

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

**New HMA Star Consultant Sells  
\$90,000 In Marketing Consulting  
Contracts In One Day**

**Michael Senoff Interviews Successful  
HMA Marketing Consultant.**

 *Michael Senoff's*  
**HardToFind**  **Seminars.com**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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## **New HMA Star Consultant Sells \$90,000 In Marketing Consulting Contracts In One Day**

Michael Senoff Interviews Successful HMA  
Marketing Consultant.

This new HMA Marketing Consultant already had a business-coaching practice when she signed on as an HMA Consultant, but when she combined the two -- she couldn't believe she sold over \$90,000 in just one day.

And in this audio interview, you'll hear how she did it.

In this Interview you'll learn . . .

- How she made the initial contact.
- What she sent in the mail that instantly establishes her credibility
- What to say on the phone after they got the "special package."
- Hear how she found her clients (or rather, how they found her)
- What she said to close these two deals
- How she set client expectations before she started
- The terms of her consulting contracts
- Why you should never charges for an opportunity analysis
- Exactly what to say and do during yours
- The simple phrase she uses when a prospect says they don't think they can afford her \$50,000-a-year fees – that seals the deal
- A closing tactic she used to get a nonrefundable deposit the same day
- Why you should never talk about the hours you are going to spend on each step and what you say instead.

- A word-for-word script you can use to show prospects why they need to schedule an Opportunity Analysis/Strategy Session
- The payment structure that works
- Why it's so important to make sure your action plan and goals are clearly defined and the most advantageous time to explain it all.

This new HMA Star marketing consultant has a team of people working her coaching business so she can focus on being the expert, getting clients, and making money.

It's a business model that seems to go hand-in-hand with the HMA System, and in this audio, you'll hear all about it.

Consultant Signed the agreement. She sent that back the very same day, and it's a non-refundable agreement on a \$50,000 contract.

*Hi, I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years, I've interviewed the world's best business and marketing minds. Along the way, I've created a successful publishing business all from home from my two car garage. When my first child was born, he was very sick, and it was then that I knew that I had to have a business that I could operator from home. Now my challenge is to build the world's largest free resource for online, downloadable mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years, and today, I'm going to show you the skills you need to survive.*

Michael: So, I got this great testimonial from you. Here you said you made \$90,000 in one day with the use of some of the HMA materials combined with your coaching training. Most people listening to that would be like, "No way. That's impossible." How did this all go down?

Consultant: I had lined up two people to chat with that were both somewhat interested in hearing about my services.

Michael: How did you line them up? What was your first step in getting them interested? Where did you meet them? How did the first touch occur?

Consultant: Both of them had gone to my website really not sure how they got there. They just both landed on my website, and they filled out a card just to get

in touch with me. So, they filled out some kind of a response form. One of them sent me a question about their business, and the other one asked for a free strategy session.

Michael: Do you remember the one who asked the question about the business? What was the question? Was it an indication that this person really needed some help?

Consultant: Yes, the question was, "Have you ever worked with a tanning salon, and if so would you be willing to share a strategy in how to turn around a salon in difficult times?"

Michael: We were talking earlier about a tanning salon client. Was this a different one?

Consultant: It was a different one. I don't know where these tanning salons are coming from, but this was a different one. I was real excited about that.

Michael: Okay, so for consultants listening, whether they're your consultants or my consultants and they get a question like that, they're raising their hand, they're saying, "I need help. Have you turned one around?" What's your thought process at that time from a consultant's point of view?

Consultant: My thought process is obviously this person needs some help and they're reaching out to me, and my intent is to show them that I do have expertise and I'm willing to share my expertise and to immediately respond to them and schedule a free strategy session.

Michael: But at time, you don't know if you could really help them, or are you in your mind thinking, "Oh, I can help them regardless?" How should a consultant's attitude be when someone's questioning your advice or seeing if you can help?

Consultant: My thought process is, "Yes, I can help" because I can help somebody by giving them free ideas and free information, and here's where HMA came in. I thought to myself, "What report or what information could I gather and could I send? What could I use? What could I send them?"

What I did actually is I took the business inventory questionnaire combined with one of my own questionnaires, and I sent them off to them, and I offered them a free strategy session, and I also combined some of my testimonials and got that over to them, and included again a combination of HMA materials and my own Double Your Business report.

So, I put a little packet together and got that all off to them, and I actually put it together in print and overnighted it to them, and set up their strategy session online.

Michael: Oh, wow, that's great. So you printed everything out, and you sent it overnight using FedEx?

Consultant: Yes, exactly what I'd done.

Michael: Now, tell me when a potential client, someone's knocking at the door and it's the FedEx guy delivering a package the very next day. Have you used this technique in the past?

