

# Find Your Great Fit Clients— No Interrogation Required



**TRIVERS CONSULTING GROUP**  
▼ Pricing Strategists

# Find Your Great Fit Clients—No Interrogation Required

Finding great fit clients takes time. Time you don't want to waste.

## How do you identify prospects who are likely to be a great fit?

You ask the best questions. Don't interrogate!

Exchange information.

I recommend the **"Get to Know You" Call**

1. It's a two way exchange of information.
2. You're clear that 'fit' has to work both ways.

Set aside 30 minutes with no distractions.

## The Six Questions

### #1. What do you love about your company?

Everyone loves to talk about what makes them happy, what they're proud of. It's a great ice breaker. Write the answer down because you will want to refer to it later.

### #2. Is there something going on/on your mind that made you think we should talk?

I never want to assume there's a problem, or pain point, or something keeping them up at night. Owners and Executives are often thinking way ahead and this question gives them a chance to talk about that. This is not about goals, it's about imagination, creativity, growth in a broad sense. Write their answer down carefully!

### #3. Now it's their turn. Ask "What would you like to know about our company?"

You're inviting them to tell you what specifically is of interest. Tell them what they want to know and then stop.

### #4. Return to them. "Going back to what made you think about calling me, could you tell me, is this (idea, thought, plan, concern) something that just annoys or inconveniences you, or is it on your critical path?"

This is the key to identifying great fit clients. Use the Issue Chart to guide you..

If their reason for calling is on the critical path, they'll tell you now, because you've been listening, not interrogating. If it's an annoyance or inconvenience, they'll be receptive to offers that reflect that.

**#5. Follow up with this question:** “Let’s say you have a continuum from 1 to 10. If you get it (resolved, implemented, started, or eliminated) where would you place that? Is it a huge difference, something like an 8, 9, or 10? Or a small difference, like a 2, 3, or 4? Or maybe somewhere in the middle, 5-7?” (Print out the Continuum of IMPACT and show it to the prospect.)

Do not rush them to answer, and when they answer say, “tell me more.”

The more you learn from them, in their own words, the better positioned you are to make an offer they will accept. Repeat back to them what you heard to confirm you have it right and to let them know you have really listened.

**#6. What about money?** I like to phrase the question this way: “**Do you have money to pay for this?**”

This question is much better than asking “Is there’s a *budget* for this?”

Often there is not because of the common habit of building the current year’s budget on the past year’s budget. No need last year, no budget this year.

Or it’s possible that the idea and desire came up after this year’s budget was made.

Or the prospect’s firm does not have any document called a budget.

However, money is often available as cash in the bank, a line of credit or credit cards, or in an unrelated area.

You don’t care where the money is, you only care that there is money.

You must know at this point if they really intend to consider your offers or not. Do not shrug this off “till later.”

If they say they’re not sure they can find the money, you have to ask directly “What is your preferred next step?”

Do NOT agree to send them a proposal because if they have no money, they are highly unlikely to buy. You can say that you only send proposals when a client has funding.

If they say they will find the money, you need to ask a few more questions:

How much? When? How likely?

Are there other people who will have to agree?

Agree on a deadline for finding the money, maybe two weeks later.

That becomes your next agreed upon contact. If there is funding, you’ll want to schedule a next call or zoom meeting to focus on the details of the potential project so your offer can be customized just for them.



### **Take a break**

It's important to stop the "getting to know you call" now because you've covered enough for now. If you're afraid you'll lose them if there's a delay, then they're probably not a true good fit client. If they're eager to get started, set up the next meeting for the next day or two.

### **Only six questions?**

Just for fun I read several articles about discovery calls. One offered 28 questions to ask, and another one has a sheet with 101 questions to ask in discovery!

These six questions make it easy to get to know a prospective client. They can be covered in a relaxed 30 minute conversation. The answers will provide the meat of your IMPACT Based Pricing 3-2-1 Offer.

**Want a 'getting to know you conversation" with me?  
Simply text GETTING to 703-801-0345.**

# How to Use IMPACT Based Pricing with Your Clients

<div>Determine Issue Status</div> <div>Client Status</div>	Ask: Is the Issue an Annoyance/Inconvenience	Or is the Issue a Problem on the Critical Path
Ask: Are You Making Progress?	<p>Buyer is not ready to buy service or make changes.</p> <p>.....</p> <p>Add to Top of Mind list. Keep in touch periodically.</p>	<p>Buyer is open to modest services to speed progress.</p> <p>.....</p> <p>Understand the extent of the problem and what happens if it is not solved.</p>
Or Are You Stuck?	<p>Buyer is more likely to buy a small service/make minor changes.</p> <p>.....</p> <p>Understand the depth of the inconvenience and propose 2 solutions that fit the situation. Do not go overboard or you will lose them completely. Add to Top of Mind list.</p>	<p>Buyer requires a powerful solution that delivers life changing IMPACT.</p> <p>.....</p> <p>Understand the ramifications of not solving the problem. Offer three choices using the Choice Framework.</p>

