

5 Quick Tips That Turn Your Connections into Corporate Clients That Make You Money

BY **CONNIE WHITMAN**



Introduction

DEAR FRIEND,

THANK YOU FOR VISITING THIS E-BOOK! I'M SO EXCITED TO SHARE THIS WITH YOU.

I HAVE BEEN APPROACHED FROM SEVERAL DIFFERENT GROUPS OF PEOPLE TO CREATE A TIP SHEET FOR GAINING ACCESS TO CORPORATE CLIENTS, THIS IS A SPACE I HAVE ABOUT 20 YEARS OF EXPERIENCE IN—AND I'VE BEEN ASKED TO PROVIDE THESE INSIGHTS BECAUSE THERE ARE, I THINK, A LOT OF MISCONCEPTIONS ABOUT HOW TO DO IT WELL. I'VE FOUND, THESE GET IN OUR WAY:

- ✗ I DON'T KNOW THE RIGHT PEOPLE, IN THE CORPORATE SPACE, TO GET TO THE DECISION MAKERS
- ✗ I AM TOO SMALL TO PLAY IN THIS BIGGER FIELD, THEY WANT BIGGER ORGANIZATIONS TO PARTNER WITH
- ✗ CORPORATIONS ARE BIG ENTITIES THAT THROW MONEY AROUND EASILY

BECAUSE THE PRIMARY MISCONCEPTION IS THAT YOU DON'T KNOW THE RIGHT PEOPLE, MOST PEOPLE MAKE IT HARDER THAN IT CAN BE.



A CORPORATION IS SIMPLY A COLLECTION OF PEOPLE, THAT YOU DO KNOW. YOUR NEIGHBOR, YOUR FRIEND FROM YOUR FIRST JOB 10 YEARS AGO, YOUR COUSIN, ALUMNI FROM HIGH SCHOOL AND COLLEGE, YOU GET THE IDEA...

THE PROBLEM IS YOU JUST HAVEN'T LEARNED HOW TO HOW TO ASK YOUR COMMUNITY FOR HELP.

THESE FIVE STEPS, THOUGH, TEND TO SOLVE THE ISSUES THAT PLAGUE A LOT OF THOSE MISCONCEPTIONS AND WILL HELP YOU LAND YOUR FIRST CORPORATE CLIENT.

