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Q&A Session
22 January 2020

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What's Coming Up

- "What I feel like saying"
- Your questions
- What's Next and 30-day Project Focus


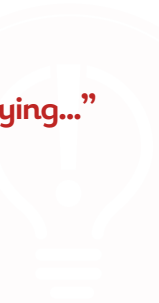


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“What I feel like saying...”



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Your Questions



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Question - Kim Batina




Kim Batina Hello, I know I already have some time allocated for a hot seat on my Video format question, but I have something else I'd like to cover if there is time in the Q&A.

We are planning to do a lot more webinars this year for lead generation, with the CTA for most of them directed to the free EBP Kickstart for Success Consult. I'm starting to think about whether these should be live, live and recorded (then re-used), recorded upfront etc. We don't have the capacity to do lots of live webinars for these lead generation activities. These are going to be ongoing campaigns, like Making It. We need to be spending our presentation time on customer presentations/demos which will hopefully be a result of leads coming from our funnels.

So, with webinars, I've experienced a number of different scenarios. For example, watch an evergreen (pretending to be live, grrrr) and selecting a time from some options over the next 24 hours. I find this annoying because I know it's recorded but I'm forced to watch it when they want me to. Or allow instant access to a recorded webinar (after registration of course). What are the advantages/disadvantages? Do you still call it a webinar, or is the assumption that a webinar means people are there to field your questions?


Thank you!

Like Reply · 4d



Michelle Falzon Thanks Kim - great question.

Like Reply · 2d



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Question - Kim Batina

- Both are valid and have a place
- Good idea to TEST
- Doing a few LIVE can be a great way to start - able to get immediate feedback and tweak as you go
- One of your LIVES will be awesome - make that your pre-recorded version that you can use for evergreen webinar - go with the one with the best results (not necessarily the one you think is the "slickest")
- Keep time windows short (ie next hour, next 2 hours, next 4 hours)
- Never "pretend" live
- You CAN answer questions even if not live :) And it's a simple low-tech solution.



Question - Kim Batina

- Webinar framework - Content Sells Podcast
- Episode 56 - Webinars That Sell



The 7 Elements of a Winning Webinar

1	My Topic	Compelling and relevant to my audience and my Marketing Mountain
2	Positioning Myself	My credentials, my story, why I'm here
3	Positioning My Audience	Are they in the right place?
4	My Content	Slides, Stories, Engagement, Teaching, Case Studies
5	The Transition	Script my transition content
6	The Offer	Include all elements of a successful offer
7	Q&A	What are the FAQs?



Question - Tracey Bode



Tracey Bode Following up a chat with Amy and Kim in the online group about competitors seen as "pushy" and an example of "what not to do" I found myself thinking of a similar competitor and this one behaves unethically in their "pushy" "salesy" way. Peter Johnston PJ had great advice about - intention in selling. The thought of them brings up negativity and I wondered if we can change our response. Is there anything we can learn from them, or is it best to ignore them and pay little attention?

Like · Reply · 2d



Peter Johnston Great discussion topic. There are a couple of presenters in the SUMMIT this year that I think will help address this question head-on. Both women - and both brilliant salespeople. I'm looking forward to learning from them!!

Like · Reply · 2d



Tracey Bode Sounds perfect Peter PJ. Looking forward to the summit.

Like · Reply · 2d



Question - Tracey Bode

- My feeling is there IS a lot to learn from them
- We are often too polite and too passive
- It takes MULTIPLE touchpoint to get people's attention, trust and readiness to buy
- And even then you have still have to ASK
- Selling needs to be the INTENTION built into the DNA of all your content and marketing.
- But doesn't have to be pushy or anything other than AUTHENTIC to YOU




Question - Tracey Bode

- Intentional Selling - great table from Tanja Parsley of Partners in Performance

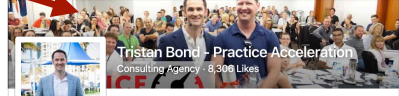
Shift Mental Attitude From:	Shift Mental Attitude To:
Activity focused	Results focused
Pitching products & solutions	Solving client problems
Focus of attention on self	Focus of attention on client
Limiting assumptions and beliefs	Resourceful assumptions and beliefs
Problem focused	Solution focused
Risk averse	Courage to take appropriate risks
Blame mentality	Personal responsibility




Question - Tracey Bode

 **Kim Batina** shared a Page.
January 17 at 10:52 AM

Hi Amy, I'm not sure why I've been targeted in FB for this ad, but it is very similar to your biz, except more focused on growth and leads I think. Anyway, thought you might like to follow them for inspo in case you don't already.