Consultant: I have and I guess something that I did forget, I also included a copy of one of my books with a note that said, "It sounds to me like you really could use some help. So, I have also offered you a free strategy session. I'm not attached to the outcome. My goal is to assist you and see how can I help you."

I have used this in the past and almost always what I get is a phone call with the person appreciating me, and I really am not attached to the outcome. My goal is to be a credible expert, see how I can help offer valuable information without being attached, and see where we go from there.

Michael: Now, if you sent digital files and you didn't use the FedEx or overnight or the print, do you think it would have the same result or effect.

Consultant: Interesting question. I tried that for five years. Things go lost. They got caught in spam filters. I didn't know if people got them. I didn't get thank you phone calls. So, what I found during that five year period is that it was much more worth it to invest a couple bucks, FedEx things and then get the phone call. I do that all the time consistently.

Michael: Do you think other businesses are using stuff like that? Do you think that really is going to make you stand out as a consultant using the overnight mail at FedEx and printed material?

Consultant: I know it does because what people say is, "Thank you for taking the time to do that," and most people don't do that anymore.

Michael: Okay, so the prospect called you back, and what did she or he say?

Consultant: He said, "Thank you very much," took me up on scheduling a strategy session, and in fact, this person said, "Can we do it sooner than later? I

am really struggling,” and scheduled this session. I did it immediately. I made an exception and scheduled a little later than I normally do because I was pretty booked and I wanted to get them in, and during the session, it was very, very obvious to me that their business was declining that they were really in a position of struggle.

I gave them a lot of tips. I probably gave away some of my very best tips, things that normally clients have paid me for. In fact, the potential client said to me, “I can’t write these ideas down fast enough.”

Michael: Did your potential client fill out the questionnaires and you had that before you got on the phone for the strategy session?

Consultant: What I intended to do was to have that happen, but the client didn’t even have time to do that because we scheduled it the same day. So, I took about the first twenty minutes of our call and went over that with the client, and I was filling that out as the client was talking. I think it was somewhere around when I said to the client, “Talk to me a little bit about your closing ratio,” and the client said, “Well, this is where I need help.”

The client said, “I don’t even know what that number is. I’m not even sure of where some of the people come from, and we really don’t follow up with them, and my staff isn’t really trained well and I have high turnover.” So, before we even continued, right when we got around that part, the potential customer said to me, “Let me just interrupt you. What I really need is I need to know how much you charge because I know I want to work with you, but I don’t think I have the funds.”

Michael: A consultant maybe listening to this, sees that a client is struggling and they really need help, and some consultants have asked me in the past, “Should I charge for a strategy session?” or “Should I charge for an opportunity analysis?” How would you answer that?

Consultant: My personal way of doing business is that I do not charge for that. It is just my personal way of giving way back. The world of business has been very to me and very generous to me. So, it’s my own way of giving back. I give those away. I have the time and I’m willing to give the time. I don’t do it if I really believe that people are just abusing my time, but I judge that very carefully, and I felt very comfortable with this person. They were truly interested, and so I do give back quite freely.

Michael: So, did you started seeing the hidden marketing assets after talking to this person for some time?

Consultant: Very clear, very obvious to me, got right into the conversation of how I believed I could help this person make money, where the assets were. I was very clear person, "While you may be saying you don't have the income, let me show you how you have the income and where the income is sitting, and how my company could actually pay for itself," and laid out what it would look like.

Normally, what I charge to work with a client over the course of a year to put everything into play is \$50,000, and I reduced that for this client to \$40,000 with a guarantee that they would make that all back within twelve months, and they have to do the implementation, and they have to prove to me they were doing the implementation. The client agreed that they would, and my other caveat was that they had to sign the contract within 48 hours, or I would not reduce the fee by \$10,000. I really felt like I was being very generous, and the client said, "I'll do one better than that. I will guarantee that I will FedEx a certified check back to you because you were serious in dealing with me. I'll be serious in dealing with you." That's exactly what the client did.

Michael: That's beautiful. So, they reciprocated that next day air just like you did.

Consultant: Yes.

Michael: That's powerful. I think that FedEx, that overnight very possibly could have been one very important factor in getting this account.

Consultant: I thought so, too.

Michael: So, what was the deal? What did they have to put down to start working with you for the year?

Consultant: What I asked them for was \$25,000, and the client said, "I just cannot do that." I was about to say, "What can you do" when the client responded with, "I can do ten. Would that be okay?" That was fine with me.

Actually, what they did was they gave me twelve-five which was even better than they said they were going to do.

Michael: So, what expectations does a client have from you? You've got your twelve-five. What's Consultant going to do first in month one? How much time are you going to put into working with this client?

Consultant: The very first thing that it says in our agreement that we were going to do is, and this is where I at first changed the HMA back to what I do a little bit

differently is I'm going to create a core unique positioning statement. So, that's basically a unique selling proposition.