FROM **CONNIE WHITMAN**

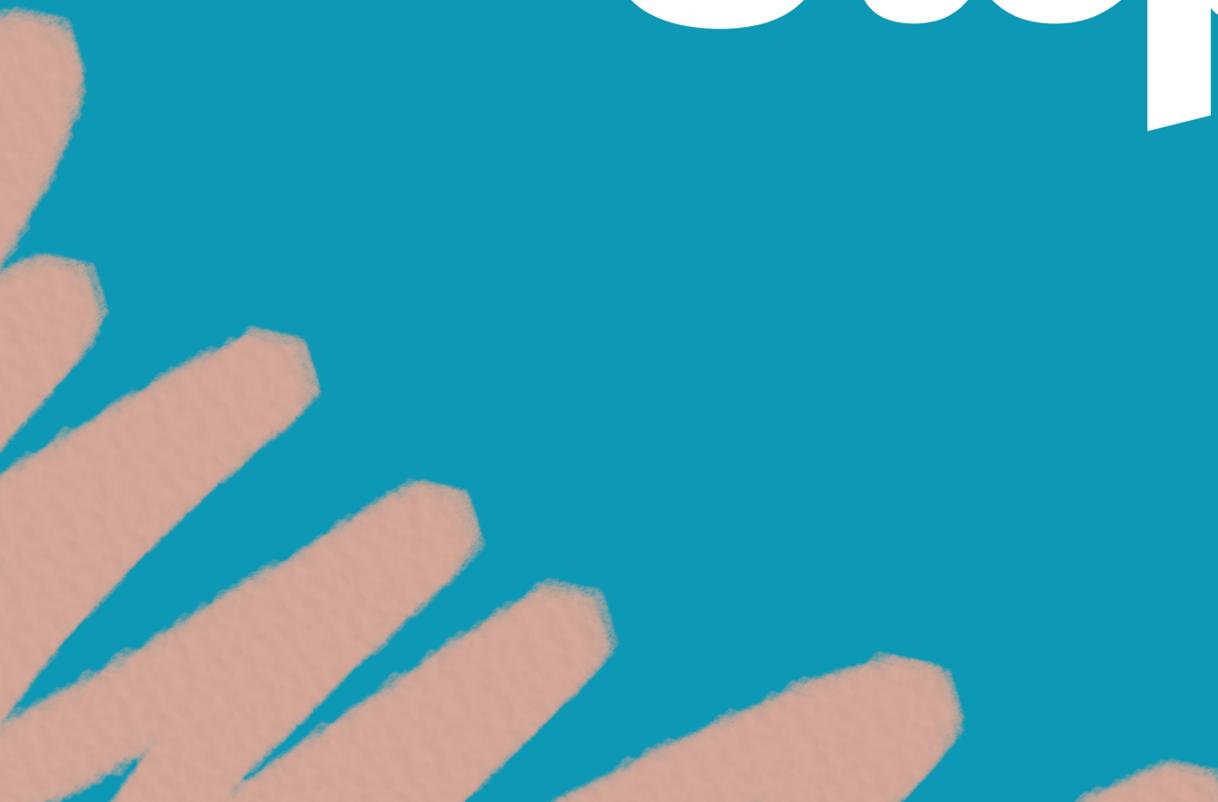
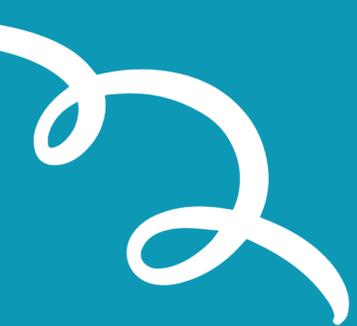
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The Five Key Steps

1. Determine Industry Expertise

BEFORE YOU BEGIN YOUR JOURNEY SEARCHING FOR THE RIGHT CORPORATE CLIENT, YOU NEED TO DETERMINE THE INDUSTRY THAT YOU ARE ALREADY DEEMED AN EXPERT. FOR ME, IT IS THE FINANCIAL SERVICES INDUSTRY. MY UNDERGRADUATE AND MBA ARE IN FINANCE, MY SERIES 7 LICENSE AND OTHER INSURANCE LICENSES SPEAK TO MY LEVEL OF EXPERTISE, AS WELL AS BEING IN SALES FOR 39 YEARS. THESE CREDENTIALS, MY NETWORK OF FINANCIAL LEADERS, AND KNOWLEDGE WITHIN THE FINANCIAL SERVICE INDUSTRY OPENS MANY DOORS AND PROVIDES A STEADY REFERRAL BASE ANNUALLY.

Action Steps:



CREATE A LIST OF ALL THE INDUSTRIES THAT YOU FEEL YOU ARE WELL VERSED IN, AND COMFORTABLE SPEAKING OR WORKING WITH POTENTIAL NEW CORPORATE CLIENTS.



GO INTO LINKEDIN, FACEBOOK, INSTAGRAM, OR WHATEVER SOCIAL MEDIA PLATFORM YOUR TYPICAL CLIENTS ARE USING. CHECK TO SEE IF YOUR POTENTIAL CORPORATE CLIENTS ARE USING THOSE SAME CHANNELS TO MEET, GREET, CHAT, COLLABORATE OR GROUPS THEY ARE FOLLOWING OR ARE ACTIVELY PART OF.

2. Making the Right Connections

USING THE INDUSTRY CHOSEN ABOVE, THINK ABOUT ALL THE PEOPLE YOU ARE ALREADY CONNECTED WITH ON LINKEDIN, FACEBOOK, INSTAGRAM, EMAIL, ETC.

