honesty and integrity is becoming more common place you can use this to your advantage.

Because most people now expect a lack of honesty and integrity, you can impress clients, customers, or patients just by making sure your actions exude honesty and integrity. Obviously, for us, both

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If You're Selling Your Business Online

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these virtues are very important. As accountants our clients expect (and rightly so) high levels of honesty and integrity.

But no matter what industry you're in, demonstrating to your clients, customers or patients and of course prospects that you are honest and have high levels of integrity will help you grow your business.

And how do you demonstrate these two virtues? Well it's not difficult...

- Turn up for meetings on time (early)
- Reply phone calls and emails in a timely manner (that doesn't mean 'immediately')
- Deliver on your promises
- If you say you're going to do something—do it

None of this is difficult, but

"Maintain high levels of honesty and integrity and you'll see that translate into greater success for your business"

consistently working to this approach will bring its rewards. **SA**

For the many of you that struggle to generate leads and clients/customers online, this article is for you.

Hopefully, by the time you've finished reading the next couple of pages you'll have a mindset shift that will help you make more money using the internet than you've ever done before.

One of the biggest misconceptions small-business owners have about marketing their business online today is they think they need to get their business in front of their prospect as quickly as possible or they're going to miss out!

You may well fall into this category.

For example, you most probably think the best way to get people to favour you and your business is to extol your own virtues via your website. For instance, you most probably feel:

- You need to tell people how good you are at what you do;
- You need to tell people who you are;
- You need to show people how many years you have in business;
- You need to tell people what you do.

But all of this self-focused information is the quickest way to destroy your chances of generating leads online.

And here's why... that's not what people are looking for!

So What Do Your Prospects Want?

So what do your prospects want if they don't want to know about your business and what you do?

The answer comes back to understanding how people think and behave when they use the internet and when they're first looking for your services or products.

More often than not, the mindset that people are in when using the internet is the same as when they are walking around the shops, they're looking for information that will help them favour one supplier over another. **I call this the 'browser mindset'.**

And if you want to generate leads online, you have to match your marketing to the emotional desires that your prospects have at this stage of the buying cycle.

You see, people don't like being sold to at the early stage of the sales funnel (when they've just met you) instead, they like it when you're giving them things that help them with their 'browsing' task.

The Right Way To Think To Get More People To Want What You've Got...

So pretend you're the helpful shop assistant that's going to spill the beans on everything that's in the shop, including the good, the bad and the ugly.

But before we get to use this way of thinking to generate leads, you

You're Selling The Wrong Thing

must be able to offer something that your prospects can download instantly.

The internet is a “**get it now**” environment so you have to take this into account when you are offering things to your prospects.

Now, let's take an example of how you can use information that helps your prospect with their buying decision and in turn helps you generate leads online.

A Proven Way To Generate Leads Online...

One proven way to help prospects with their browsing task is to offer a **FREE BUYER'S GUIDE**. But this isn't just an ordinary guide. This guide has one purpose - to position you and your business as the premier provider in your sector.

Now, don't let the title 'Buyer's Guide' throw you. A buyer's guide is anything that helps your prospect with their buying decision. Usually it contains information that helps prospects:

- Avoid mistakes;
- Find out things people in the know never tell you;
- Know what things are important and why;
- Know what they should include and what things are less important when buying.

For example, it could be anything from a free report that offers information about what scams to avoid when choosing a plumber, to the best and latest new

gadgets that your shop has to offer.

Anything that helps make that decision easier, safer and better is something they will be more than willing to share their name and email for, which in turn creates a lead.

So let's take one example of a buyer's guide that I'm sure many of you will be able to take and use in your business.

The buyer's guide in this example can be used to help prospects choose the right service provider or product supplier for their business.

Step 1 - The Title

Now, the first thing you need to consider is the headline for your buyer's guide.

If you choose the wrong headline, then this strategy could end up falling flat on its face.

So here are a couple of headline formats that work really well...

"How To [Find The Right XYZ Supplier/Widget] That Will [Give You What You Want Most]"

"How To Avoid The [x Mistakes] That [Stop You Getting Most Out Of Your Supplier/Widget]"

Step 2 - Your Content Ideas

OK, now that you've decided on a headline, you need to think about content for your guide.

And to do that, we need to think about what the main headers for the guide are going to be.