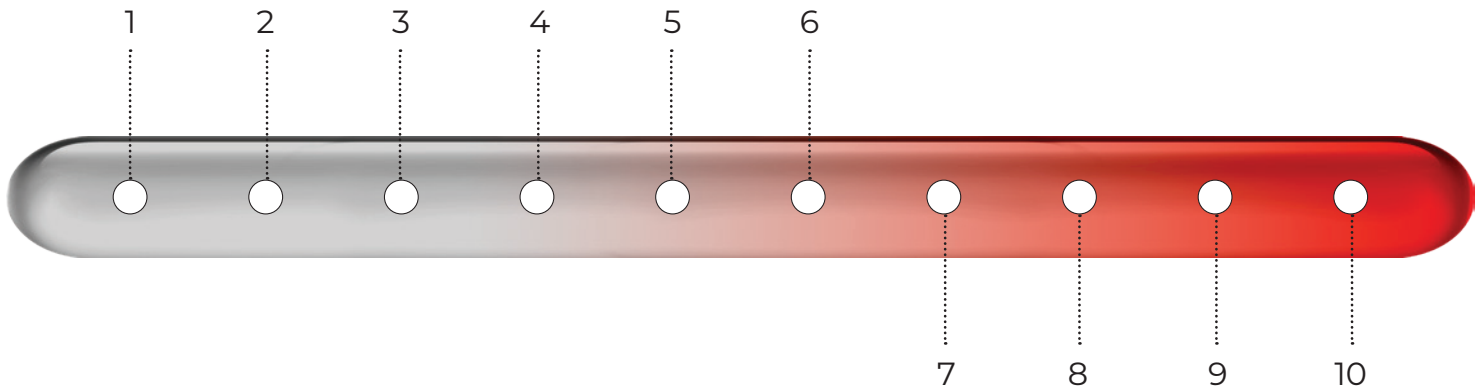
## What is the IMPACT of this guide?

- ✓ It gives the client confidence that you hear them and understand them. It's not about you, it's about them.
- ✓ Your firm develops better offers that meet the client where they are. You avoid offers that are too much or too little.
- ✓ The more closely your offer matches their position the better the chance they will say "that's right."

Offer choices for the relevant quadrant because that gives the client the power to choose.

# IMPACT Based Pricing Continuum

**CONTINUUM:** A continuous progression of changing value.  
The **extremes are quite distinct.**



## How IMPACTS Range Along the Continuum

1, 2, 3	very minor to minor; often short term impact; or an impact limited in effect.
4, 5, 6	medium; typically widespread impact; contributes to revenue increases and/or cost reductions; can be a 3-9 month plan.
7, 8	medium-PLUS: has longer term impact, such as one year; revisions/redesign that build up a new or better foundation. Moves from one revenue/size class to the next level up such as low mid-size to middle mid-size.
9, 10	Huge! Large revenue and profit increases. Influx of most desirable clients. Industry awards and recognition. High value exit is possible. Attracts acquisition inquires and/or investors.



# IMPACT Based Pricing Choice Framework

Your clients and prospects like choices. When you make a take-it-or-leave-it offer or proposal, clients or prospects enter the zone of resistance and are likely to walk away.

The **IMPACT Based Pricing Choice Framework** meets their needs and offers choices.

- Use the Issue Chart to learn if their issue is an inconvenience or on the Critical Path.
- Ask them to place the IMPACTs you will deliver on the Continuum.
- Design three offers with the fee for each **tied to life changing differences you will deliver.**

## IMPACT PLUS

This offer shines a light on life changing differences that far exceed what the client told you they wanted, needed, or desired.

This is where your firm shows its breadth and depth, its creativity and imagination, and plants aspirational IMPACTs in the client's mind.

Be BOLD! Do not curtail the client's potential.

## IMPACT

This offer is exactly what the client asked for during your Issue Chart/Continuum conversation.

You describe the life changing IMPACTs you will deliver in the language the client used.

The client should read this offer and say "That's right! Just what I want."

## IMPACT LIGHT

This offer is a bit smaller than what the client described.

Use your expertise to offer a project that is attractive but offers **less than** offer TWO.

If the client is hesitating, this is an easy choice. They get to know you.

Remember, your work will not exceed what is included in this offer.

## Why does the Choice Framework work?

- ✓ Buyers like choices. If you give them only one offer, they have to take it or leave it. If there is any fear or discomfort, they'll leave it.
- ✓ This format allows you to **clearly demonstrate how your fees are tied to the IMPACTS you deliver.** Nothing makes that point quite as well as three offers with decreasing IMPACTs and decreasing fees. You must write them in the order from highest to lowest.
- ✓ This format demonstrates your firm's customization. You listen to this client, you design for this client, and you make an offer just for this client. It nearly eliminates price shopping because no other firm can offer what you offer.