So, we are going to determine that for the client. It doesn't say how many hours it's going to take. It doesn't say if that's taking phone sessions, no phone sessions. It just says that by the end of the first thirty days, the client would be presented with a core unique positioning statement.

By the way, I guess this is a key point that I should also make. My business at this point in time after this many years in the consulting business, my business basically runs pretty passively without me. I am the marketing person. I get the contracts. I'm the one that really does the selling, and then I have trained coaches and consultants who implement. So, I have a coach and consultant who is already on this right now for me, and I've already introduced to the client, and who is already working on determining the positioning statement for the customer.

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Michael: Did your client understand that? The client's talking to you. They know that you know what you're talking about. How do you explain to them that your account executive is going to be working with him? How do you overcome any negative thoughts about that where they may think, "I thought I was getting you Consultant Levine, and not your employee."

Consultant: At the very beginning, I begin talking about my company. I talk about my experience, my team, my company. I talk about the fact that a lot of what happens, happens behind the scenes. We are developing. We are creating, that the business flows through me, that there are project managers, that there are people in the company who are very, very good at working on different aspects, and that they also do have access to me.

They have my private email address, and they have my private cell phone number. If there is something they really want to bang out with me, they can, but very often they will be dealing with someone who is dedicated to their account. All my clients know that going into it and are really happy with the folks that they get to work with, and they also know that I'm here if they need me.

Michael: Great. What would you tell your consultants or my consultants about when you're describing what you're going to do for your clients mentioning hours? How is that a mistake when you start talking about, "I'm going to work X amount of hours this month?" Is that mistake, or are you better just describing what the project is that you're going to be doing for the client?

Consultant: In my experience, it's much better to talk about outcomes. The amount of hours that you spend really in my experience is not as important as results, and I guarantee all of my results. I have for many, many years. I could sit here and I could do twenty, thirty, forty hours and get results. Isn't it better if I get you results? Time doesn't matter.

I also teach my clients no matter what their business is, the phoenix model. So, does it matter if I take twenty matter if I take twenty hours to get a result or if I can get you that same result in two hours. Would you prefer that, or that I sit here and do a lot of busy work?

So, I'm very upfront with my clients right off the bat, and I really recommend that you be transparent and honest with your clients. My clients appreciate that.

Michael: So, did you break down the whole year for the client? So, month one, you're going to be doing this value proposition statement or USP.

Consultant: Yes.

Michael: So, you've got all twelve months lined up on what you're going to be delivering for them.

Consultant: Yes, and I do tell them that sometimes it may seem like we're moving slowly, and sometimes, it may seem like we're moving really, really quickly, and that's just the way that it is. It depends upon the client. It depends upon us. Sometimes it takes a little longer to bang things out. So, we ask for four to six weeks on every single item, but we guarantee at the end of the year, every item will be accomplished and usually more.

Michael: So, it sounds like you have a system, and then expectations are clearly understood and outlined in the agreement or the contract with the potential client so there's no misunderstandings. I hear so many times, people in the consulting business end up taking maybe a retainer per month, and then there's no clear defined expectations on what the consultant is going to be doing for the client. He ends up, or she ends up buying herself a forty or fifty or sixty hour a week job.

Consultant: That's one of the biggest issues I had early on. So, now I'm very clear. I take a lot of time on the first phone call when I'm "selling" the client in being very clear and answering every question and making sure the client is really clear and that they don't get unlimited hours to speak with me and/or any of the consultants on the team that we're doing a lot of behind

the scenes work, and we will get it done. This is a get it done for you program that we give, and that's why I don't call it a coaching program.

Michael: How do you make sure that you're going to be paid ongoing? Is that all outlined the specific payment structure in the contract?

Consultant: Yes, and even that very first payment, so that the payment is non-refundable that they are buying into a non-cancelable, non-refundable agreement that it is not a payment plan, that it is a full program and full agreement. The contract that we use was written by an attorney and the language was actually gone over by another attorney. So, it's been written by two different attorneys just because we wanted to make sure all of our bases were covered.

We've been using this agreement for about twelve years now, and it covered us in every single case.

Michael: In the real world, sometimes you have a client who you absolutely have to have their help if you want to market to their database. They're going to need to either turn it over. They've got to work with you. What happens when they get too busy and they flake out, and they're not on the same side of the table as you? What do you do you with a problem client like that?

Consultant: It also says in our agreement that if the client isn't doing their part, which is laid out in the agreement that we still get paid and that we can fire the client and stop doing the work. I've only had that happen one time in all these years that I've been in the business where the client literally, they just stopped doing their part. I went and talked with the client and said, "You're not doing your part, what's the issue?"

