

### 3 Mistakes Preventing Potential Clients From Hiring You – Bill Baren

<http://marketingforhippies.com/the-3-biggest-selling-mistakes-of-service-providers/>

As a business coach, one of the most frequent questions I hear is:

"I'm very good at what I do... so why aren't people hiring me?"

Is this happening with you?

If so, I am going to share with you three of the biggest mistakes people make when they are having an enrollment conversation with potential clients. And let's see if I can help you have a breakthrough. (By the way, "enrollment conversation" is another way of saying "initial consultation" or "sales conversation" or "discovery session")

#### **MISTAKE #1 - Jumping straight into promoting your services**

before getting clear on what your potential client REALLY wants.

The consultation is about your potential clients and their desires, and not about you. So be sure to take a substantial part of your consultation to ask questions to understand your potential client's needs before you offer your solutions.

POWER TIP: If you aren't establishing the "Gap", you're going to have a hard time getting hired! The "Gap" is the frustration that potential clients feel about the chasm between where they are now and where they want to go with their life, business, health, relationships, etc. I explained my powerful formula for Establishing The Gap in my webinar.

#### **MISTAKE #2 - Trying to solve the potential client's problem**

during your initial consultation.

The consultation is not the time to help your potential client solve a micro-problem they are currently having. It's an opportunity for them to see much greater opportunities for themselves and for their business and to establish you as someone who can help them close the gap.

Here's why this is a mistake. Often when you give them 1/20th of a solution to their problem, they think they've already received the solution from you and go off to implement it on their own - without hiring you.

This is not the best way you can be of service to them, since only a fraction of their problem is solved. And it will certainly not land you the client..

And this isn't just an issue for coaches - it's often true whether you are a healer or holistic practitioner, business

consultant, or other type of service provider.

**POWER TIP:** Rather than solving a small part of a client's problem, take the time dig down deep and explore the **BIG PICTURE** problems or challenges your potential client has. Help them see where they are stuck, and where they aren't able to solve their challenges on their own. This is a big help to your potential client, because often they haven't taken the time to look more deeply at their situation.

**MISTAKE #3 - Not using a consistent system for your enrollment conversation.**

When you're having a conversation with a potential client about working together, is it something you do spontaneously, without a script or agenda? Does it feel kind of random, and you're uncertain if your conversation is going to work? You may even feel like the conversation with your potential client is going well, but then they don't hire you. And you don't know why.

If this is the case, I have to ask you... **Do you have a "system" that you are using in every conversation with a potential client?**

**POWER TIP:** Be sure to have an enrollment system that you are taking every potential client through, a system that you know works.

I am not a systematic guy by nature. In fact, I have often been allergic to systems.

But after a while, I couldn't deny that when I developed a system for enrolling clients during a one-on-one consultation, and used it every time - the results spoke for themselves. My results jumped from a 10% success rate to a place where now 8 out of 10 prospective clients hire me.

Thanks,  
~ Bill Baren