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Dumb Criminals

Herzog Would Have A Field Day

Calling all hippies. What's the most mentally unstable activity in which you'd partake for the sake of nature? Would you camp alone for days Paulsen-style? Dog sled through the Arctic London-style? Or would you quit eating meat Thoreau-style? No matter which, you're pretentious.

At least one man knows how to release any inhibition regarding counterculture standards. In order to exhibit his love for bears, he donned a bear costume and proceeded to harass the objects of his affection. According to Huffington Post, a mother and her cubs were innocently fishing for salmon when this impostor intruded on family dinner in full view of tourists. Luckily, the unidentified man was neither eaten nor arrested. In fact, now that he's lost his job as a fish counter, he might even be eligible for a job at Chuck E. Cheese.

If You're Selling Your Business Online, You're Selling The Wrong Thing

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Step 3 - Write Down The Problems Of Your Market

So when it comes to the content of your guide, what you want to do is firstly think of all of the problems your market has when they use and experience your product or service. Think of all the mistakes that people can make. Think of all the things the more unscrupulous people in your market do that they never come clean about and that your prospect needs to avoid.

Then all you need to do is bullet out the solutions to the problems you've highlighted.

Next, you want to write out how you would deal with each one of these problems. The only difference is you don't say this is how you do it. Instead, because you're the author of the report, it's implied that this is how you would do it. This is much more subtle and much more powerful.

Then at the end of a section it's more than fine to put in signposts that lead the prospect to contact you. All you need to do is just say, "If you'd like more help with this or other issues, then please go to the last page in this guide."

Step 4 - Write Down The 'Must Haves' That Need To Be On Your Prospect's Shopping List

The next stage in creating your

guide is to think of the things that a provider must offer if they are to be a good choice for your prospect.

Again, all you need to do here is list out what you consider to be 'must haves' and that, of course, you provide as standard.

It may be free telephone support. It may be 24-hour call-out service. It doesn't matter what it is because what you're doing here is picking out your key points of difference and writing them up as things your prospect should expect as standard.

Step 5 - Make A List Of All Of Your Prospect's Objections and Common Questions...

And last, I want you to come up with every objection and question someone shopping for your service or product would have.

Now, this may overlap with the other two pieces of content but don't worry. Just bullet out the questions and then come up with killer answers using your own experience.

Step 6 - Lead Your Prospect By The Hand To Where You Want To Take Them Next

Now, the last but most important thing you need to do is lead your prospect to where you want to take them next, i.e. the next stage of your sales funnel.

You do this at the end of the guide and use strategically

positioned signposts that point to this call to action.

This might be an offer to buy any of the widgets from your guide at a special price, but only for owners of the 'guide'. In this case the guide would use a voucher code that the prospect can use in your shopping cart online.

If you're selling a service, then this may be a free consultation. But instead of calling it this, package it so it's more appealing and not comparable to everyone else who's offering free consultations.

And remember, when you do this, bullet out what they'll get in terms of the results of the meeting rather than what you'll cover.

Now You're Playing A Different Game...

Everything I've just covered will allow you to play a different game online when it comes to generating leads.

So now that you've got your buyer's guide, how do you get people to request it and become leads? Well, in my article next month I'll cover exactly how to do that and I'll also show you how having a website is the biggest kiss of death to online lead generation.

What You Can Learn From My Experience Of Buying A Car For My Son



*Steve Hackney—Helping you to
quickly grow your business*

My eldest son, Thomas, turned 17 in November 2013. Since then, in between his studying, he has been learning to drive (no accidents yet, although his driving instructor reliably informs me there have been a few close shaves!). He will shortly be taking his test, so my wife Helen and I decided to buy him his first car (ouch!).

As always, I can't stop myself from evaluating the sales process businesses use. Most businesses really don't have any 'process' at all when it comes to sales and selling and, whilst the car industry is a fairly old and sophisticated market in terms of 'selling', it's no surprise to me that there are hugely differing approaches, most of which SUCK.

One of the problems we have in the UK is that once new drivers pass their test, especially at 17 – 21 years old (but in particular at 17 and 18 years old), the insurance companies hike their prices to a ridiculous level. So much so that it just wasn't feasible to put Thomas on either my wife's car insurance or mine (the lowest figure was £8,400 a year, yes, that's eight thousand four hundred pounds!). Typically, most people will therefore drive very

small cars with engine sizes of less than 1.4cc.

So not long after Thomas turned 17 we all set out to visit the local dealer for each manufacturer. Our experience with each differed greatly. Renault, Peugeot and VW just went through the motions. They were all very similar. They were helpful enough and polite but they didn't really WOW us. In fact, they were very ordinary (just like most businesses across the world!). But, and it's a BIG but...