Action Steps:



CREATE A LIST (OR SPREADSHEET) OF THESE CONTACTS SO YOU CAN BEGIN TO REACH OUT TO THEM TODAY TO BEGIN BUILDING THE LIKE, KNOW, AND TRUST RELATIONSHIP.



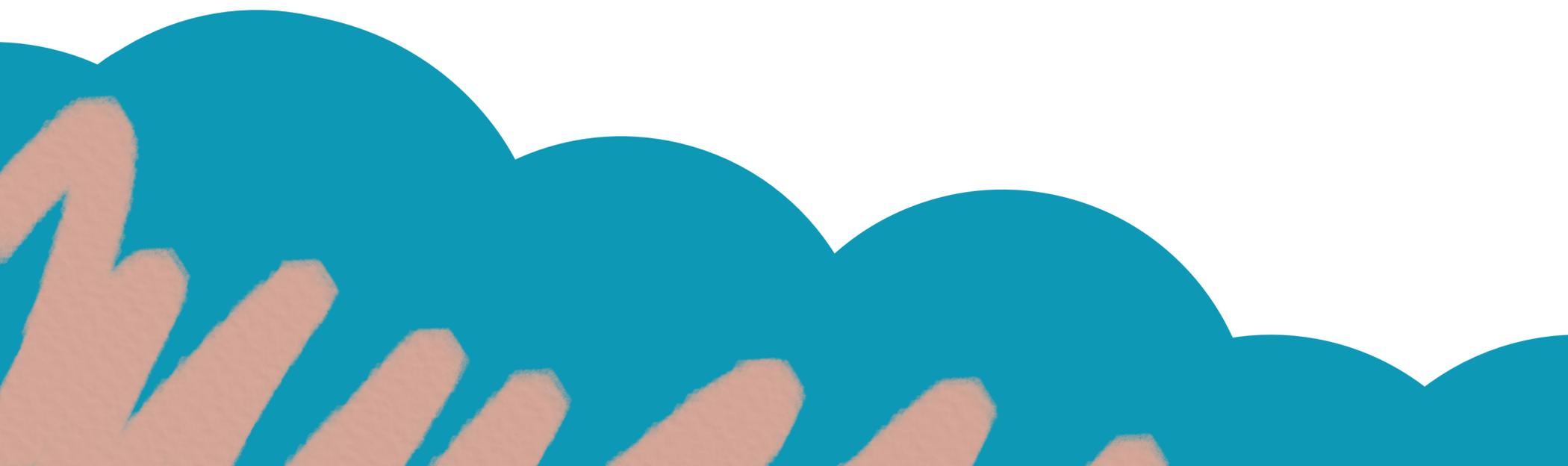
WRITE AN INTRODUCTION MESSAGE, TO INTRODUCE YOURSELF, AND SHARE WITH YOUR CONNECTION (OR CONNECTIONS YOU KNOW WELL), THAT YOU WOULD ENJOY GETTING TO KNOW THEM BETTER TO SEE HOW YOU MAY BE ABLE TO SUPPORT EACH OTHER.



ONCE THE MESSAGE IS CREATED AND YOU ARE RECEIVING A GOOD LEVEL OF ENGAGEMENT, BE SURE TO USE THE MESSAGE REPEATEDLY



BE SURE TO ADD VALUE TO ALL MESSAGES AND CONNECTION REQUESTS.



3. Start a Conversation

USING YOUR SOCIAL MEDIA AND EMAIL CONNECTIONS, IDENTIFIED ABOVE, BEGIN TO RESEARCH THE GROUPS, ARTICLES, POSTS, BLOGS, AND PODCASTS THAT YOUR CONNECTIONS ARE FOLLOWING AND COMMENTING ON.

Action Steps:



ACTIVELY, AND INTELLIGENTLY CONTRIBUTE TO THE COMMENTS AND POST RELEVANT ARTICLES, BLOGS OR RECOMMEND A PODCAST BASED ON THE DISCUSSION WITHIN THE GROUP OR WITH YOUR CONNECTIONS.