 **Tristan Bond - Practice Acceleration**
Consulting Agency · 8,306 Likes

 Like Page



Question - Tracey Bode

- Doesn't mean Amy has to turn into this guy...
- BUT looks for the "Signal to Noise" ratio
- eg "Courage to take appropriate risks" - is this guy doing that? Looks like it? So how can you model THAT without modeling the negatives?



Question - Tracey Bode



Tracey Bode Website question (this may be too specific in which case happy to forego). My copywriter has questioned the layout of our services pages in terms of SEO and clutter. The website designed has added in mini-menus, and on each page there is also a sidebar with CTA. She has suggested ditching the mini-menus and using headings to improve word count on each page and removing the CTA or moving to the bottom of the page to reduce clutter. Are there suggestions for improving this layout? I am not sure how important SEO is for these pages. The CTA is quite important for these sections. Screen shot attached with my scratchy mouse-written notes. Thank you in advance.



Question - Tracey Bode

Eye Gaze Days



← mini-menu

CTA →

Zyteq's "come and try Eye Gaze Day" provides an opportunity for children and adults to try eye gaze in a comfortable, supported environment with minimal pressures and expectations. Zyteq has provided a number of these days around Australia since early 2013. We have held Eye Gaze Days at Special School and Adult Centres for the students and clients, and at Independent Living Centres and other venues for individuals who are not linked to any specific centre or service. Without exception each Eye Gaze Day has been a delight and source of great inspiration. Staff, families, professionals and support teams have welcomed the opportunity to have access to the eye gaze equipment together with the expertise to set it up for individuals. Many participants demonstrated skills they have been unable to show using any other access method. For those where eye gaze control appears not to be a good option on the day,



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Question - Tracey Bode

- CTAs
 - I would NOT ditch the CTAs
 - Could ditch "sidebars" and change design but not essential right now - more important to GO LIVE
- Mini Menus
 - Looks like each page DOES have some good SEO-worthy / relevant copy
 - Weigh up how many extra people you think you will get - what does your copywriter suggest? Where is the 80/20?

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Hot Seat - Kim Batina

Kim Batina Michelle Falzon I think it makes sense in this order;

1. Nailing the name for the one thing
2. Is the next step from the 12 step guide, the free kick start consult or is this too big a step. Should we have a training/info type recorded video describing the Justification for Change process and then offer the free consult to get them started?
3. Is Justification for Change a good name, or should I work on this more? It is effectively a business case to commence an ERP selection process.
4. Video production ideas for the thank you video script. Just talking head, or something else?

Like · Reply · 7h

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Hot Seat - Kim Batina

Context:

- Free Lead Magnet - 12 Step Guide to a successful ERP project

Attracts people who are thinking of implementing an ERP solution - **Complexity**
- Thank You Page (Step 2) - Offer ERP Kickstart for Success Consult and Report (Free - valued at \$3000)

ONE THING that you MUST do BEFORE everything else - **Simplicity**
- Deliver ERP Kickstart Call and Report

Process for getting clear on this ONE THING
- Establish relationship for longer term sale of high \$ ERP Project


Now you have this ONE THING you are set up for rest of project - let us help you


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Hot Seat - Kim Batina

1. Nailing the name for the “one thing”




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Hot Seat - Kim Batina

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Women's Business

Kim Barina of Michelle, we talked this through with Mark on the way home from Margaret River and he suggested I put it a graphic to try and explain. It's just not very sexy - the one thing is to identify the REAL problems in their customer ERP system. Then we quantify the Problem, challenge the current state and then results in Justification for Change. At this point, the business may decide to do nothing, or proceed with ERP Selection (leading to vendors). We find most businesses jump straight into ERP Selection without understanding what their real problems are. They are just trying to solve the symptoms, not the cause. They go into the ERP Selection process with a predetermined budget in mind for what they want to spend on the product, without knowing the cost of the problems for the business. What if the cost of the problems worked out to be \$500K per year and they only want to spend \$200K on a project which will only touch the surface of their issues. They need to understand the real problems first, but to do this, they need to understand what their real problems are. If they do this properly, the Justification leads into the Business Case and ROI. For example, a business may experience a problem that it takes an average 30 days to collect debtor payments. This is a symptom of the problem, not the real problem. The real problem could be that it takes 2 weeks for the invoice to be received by the customer because it has to go through a manual approval process. Then the invoice received is disputed because it is inaccurate. Why is it inaccurate etc. We help the customer identify the problem.

