Video #5 - How Diverse Businesses Can Create The Exact Opportunities They're Looking For

Because the corporate buying cycle can run many months or even years before a company is actually ready to purchase a particular product or service, it may be some time before the opportunities you’re looking for become available. This means you need to be proactive about creating your own opportunities to do business with Fortune 500 companies. This is not the time to be passive. Be proactive and create the opportunities you want! In this video we’ll cover how to set realistic goals, how to market your business and develop relationships. We’ll also discuss the benefits of attending live events and how to monetize these experiences.

Worksheet

To successfully bid on and win corporate contracts, we need to set S.M.A.R.T. goals for our company. S.M.A.R.T. goals are:

- **S**: Specific – Our goal has a specific number and a date attached to it.
- **M**: Measurable – We can measure our progress in moving towards the goal over time.
- **A**: Achievable – The goal is reasonable based on our current circumstances
- **R**: Relevant – The goal supports our vision of success.
- **T**: Tangible – The goal will result in specific benefits to our company.

Our current S.M.A.R.T. goals include:  
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____________________________________________________________________________________
____________________________________________________________________________________
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So that you can prepare to market to your target companies and meet your S.M.A.R.T. goals, analyze your current client base and for each client note the following:

- How were you first introduced to the client? (i.e. what marketing strategy worked in getting their attention).
- What prompted the client to seek your assistance in the first place?
- What products and services have they purchased from you?
- What feedback have they offered on your work?
The answers to these questions are the basis of your marketing plan. You want to:

1. Clarify the triggers that prompt an ideal client to go looking for you and speak directly to these triggers in your marketing materials

   The triggers that prompt our ideal clients to seek out our products and services include:
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

2. Continue with the marketing strategies that have worked to get you clients in the past (i.e. public speaking, email marketing, networking, etc.). Map out a specific plan of action that you'll follow on a weekly and monthly basis and schedule time on your calendar each day to take the next step forward in your plan.

   Our action plan will include:
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

3. Focus on marketing the products and services that are most profitable to you

   Our most profitable products and services include:
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
4. Use the exact language your clients use in describing the benefits of the products and services you sell.

The language our prospects use to describe the benefits and results of what we sell includes the following key words and phrases:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

One of the best ways to develop key relationships with corporate decision makers is to attend live events.

Within the next 12 months, we plan to attend events where we can meet personnel from:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

The events we’ll attend include:

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We will prepare for the events we attend by:

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While we are at the live event we will:

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After the event, we will follow-up and stay in touch by:

- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________

Additional thoughts: __________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________
- ____________________________________________________________________