THIS TAKES TIME, SO PLEASE DO NOT BE SPAMMY AND PUSH TO SHARE WHAT YOU DO AND HOW YOU CAN HELP THEM AS SOON AS THEY CONNECT OR RESPOND BACK TO YOU! ONCE A RESPECTFUL RELATIONSHIP IS ESTABLISHED, WITH YOUR CONNECTIONS, YOU CAN BEGIN TO SHARE HOW YOU MAY BE ABLE TO HELP WITH _____ (FILL IN THE BLANK WITH YOUR ZONE OF GENIUS).



HERE ARE SOME EXAMPLES OF POSSIBLE AREAS YOU MAY BE ABLE TO HELP: DEFINE THEIR ORGANIZATIONS CORPORATE CULTURE, IMPROVE THEIR OPERATIONS STRATEGIES, HELP DEVELOP LEADERSHIP SKILLS FOR THE ENTIRE MANAGEMENT TEAM, INCREASE SALES TO GENERATE MORE REVENUE, (FILL IN THE BLANK).

4. Leveraging the Right Connections

NEXT STEP IS TO ASK YOUR CONNECTION FOR AN INTRODUCTION TO THE DECISION MAKERS WITHIN THE ORGANIZATION THAT YOU NEED TO SPEAK WITH TO EXPLORE THE OPPORTUNITIES TO CREATE A WIN/WIN SOLUTION.

Action Steps:



80% OF YOUR EFFORT NEEDS TO BE SPENT USING THE ACTION STEPS SHARED IN TIPS #1 – 3 ABOVE. THE BETTER PREPARED, ORGANIZED, AND VALUE DRIVEN YOU ARE IN YOUR RELATIONSHIP BUILDING APPROACH, THE EASIER IT WILL BE TO ASK FOR INTRODUCTIONS TO THE DECISION MAKES AND RECEIVE THEM.



BUILDING ON THE ACTION STEPS UNDER TIP #3, YOU WILL KNOW EXACTLY WHICH DECISION MAKERS YOU WOULD LIKE TO BE INTRODUCED TO.



5. Getting Past the Gatekeeper

THIS IS SUCH A CRITICAL STEP AND CAN MAKE THE DIFFERENCE BETWEEN LANDING A CORPORATE GIG AND NOT. WHEN THE ORGANIZATION IS WRITING UP THEIR RFP'S THEY USUALLY HAVE A VENDOR THAT WILL BE A PERFECT FIT FOR THE RFP OBJECTIVE/REQUEST.

IF YOU DEVELOP A CLOSE RELATIONSHIP, BY TAKING THE TIME TO BUILD THE LIKE, KNOW, AND TRUST FACTOR WITH THE GATEKEEPER, WHEN THEY BEGIN THE RFP PROCESS YOU WILL BE WHAT'S CALLED "TOP OF MIND." IT'S LIKE HAVING A LEG UP WITHOUT BEING MANIPULATIVE OR SLEAZY.

Action Steps:



BE SURE TO BUILD A CLOSE RELATIONSHIP WITH THE GATEKEEPER FROM THE BEGINNING. IT IS SO IMPORTANT BECAUSE THEY ARE USUALLY AN INFLUENCER, IN THE DECISION MAKERS WORLD.

5. Getting Past the Gatekeeper

Action Steps:



TYPICALLY, THE DECISION MAKER'S INFLUENCER IS THEIR TRUSTED GATEKEEPER WHO PROTECTS THEIR TIME LIKE A WARDEN ALL YEAR LONG! YOU NEED TO BECOME A TRUSTED ADVISOR/INFLUENCER TO THAT GATEKEEPER. THE COOLEST THING, IT'S ALL ABOUT BUILDING TRUST AT THE BEGINNING WITH THE RIGHT INFLUENCER OUT OF THE GATE. BUILDING TRUST IS SO EASY COMPARED TO SELLING WITHOUT ANY INSIGHT INTO THE REAL NEEDS OF THE DECISION MAKER AND THEIR ORGANIZATIONS CULTURE.