The client said, "I just have too much business right now, and I'll stay pay you, but I just don't want to do this anymore." It was really kind of bizarre, and I said at that point, "We'll just agree to disagree," and I really didn't want to get paid for something we weren't going to do anymore. We just parted as friends at that point. It was really very strange to me.

Michael: Okay, let's go to client number two. You did mention how you made the initial contact. Remind me on that, and let's go through that process as well.

Consultant: This client also came through my website, and this is one of the very few times that the client is actually a business coach, and this client filled out a form on my website and came from website and asked for a strategy session. I gifted this client a strategy session, and they're really a coach in

the true sense of coaching and not consulting. They don't give information. They don't do it for you. They ask coaching questions.

I gave them a strategy session, and they really wanted to grow their coaching business. The client was really very intriguing and interesting, and had a whole different model than the kind of work that I do. At the end of the session, the client said, "I would be really interested in your business model because I've been coaching for a few years and I just can't make the kind of money to have a sustainable business. I'd be interested in learning more about model like yours."

I said, "Well, I'd be happy to share what's worked for business." She said, "Well, I wouldn't take that for free. What would it cost for me to kind of go through your model and learn your model?" I said, "Do you mean as a client?" She said, "Yeah, I would like you to do for me what you would do for me as a client. I'd like to be your client." I said, "Well, that would be \$50,000 for a year," and I went through just what it would look like to be a client as if any other client. She said, "That sounds great, but I don't want to start until the spring."

I said, "Well, to be honest with you, when it speak with people, I don't go back to them. I don't go back and rehash the whole thing. If you wanted to work with me, I'd really need a deposit today. It is non-refundable." She said, "That's no problem. You've been very generous in giving me your time. What's a deposit look like – a few hundred dollars?" I said, "No, really honestly, it would be ten thousand."

There was a quiet pause, and she said, "Well, hang on a second. I think I can put that on my Amex." I hung on for a second and she came back and just read me her Amex numbers. We went off and running. She signed the agreement. She sent that back the very same day, and it's non-refundable agreement, a \$50,000 contract.

She's a hundred percent a business coach who would like to use my business consulting to think about changing her coaching model to more of a consulting model, but I will say in the meantime, she has an interesting business coaching model and I'm not really sure she's going to even make that shift.

Once I show her in her business coaching how I can help her through consulting, I actually thing she could have a lucrative business coaching model. So, that was one of the most interesting phone calls I've ever had. I get off the phone thinking, "I think she can make money still doing what she's doing. It's just that she needs help."

Michael: That is great. So, it's the strategy sessions, the time on the phone with you that got the conversation going after the initial contact with your website. What does someone expect to get from a strategy session? What's the promise that the website reveals that they may get on a strategy session if someone was interested in having one with you?

Consultant: I'll help them find enough where your program really comes in. I'll help them find hidden marketing assets, and that's where my program comes in using guerilla marketing tactics that won't cost them anything. There are things in their business. There are other tactics that are low-cost, no-cost that can give them dramatic growth increases. So, I'm not asking them to necessarily go out and spend money anywhere, but I can actually take a look at what's in their business and ways to grow their business that don't necessarily cost them a dime.

Then at the end of about forty-five minutes, they'll probably be able to tap into business growth ideas that will literally be free.

Michael: Where can one of the listeners tap into one of your free strategy sessions?

Consultant: At [Coachingcom.com](http://Coachingcom.com).

Michael: Can you spell it out for me?

Consultant: C-o-a-c-h-i-n-g-c-o-m.com. [Coachingcom.com](http://Coachingcom.com).

Michael: When they get there, what are they to do?

Consultant: Simply register for a free strategy session.

Michael: Is there information kept private?

Consultant: One hundred percent, and really I'm happy Michael to help people find more assets in their business to give them my information for free. It's my way of giving back. We'll keep their information one hundred percent confidential.

Michael: After they enter their name or their email, how long will it take for someone to get back with them?

Consultant: No more than 24 hours. The worse is 48, but normally, I'm right on it within 24 hours.

Michael: Will they get an email or a phone call?

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Consultant: If I'm in the office, I'll pick up the phone and call them. If for some reason, I'm out of town, they will get an email, but they will hear from me directly very quickly.

Michael: This has been a wonderful little two-time case study. This is excellent. I'm proud of you. That's excellent. I'm glad the HMA had some part in that. You've already got so much experience, but I'm happy that HMA may be helped a little bit in getting those deals.

Consultant: I really appreciate what I'm learning from HMA, and not only do I think it's a great plan for somebody who has experience, but for those who are new in consulting, I think it's a must do. I really believe in that.

*For more interviews like this, go to <http://www.myfirsthmaclient.com>*

*I've hoped you've enjoyed this recording, and I hope it's given you some inspiration to close your first client.*