Toyota were excellent. They stood out by a mile (without doing anything complicated). In fact, they did a lot of what I advise our hundreds of members to do—the lessons are insightful and can be used equally well in your business.

So let me take you through our experience with them (I've picked out the main points, but there were more)...

- **Proper Reception Area:** As we entered the garage there was a dedicated reception area with pleasant seating area and FREE tea and coffee and soft drinks. The lady at reception was warm and courteous and asked us what she could help us with. She then asked us to take a seat, took our drinks order and told us 'Daniel' would be with us in a couple of minutes to help us find the perfect car.
- **Identification Of Exact Requirements:** Daniel the sales rep came over within a couple of minutes, introduced himself and then proceeded to find out exactly what we were looking for, using intelligent questions



Cryptic Puzzle Of The Month

On a dark and frosty morning, you awaken to find your light bulb has blown.

In getting dressed, you require a pair of socks.

In your drawer you know that you have 10 pairs of each colour: red, brown, and yellow, all mixed up

How many socks do you have to take out of the drawer to ensure that you have a matched pair – the colour of which you can check in the bathroom?

ANSWER ON PAGE 7

What You Can Learn...

which not only identified what cars were most suitable, but also if we were a good 'prospect' in buying mode or not.

We didn't want to buy Thomas a brand new car but we did want it to be no more than 3 years old. We wanted the car to have alloy wheels (he was 17, after all!), air conditioning (not that we need it that much in the UK!), satnav (unfortunately he has my sense of direction), electric windows, radio and CD player and central locking. Of course, the car had to be under 1.4cc to keep the insurance costs at a reasonable level.

- **Print-out Of The Most Suitable Cars:** So after identifying exactly what Thomas wanted, Daniel told us he'd be a couple of minutes and he would return with a list of all the suitable cars. Sure enough, a couple of minutes later he returned with a list of around a dozen used cars, each fitting the specification identified above. That's impressive.
- **Viewing:** Then Daniel proceeded to show us each car (his print-out told him exactly where each vehicle was situated) and showed Thomas around each one offering helpful advice. What he



Thomas' 'new' Toyota Aygo car.

- was doing here was helping us (Thomas) narrow down his choice to maybe one or two cars—too much choice leads to indecision and procrastination.
- **Negotiation:** Thomas did in fact narrow his choice down to two cars and we left the garage telling Daniel we would be in touch the following day once Thomas had made his mind up. The negotiations were concluded and both Helen and I and Daniel felt we each had a good deal.
- **Car Pick-Up:** When we went to pick up the car, as you'd expect it was gleaming—inside and out. Daniel showed Thomas all the various controls, set up the satnav for him and then talked us through their referral programme (you do have a referral programme in place for your business, don't you?).

Again, this is impressive. Many salespeople are so concerned about their next sale, they don't dedicate enough time to making sure the customer is happy.

Now, you may think that what I've just explained is 'normal'. I can assure you, whilst much of what I've highlighted is simple and common sense, very few people do the 'sales process' well.

THIS IS NOT NORMAL.

Think about your own sales process. Is it 'mapped out' to logically take the prospective customer, client or patient through the right hoops to get the best possible result—a customer paying you the right price and both of you thinking you got a good deal?

Now, because of the way the garage was organised, because of Daniel sticking to the sales process and, of course, because the car fitted Thomas's criteria, the Toyota garage 'effortlessly' eradicated the competition.

There was no way we were going to look at any other cars in any other garages. Of course we liked Daniel. He was attentive, not pushy, but thorough. It is a great example of how to get the sale.

Super Referral Program



We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2018 you get 50% discount off your fees for Jan 19 to Dec 19.

If 5 of your referrals join DNS in 2018 you get 100% discount off your fees for Jan 19 to Dec 19

ANY QUESTION? WANT HELP? NEED SUPPORT? CALL THE TEAM ON: 03300 886686

Bet You Didn't Know



- A person will die from total lack of sleep sooner than from starvation (Death can occur after about 10 days without sleep while starvation takes a few weeks).
- An individual blood cell takes about 60 seconds to make a complete circuit of the body.
- Rain contains vitamin B12.
- The bones of a pigeon weigh less than its feathers.
- The Earth weighs 6,588,000,000,000,000 tons.
- All the blinking in one day equates to having your eyes closed for 30 minutes.



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