

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 15: Results selling

Step 1: Pick a service to results sell

Results selling typically works better with services rather than products. Remember, you want to be able to sell achievements. This can work with products, but they have to be produced for a specific purpose.

Write down the product or service that you will use for this exercise

Step 2: List customers that already buy this service

Make a list of your clients that buy this service. You should look for some commonality between them. Are they all in the same market sector? Are they all a similar style of business? Creating this commonality will help you understand the best types of prospects to approach with your case study.

Write down at least five customers that buy your service from you

Step 3: Contact the customers

Now it is time to set up interviews with your clients. It is important that they understand what you are trying to achieve and that they realise you are not trying to sell to them. Here is a script you can use when you contact them. Note that this script is written as an e-mail. But I would prefer you to use it as a template for a conversation.

Dear FNAME,

I hope all is well with you?

I am contacting you as a valued client and I am hoping you can help me with a favour.

I am trying to make contact with more people in the [SPECIFIC SECTOR YOU ARE LOOKING AT] sector. In order to win more clients in this sector it would really help me to understand a little more about your business and how our [SERVICE] contributes to your results.

Would you be able to spare 20 minutes for a quick call to share some information with me? Ideally, I would record the conversation.

Are you available on [DATE] or [DATE]?

Kind regards

MYNAME

You could also consider outsourcing the interview to a write if you are more comfortable with this.

Step 4: Interview the customers

Once you have an interview set up, think about how you will record it. Most video conferencing software has recording functionality. In addition, you can record a conversation from your mobile phone with the right app.

The reason for recording the conversation is that a powerful case study will use the customer's language. This means that you will be using the right language that resonates with prospects from similar businesses. Your customer will phrase things in the most believable way for other people.

Here is the format you should follow for the interview:

Beginning the interview

"Thank you for your time today. Just to recap, this is a research conversation. We see you as an ideal customer so I would value your honest feedback on the results we have helped achieve for your business."

"I'm going to cover some questions about dealing with us. I'm going to say as little as possible: I'm interested in your views."

Confirm that the duration is around twenty minutes (in reality, many interviewees will be very happy to continue for longer once they get going!)

"The interview will be recorded. I'd love to build a case study around our conversation. But I will show it to you for approval before it is shared anywhere."

Check that the interviewee is comfortable with this.

The main interview questions

- Can you tell me about the typical business challenges or problems you encounter that led you to use our product/service?
- What do these problems lead to?
- Why did you choose us?
- What would have potentially put you off engaging with us?
- What specific results did you achieve as a result of using our services?
- What particular feature did you like most about our services?
- What are three other benefits of using our company/service?
- Would you recommend our company/me and why?
- Is there anything else you would like to add?

Ending the interview

- Thank the interviewee for their time.
- Check that the interviewee is still comfortable with how the interview went.
- Let the interviewee know how useful their information will be.
- Ask the interviewee to feel free to get in touch if they think of anything else or if they have any questions about the interview.
- Offer any help you can give in return.

Useful follow up questions

- “What do you mean by ... ?”
- “And what does that lead to?”
- “How would you define a ... ?”
- “Tell me more about that.”
- “Can you give me an example?”
- “Can you share an experience of ... ?”

During the interview, it is important to try and ask the client to share measurable results. These can include:

- Changes in customer numbers
- Changes in numbers of enquiries
- Changes in conversion rates
- Changes in number of orders
- Changes in customer order values
- Changes in turnover
- Changes in profit margins

Your client may not be keen to share this information. Let them know that this information can be shared anonymously.

Some clients will not measure these sorts of metrics. If this is the case, ask them to talk about changes to their business in general. Sentences like “We have really seen customer numbers go up” will really help.

Here is a list of places where you should consider mentioning urgency or scarcity during the buying message:

- During a phone or video conversation
- Website buying page (if e-commerce)

Here is a list of places where you should consider mentioning urgency or scarcity in follow up messages:

- During a phone or video conversation
- E-mails

Step 5: Create a case study

Make sure you create a transcript of the interview. The service that I use for this is <https://www.rev.com> Creating a transcript will help you build a testimonial much more quickly.

In general, the structure of the case study will follow the structure of the interview. Often, you will be able to create a powerful case study just by editing your transcript.

There are a number of extra elements that you should produce at the same time:

- Headline
- Subheads
- Quotes/box-outs

People will not read your case study unless it has a good headline. The best case study headline will contain the word how and will mention figures. For example:

How one local take-away won 134 new customers by spending just £271

How the right signage can increase footfall by over 15% (case study)

You should use subheads to break the text up: this makes it easier to read. The easiest way is simply to use the questions you asked during the interview.

Finally, have a look for any stand-out quotes. These can be used as a way to break up the design of the case study further. In addition, they are useful for testimonials and as an alternative to a headline to promote the case study.

Step 6: Decide where to share your information

There are two ways to share your case study. The first is in an educational way. The case study shows a wide audience how services like yours can help them to improve their businesses. They will make the connection that you can offer services like this. In these cases, the case study is typically published in a long, article format. Here are some places where you can share content educationally:

- Social media
- Trade press
- Events – online and offline
- Newsletter

The second way we can use a case study is to help with more direct sales. When using a case study for sales you can use an article format. Alternatively, you can take key facts from the case study and use these on their own. Here are some places you can use your case study in to promote sales:

- Sales letters/e-mails
- Direct mail
- Website pages
- Brochures

Make a list of where you will share your case study and in what format

Step 7: Educate your staff

Your team will also find the case study useful. They should share the information with customers and prospects. Anyone who is a customer facing member of staff should be briefed.

Make a list of the staff who need a copy of the case study

Step 8: Share your success!

You should aim to produce a new case study every couple of months. The more case studies you share, the better chance you have of persuading prospects and customers to choose you and your services. Remember, it is good to have more than one case study for a specific product or service.

For this task, your goal is as follows:

- Choose a service as a subject for the case study
- List at least five customers to ask for an interview
- Carry out two interviews
- Write a case study

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

	Name of customer	Asked for interview	Interview carried out
1			
2			
3			
4			
5			