Bonus Tips



Longer Sales Process

CORPORATION'S BUDGET SEASON ARE TYPICALLY, BETWEEN SEPTEMBER THROUGH NOVEMBER OF THE CURRENT YEAR, PLANNING FOR THE FOLLOWING YEAR. DEPENDING ON WHERE YOU ARE IN THE RELATIONSHIP BUILDING PROCESS, YOU MAY HAVE TO WAIT MONTHS BEFORE AN ACTUAL CONTRACT IS SIGNED.

THE GOOD NEWS IS THAT MOST CORPORATE CONTRACTS WILL RUN BETWEEN 6-12 MONTHS IN DURATION AND WILL CREATE A STEADY INCOME STREAM.

Action Steps:



BECAUSE THE SALES PROCESS TAKES LONGER, TO GET A SIGNED COMMITMENT, IT IS IMPERATIVE THAT YOU PROSPECT AND SPEAK WITH NEW POTENTIAL CLIENTS ALL YEAR LONG.



WHEN BUDGET SEASON HITS, YOU WANT TO BE POSITIONED SO YOU ARE ASKED TO SUBMIT AN RFP (REQUEST FOR PROPOSAL) OR SCHEDULED TO HAVE A TIMELY CONVERSATION ON HOW YOU CAN HELP THIS ORGANIZATION WITH... (YOU FILL IN THE BLANK).

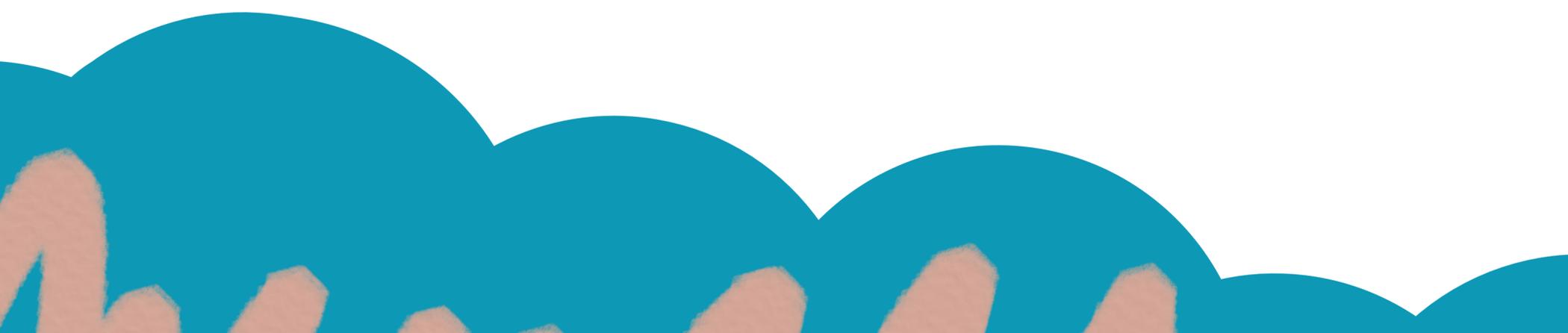
Request For Proposal (RFP)

WHEN IT IS TIME FOR THE CORPORATION TO WRITE THE RFP; IF YOU HAVE BUILT A TRUSTED RELATIONSHIP WITH THE GATEKEEPER THE RFP WILL MOST LIKELY BE SPECIFIC AND WRITTEN SO YOU CAN FULFILL THE OBJECTIVE WITHIN THE REQUESTED INFORMATION THEY ARE SENDING OUT.

WHEN THEY IDENTIFY THE PROBLEM THEY WANT TO SOLVE, YOU WANT THE GATEKEEPER TO AUTOMATICALLY THINK OF YOU. THAT'S RIGHT - YOU!

THEN THEY'RE WRITING THE RFP CONSCIOUSLY OR UNCONSCIOUSLY BASED ON YOUR CONVERSATIONS WITH THE GATEKEEPER.

