

8 TIPS TO GETTING THE MOST OUT OF FACE TO FACE CLIENT MEETINGS FOR INSOLVENCY PRACTITIONERS



chartered ••••
developments



Written by:

Peter Rosenwald

Marketing Director - Chartered Developments

Peter Rosenwald

Peter Rosenwald is one of the UK's leading experts of Lead Generation into professional services. Peter has been generating leads for over 20 years and has been featured in numerous publications including PMForum, PSMG, The Barristers and The Law Society as well as being a speaker at many conferences over the years.



01392 247200



peter@chartdev.co.uk



1

GAIN THE SUBSEQUENT MEETING

If a meeting is going well, you are more likely to turn the prospect into a referrer if you meet again and sometimes a third time.

The issue is often forcing the next meeting without it seeming forced.

A good rhetorical question to use during the meeting could be:

"I guess the best thing to do would be to create a draft working agreement which I'll send to you, and then we can re-convene to see how we feel. Does that sound fair enough?"

2

Agendas

Written pre-prepared agendas possibly emailed to the prospective referrer before your meeting with them seems to improve the likelihood of a positive outcome.

Dear Paul

I'm looking forward to our meeting on the 20th. These meetings usually take the following form, however if you would like me to prepare anything more specific please let me know;

- Introductions
- Brief overview of your department
- Brief overview of company
- Discussion on your understanding and use of IPs
- Detail on specifics that arise
- Agree next actions

Warmest regards

Peter

P.S. any view on Liverpool V Real tonight? My guess is we'll go down 4-0.

3

Open Questions

Open Questions lead to dialogue and detailed answers, which are vital in keeping a prospect engaged. In conversation use Why, What and How,

early on in a question i.e. *"I was hoping you could tell me why..."* or *"I was hoping you could tell me how..."* or *"Can you tell me what thoughts you have on referring clients who are in difficulty?"*

4

Flags

When asking questions that require more detailed answers, you can use flags to assist you.

These are short phrases at the beginning of questions that guide prospects towards giving a full answer. Examples are;

"I was hoping you could tell me..."
"Could you give me the full picture of?..."
"I really need to understand"

Using Flags is a directive that people follow, making them much more inclined to open up.

"I was hoping you could give me a full picture of what you do when you find a client who needs help?"



5

Catalyst Questions

Catalyst questions do as the name suggests, they make things fizz up a bit. The key is to ask two questions in one, incorporating flags and open questions. For example:

'I was hoping you could tell me about the changes you have experienced in

the industry and what effects these are having in your department.'

The point about these catalyst questions is their complexity, which encourages prospects to think before responding, consequently giving more detailed answers.

6

Trust

One of the issues many IPs have is to get accountants to trust them with their clients.

Not only to do the very best for the client, ensuring that winding the company up is absolutely the last option – but accountants want to feel that the IP will return the company back to them.

Historical examples of IPs passing clients onto other accountancy firms linger fresh in the minds of some firms.

Be clear with the accountant or other referrer, and state up front that your intentions are to assist clients and hand them back to the referrer.

Tom Sant - an authority on proposal writing - has devised an excellent model to illustrate the components for trust to exist:



Rapport - Getting on with people, speaking their language, experiencing their feelings, showing you are on the same level.

Credibility - Asking credible questions, proving knowledge, white papers, articles, people you know.

Risk reducers - Reducing the perception of risk; guarantees, success based fees, peer group referees plus the above credibility raisers.

As with any other relationship - to build your credibility, demonstrate honesty and integrity in everything that you do.

Work on building expertise, be;

- Transparent,
- Professional, and
- Communicate clearly

7

Answering Questions

Answering questions prematurely can produce disastrous results. It is imperative to establish the detail behind the question first, or you may put the wrong spin on the advantages of a service.

For example at a recent meeting a prospective introducer said; '*Can you tell me exactly how you deal with clients?*'

Unfortunately the IP thought this was an invitation to go into great detail about his practice, reeling off all sorts of information about himself and how he deals with clients. The result was a bored and disengaged accountant.

What the IP could have said was; '*Good question, I will certainly answer that but first of all would you mind telling me what types of issues you most commonly see?*'

8

Handling Objections

When prospecting for referrers objections may be thrown up.

Objections from prospects can be strong, such as '*I can't stand Insolvency Practitioners!!*'

Or a little less meaty but still an issue '*I'm a bit busy right now*'.

Objections come in all shapes and sizes, prepare for them in advance of a meeting.

There are some simple rules and steps to follow in order to help;

- Don't argue - '*yes but*' and '*with the greatest respect*' are starts to an argument.
- Pause, let people know you're taking them seriously
- Agree and come along side, '*Yes I know some of them can be a bit odd*'
- Question back, '*You must have had a bad experience to hate all IPs, what happened?*'

The essence is to understand why the objections exist and allow people to answer for themselves.

About Chartered Developments

Chartered Developments are recognised as the business development via lead generation authority among the professional services within the UK

Chartered Developments are recognised as the business development via lead generation authority among the professional services within the UK. With a reputation for being highly consultative, Chartered Developments deliver high quality and timely qualified leads.

The majority of lead generation activities take place on the 'phone and are followed up by email, building relationships and booking appointments on behalf of clients.

Chartered Developments also support their clients' business development objectives by;

- Managing the firms' social media networking (for example, linkedIn),
- Nurturing relationships
- Providing sales training to help close business from the leads generated

With an enviable portfolio of clients ranging from accountants, law firms, insolvency practitioners, actuaries, pensions consultants, banks and global business consultancies, Chartered Developments are trusted by firms large and small to provide superior leads and professional, peer-to-peer introductions.

By continuing to focus on core activities and only hiring experts, Chartered Developments are often seen as outsourced marketing and business development departments of firms; a position that the company feels honoured to hold.

To learn more about us and our services please visit www.Chartdev.co.uk



Debbie Forrest

Debbie Forrest | Insolvency Specialist

If you would like to know more about how Chartered Developments could help your business then please contact Debbie Forrest, the Insolvency Specialist at Chartered Developments.



8 Kew Court, Pynes Hill,
Rydon Lane,
Exeter EX2 5AZ



01392 247214



debbie@chartdev.co.uk

chartered ••••
developments