Our free consult kickstarts this process for them, to help them understand what their real problems are. We document this in the Kickstart Plan which includes a roadmap for what happens next.

Obviously we're not going to help them uncover all of their real problems in a one hour session, but we can start them with a few key ones. What is the real problem for the customer that we are creating from this? Quantifying the problems and documenting the Justification.

Gods, I hope I'm making sense here. How do I make this one thing is "Identify the REAL problem, even if it should be saying that what they need to do is to articulate the Justification for Change, but you can't do this without this ONE thing (identify the real problem). We can help you get started with how to uncover the real problems with our ERP Kickstart for Success Consult...".



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The flowchart is titled "Articulating your ERP Project Justification for Change". It consists of five main rectangular boxes connected by arrows, with two circular boxes branching off the fourth main box.

- Box 1 (Blue):** Identify the B2B problems. Below: Seeing the whole picture to look past the symptoms and uncover the cause.
- Box 2 (Blue):** Quantify the problems. Below: What is the cost of your (present) B2B footprint and integrals?
- Box 3 (Blue):** What is the cost of doing nothing? What are the consequences if you change? Below: The danger into this problems and challenge the current state.
- Box 4 (Orange):** ERP Project justification for Change. Below: What value can be realized by addressing the B2B problems?
- Box 5 (Orange):** ERP Project justification for Change. Below: What value can be realized by addressing the B2B problems?
- Box 6 (Green Circle):** COO. Above: The contribution for Change leads into the Business Case. Who has recognition that there is a problem to solve and an understanding of the cost to the business if nothing is done. This locks off the ERP solution providers.
- Box 7 (Red Circle):** Credit Unit. Below: Keep during the change they need the pain of doing change or upgrade the pain of change.

Arrows connect Box 1 to Box 2, Box 2 to Box 3, Box 3 to Box 4, and Box 4 to Box 5. From Box 4, two arrows branch out to Box 6 and Box 7.

Hot Seat - Kim Batina

- Not sure people can get excited about a session that will “Identify their real problem”
- What problem do they THINK they have?
- Bandaid vs Cure (could the ERP Kickstart Call be the Bandaid?)
- Simple is good
- Memorable and concrete is good
- Clarity around the Problem / Solution dance is good :-)



Kim Batista Hi Michele, here is some more info that might help? I've tried to work through the Problem/Solution dance...

Problem:
We need to get a new ERP system, and I want to make sure that the project is a success. What do I need to do to prepare the business for a successful project?

Solution:
Here is a free guide - How to Prepare your Business for a Successful ERP Project - a 12-step Guide to Project Success

Problem:
There are many things that you can do to ensure your project is a success, but there is ONE thing that will make the biggest impact and it must be done first.

Solution:
You need to identify the REAL problems in your business and understand the tangible and intangible costs of these problems. This will help you understand the value that can be realized from addressing the problems and providing justification for changing systems.

Problem:
Where do I start? I'm not sure how to uncover those real problems, because all I see are the symptoms, not the causes.

Solution:
Our Free ERP Kickstart to Success Consult will help you get started to uncover your key problem areas. This will be documented for you so that you can start talking to people in the business and work on further quantifying those problems to feed into your Business Case.

Problem:
How do I find all the other problems?
How do I calculate the cost of these problems and the benefit to the business in solving them?

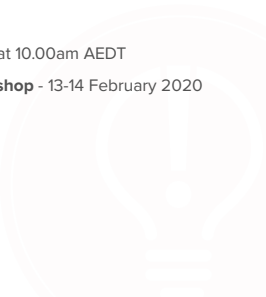
Solution:
2 Day Business Issue Identification Workshop
We work through our Problem Statement templates to identify the problems and the root of these problems to the business.
Cost of Workshop: \$4,500
(Note, this is a new offer, so it is very vague)

Like Reply 1h

Project Checkin

What's Next?


- **Weekly Checkin** - Friday at 10.00am AEDT
- **Mastermind 2-Day Workshop** - 13-14 February 2020



Small text at the bottom right: "Small Business Marketing Services Mastermind"

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“What I feel like saying...”



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Thank You


Suzi Dafnis
HerBusiness


Michelle Falzon
We Are Content


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