AS THE GATEKEEPER OR DIVISION HEAD, THAT YOU HAVE THE RELATIONSHIP WITH, REACHES OUT TO THE STAKEHOLDERS IN DIFFERENT DIVISIONS INSIDE THE ORGANIZATION THEY ARE TRYING TO SEE THE OBJECTIVES OF ALL THE DIVISIONS AND HOW YOU MAY BE ABLE TO PROVIDE THE BIGGER SOLUTIONS FOR THE COMING YEAR. RIGHT?



Request For Proposal (RFP)

TYPICALLY, THE GATEKEEPER OR DIVISION HEAD, WILL REACH OUT TO THE STAKEHOLDERS IN DIFFERENT DIVISIONS, WITHIN THE ORGANIZATION AND ASK WHAT OBJECTIVES THEY ARE SEEKING FOR THE FOLLOWING YEAR. SINCE YOU HAVE BUILT A TRUSTED RELATIONSHIP WITH THE GATEKEEPER OR DIVISION HEAD, THEY ARE EAGER TO SHARE POSSIBLE SOLUTIONS YOU MAY BE ABLE TO ASSIST WITH FOR EACH DIVISION AS WELL AS POSSIBLY PROVIDING BIGGER SOLUTIONS FOR THE ENTIRE ORGANIZATION.

Action Steps:



YOU WANT TO BE INVITED TO RESPOND TO THE RFP. BY BUILDING RESPECTFUL RELATIONSHIPS, USING THE TIPS ABOVE, IS THE ONLY WAY YOU WILL BE “TOP OF MIND,” AND ASKED TO SUBMIT YOUR PROPOSAL TO THE RFP REQUEST.



YOU MUST ANSWER THE QUESTIONS AS OUTLINED IN THE RFP BEFORE YOU SEND THEM THE CONTRACT.



YOUR PROPOSAL OR RESPONSE TO THE RFP IS THE LAST PIECE AND WHEN THEY RECEIVE YOUR PROPOSAL YOU WANT THEM TO THINK, “HOLY SMOKES, WHERE HAVE YOU BEEN UNTIL NOW?”

Free Tickets!

WOULDN'T YOU LOVE TO RECEIVE THAT POSITIVE REACTION ALL THE TIME?

IT'S AS EASY AS ELIMINATING THE 5 LAYERS OF BUYER'S RESISTANCE THAT WE ALL HAVE.

COME AND JOIN ME, AS MY GUEST, AT OUR NEXT ELIMINATE THE 5 LAYERS OF BUYERS RESIDENCE WORKSHOP.

CLICK HERE TO SAVE YOUR SPOT: FREE TICKET LINK

CLICK HERE FOR YOUR FREE
TICKET

About Us

KNOWN FOR HER HIGH-ENERGY, PASSIONATE, HEART-CENTERED, AND ENTHUSIASTIC APPROACH TO SALES, TEACHING AND COACHING, CONNIE WHITMAN HAS BEEN THE CEO OF WHITMAN & ASSOCIATES, LLC FOR 20+ YEARS HELPING AMBITIOUS BUSINESS OWNERS, LEADERS AND SALES TEAMS BUILD POWERHOUSE ORGANIZATIONS.

A THREE TIME #1 INTERNATIONAL BEST-SELLING AUTHOR OF HER BOOK ESP (EASY SALES PROCESS): 7-STEPS TO SALES SUCCESS, SPEAKER, PODCAST HOST, AND INFLUENCER, CONNIE'S INSPIRED TEACHING, TRANSFORMATIONAL TOOLS AND CONTENT ENSURE THAT BUSINESS OWNERS AND SALESPEOPLE GROW THEIR REVENUE STREAMS THROUGH ENHANCED COMMUNICATION SKILLS.

AS A PODCAST HOST, SHE IS THRILLED TO SHARE INSPIRING CONTENT ON HER TWO WEEKLY, INTERNATIONAL PODCASTS THE "HEART-CENTERED SALES LEADER," AND "ENLIGHTENMENT OF CHANGE."

