

USING SF TO HELP OTHERS...

...WHILE ALSO HELPING YOURSELF.

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TODAY'S BEST HOPES

- Helping everyone to apply SF to their own services
- Developing a strategy that helps you to help more people
- As a result, creating more opportunity to help

- Any more?



WHAT DO YOU DO?

- Work together in pairs to explore what you do



WHO DO YOU DO THIS FOR?

- Share some clients you have worked with recently with your partner



HOW DOES “WHAT YOU DO” HELP PEOPLE?

- Work together in pairs to work out how you helped these people.



CAPTURE 1

- Ask the question,
“So what do you do?”

- Answer with,
“I help people...”

Let's practice...



DESCRIBE THE NEEDS YOU ARE HELPING WITH?

- Can you equate the help you provide with the needs of the client?



WHO ELSE HAS SIMILAR NEEDS WHO MIGHT BENEFIT FROM THIS HELP?

- Is there anyone you can think of who might need your help?



CAPTURE 2

- Describe others who are...
 1. *like* your existing clients
and
 2. *might* have the same needs?

Make a note of these prospective clients.



CAN YOU THINK OF THE FOLLOWING:

- Job role(s)?
- Type of organisation?
- Sector?
- Name of Organisation?
- Specific name of contact?
- Location?



CAPTURE 3

- Ask the question, “So, what do you do?”
- Answer with, “I help people like <...> with/to <...>”



REVIEW

- Transform “Do” → “Help”
- Consider who needs that help
- Consider who else needs that help
- Describe your services in this context



HOW DO WE FIND THESE PEOPLE?

- Networking
- Marketing
- Advertising
- PR
- Social Media
- etc



HOW DO WE USE THESE MEDIA?

- Consider the following question:

“When I use services, what is my preferred method of finding them?”



IF THAT WORKS FOR ME...

- Can I develop the same approach to my prospects?



TARGETED OFFERS OF HELP

- Promote the help you offer...
- ...to the people with needs...
- ...in ways that suit you and the clients.



CAPTURE 4

- Considering your prospect clients, and the way you like to be approached, discuss potential approaches with your partner.



WHEN YOU GET THE MEETING...

One great question:

“So what are the challenges facing you and your organisation at the moment?”



CAPTURE 5

- Imagine you are a client or with a client. After a couple of moments scene setting, ask

“So what are the challenges facing you and your organisation at the moment?”

and then “anything else?”



REVIEW

- Multiple opportunities to connect
- Work out what works for you
- Replicate for your prospects
- Be specific and targeted
- Always promote the help you offer and the needs you meet
- Explore “the challenges”



FINDING FUNDING FOR PROJECTS

- We need to direct the help question process
- Think of your service users
- Who else benefits?
- How do they benefit?
- Keep going until you find one of three things people will pay for:



THREE AREAS THAT ATTRACT PAYMENT

1. Saving time
2. Saving money
3. Making money

So keep going until you find someone who benefits in one or more of the above...



THEN ASK, HOW DO THEY BENEFIT?

- Build the case for talking to them based on their specific benefits



AGAIN, CAN YOU THINK OF:

- Type of organisation?
- Sector?
- Location?
- Job role(s)?
- Name?



HOW CAN YOU GET IN TOUCH WITH THEM?

- Build the specific approach that is based on their needs, not the service users.



CAPTURE 6

- With your partner, discuss a client you would love to support. Ask who else benefits from this, and keep going until you find a potential budget.



RESPONDING TO ENQUIRIES

- Have you ever received one of the following:
 1. “How much for...?”
 2. “Could you please provide...?”
 3. “Can you deliver...?”

...followed by a quantity of what you do?



I HAVE SOME NEWS FOR YOU:

- The Customer is NOT always right



CLIENT OFTEN PROPOSES THE SOLUTION

- Can I have a price for training 12 people in SF Practice?
- We need to use SF to convert this into a proper piece of work.



APPLY SF

- Dealing with the enquiry
 - If you did <...>, what differences would they notice?
 - Are there any other stakeholders?
 - What would they notice was different?
- Ideally, seek a meeting to discuss further.



MEET WITH THEM

- Explore their SF Goals
- Is their solution the best one?
- Use SF to develop the solution that meets their needs



PROJECT SPECIFICATION

- Every enquiry can be converted into a project specification
- Ensures expectation levels for all concerned
- Essential part of the buying process



CAPTURE 7

- Imagine you have received an enquiry and you are telephoning/meeting to respond. Using SF Goals and Miracle Question, see if you can explore the reasons, and start to convert the enquiry into a project specification.



WHAT IF THEY WON'T MEET?

- Don't worry – and don't send them what they seek!



THE BUYING PROCESS

1. Does the service meet my needs?
2. Does this provider have credibility to meet my needs?

If the above answers are yes

3. Can I afford it?



DEALING WITH THE ENQUIRY – (REVIEW)

- Establish their needs
- If we had <a successful project>, what would <...> notice was different?



DEMONSTRATE CREDIBILITY

- Work together to quantify the differences sought
- Match your “help” to their needs
- Develop a Project Specification
- Do not talk about price – talk about resources needed



CAPTURE 8

- Developing your specification further, discuss the implementation of your project and estimate the resources needed.



CAN THEY AFFORD IT?

- Once you have submitted and refined your project specification, ask if it is what they are looking for. If the answer is “yes” then you can move onto price



PROPOSE THE PRICE FOR THE JOB

- Your prices should deliver the project specification
- If they can't afford it, reduce the spec *and* reduce the outcomes that will be delivered



FOLLOW ON WORK AND REFERRALS

- Refer back to your own preferences:
 - Word of mouth referral
 - Recommendation
 - Known for doing a good job
 - Credible
 - Met or exceeded expectations
 - more opportunity.



SUMMARY

- Describe “how you help”
- Work out “who you help”
- Promote your help to people with needs
- In ways that suit you and your prospects
- Find out who else benefits that may have funds
- Explore enquiries thoroughly

Needs ↔ Credibility ✓ ⇒ Price ↔ Affordability



THANK YOU

