



Word-of-Mouth Is The Best Form of Advertising And How To Use It

For the average business in America, 84 percent of sales result from word-of-mouth. For you, the individual producer, this form of advertising can double and even triple your sales. The most credible sales promotion that takes place is between clients and prospective clients. These conversations are in the form of advice and recommendations on what to buy, or not buy, and the most important to us - who to buy from.

The top professionals, whether they are account managers, consultants, advisors, or sales professionals have learned to create opportunities where their clients promote their services and solutions. The best way for you to get into the top ten percent of people in your industry is by having your existing clients selling for you and talking you up. A client talking you up is much more credible than you talking yourself up.

Creating an image and a reputation in your marketplace is key to getting word-of-mouth working for you. Building this image and reputation takes time. The benefit is that the top professionals do not have to prospect as much as other professionals - a task which almost every professional despises. There are a number of things you have to learn to do - repeatedly - to get clients talking about you and your services.

Here are several strategic points and several concepts to get you thinking about word-of-mouth marketing and activities you can apply immediately:

1. Be clear as to what you want out of your business and professional life. Have a clear vision for yourself - how you want to be perceived by your clients, your marketplace, your peers, and the industry influencers - like the press, analysts and conference organizers.
2. Never waiver from your vision. In other words, act today like the person you want to become.
3. Identify your marketplace. Know how the industry influencers, clients and prospective client interact with each other. Know what influences them.



4. Leverage the methods that influence the prospective clients in your marketplace. For example you may have to speak at a conference, hold seminars, and write an article or whitepaper in order to be viewed as an expert.
5. Deliver service beyond what is expected. There is no substitute for great execution.
6. Explain to your clients that you can deliver better service because you don't rely on sales and marketing techniques the way other firms have to do. Explain that you rely on referrals and it is your desire, that if you deliver good value and service, which your client will recommend you to other people in their company or people they know.
7. Provide your clients with free education and advice. Ask your clients who else might benefit from such advice and information. Invite both prospects and client to breakfast, lunch or dinner to exchange points of view and/or just introductions.
8. Hold webinars. Even if you get one or two companies to attend, you at least know who is interested. Even if no one attends the webinar, the people you sent the information to will know you are providing information and you are in the business.
9. At conferences invite a select group of clients and prospects to dinner the night before the conference event. Invite a speaker on a critical topic. Get your clients to invite their peers to the dinner. And if you are the "expert" - then you speak at the dinner.
10. Be consistent in who you are, and what you do and say. Clients and prospective clients do not want surprises. Clients want to deal with someone who they know is rock solid emotionally and consistent in their actions and approach to business.
11. Be patient with yourself and everyone else. Remember, you are not the only one carrying a heavy load. Everyone has their own pressures that you just cannot see. When you see things from others point of view, you develop a higher Emotional Quotient which is more important than IQ in most business interactions.
12. Persist, persist, persist. The reason that people become better is because they persist over the course of time and in spite of setbacks. If you don't see results immediately, don't become discouraged. Just keep on keeping on.
13. Treat every client as if he or she is going to be a great source of word-of-mouth advertising for you. Remember that every person knows about 300 other people.
14. Take action. List out the activities you plan on taking today and this week. And then start working on the actions.
15. Remember, it is only your actions that count. And it is only your actions that people will judge.



