



How to advocate for Mike Irving & Advanced Business Abilities

2021

Design & Strategy by JMarketing Agency

This document provides a high-level breakdown of how to advocate for ABA, the type of person and conversational cues that lead to a successful referral.





1. What Mike Does?

Mike helps established business owners & sales professionals find mental clarity and achieve their ultimate goals. They already have a successful business but feel trapped like they have not achieved their full potential. They are often working unsustainably hard, and still can't break through to the next level. They know they have the ability; they just need help unlocking the vision and clarity to achieve their vision.

Mike helps them break through the hidden barriers restricting their success; unleashing their potential; and focusing their energy to attack high-value challenges and opportunities.

We use a diagnostic tool that identifies problematic blind-spots and resistance areas. This reveals the source of your limitations and provides clarity and practical steps to achieve seemingly insurmountable goals.

The results speak for themselves, 92% of our clients see rapid growth in sales, profits and overall vision in just a few months.



2. Ideal Customer Overview

The right candidate is driven to achieve their potential. However, they are stuck. No matter how hard they work, the results remain the same. They know there is a solution, and seek clarity in the form of practical next steps. They are open to learning.

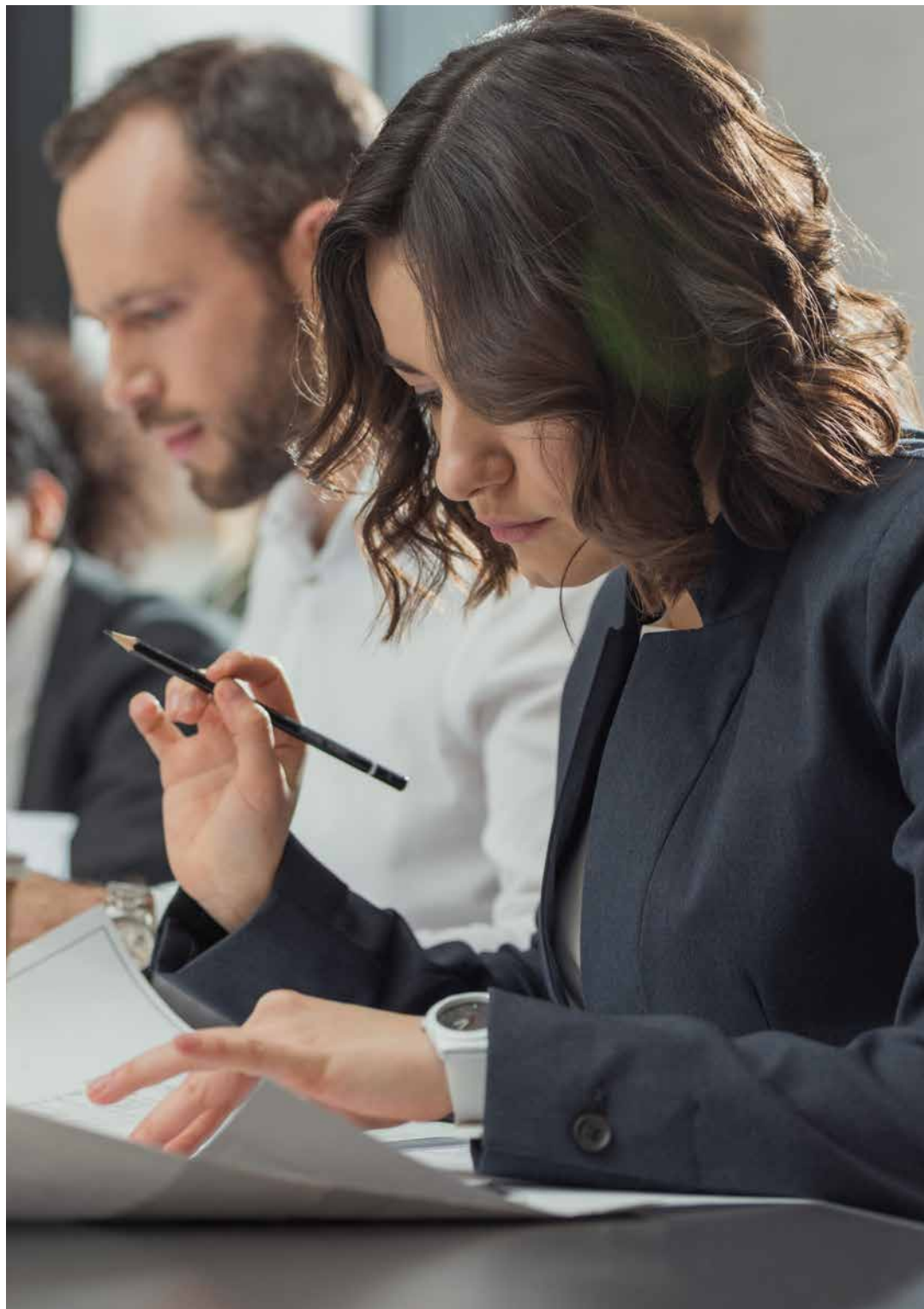
Target Client Demographics

- + 30 - 55 years old
- + Minimum 5 staff & 5 years of experience
- + Business owners, MD/CEO or sales executive
- + Interested in developing themselves (willing to self-inspect)

Target Client Characteristics

- + Strong moral compass
- + Confident in their own abilities
- + Hard workers and/or high achievers
- + Have worked with a business coach in the past
- + High interest in what works & is practical, rather than flashy-ideas
- + Have an established, successful business





3. Triggers

When being honest about their business or life, the right sort of candidate will candidly offer that they don't know 'the next step' to break out of their holding pattern. They have ambition, they know there's something more, but the critical next step alludes them.

Emotions They Experience

- + Feeling stuck
- + Feel they are only 80% successful
- + Lacking clarity of next steps
- + Feeling they are not utilizing their full potential
- + Frustration at not achieving their own goals (personal or as a company)

Common Phrases They Say

- + "I feel like I've hit the wall"
- + "I don't know what to do next"
- + "I don't know who to talk to or hire"
- + "I'm working ridiculously hard, and not achieving any more"
- + "I'm burned out. I don't know how much longer I can do this"

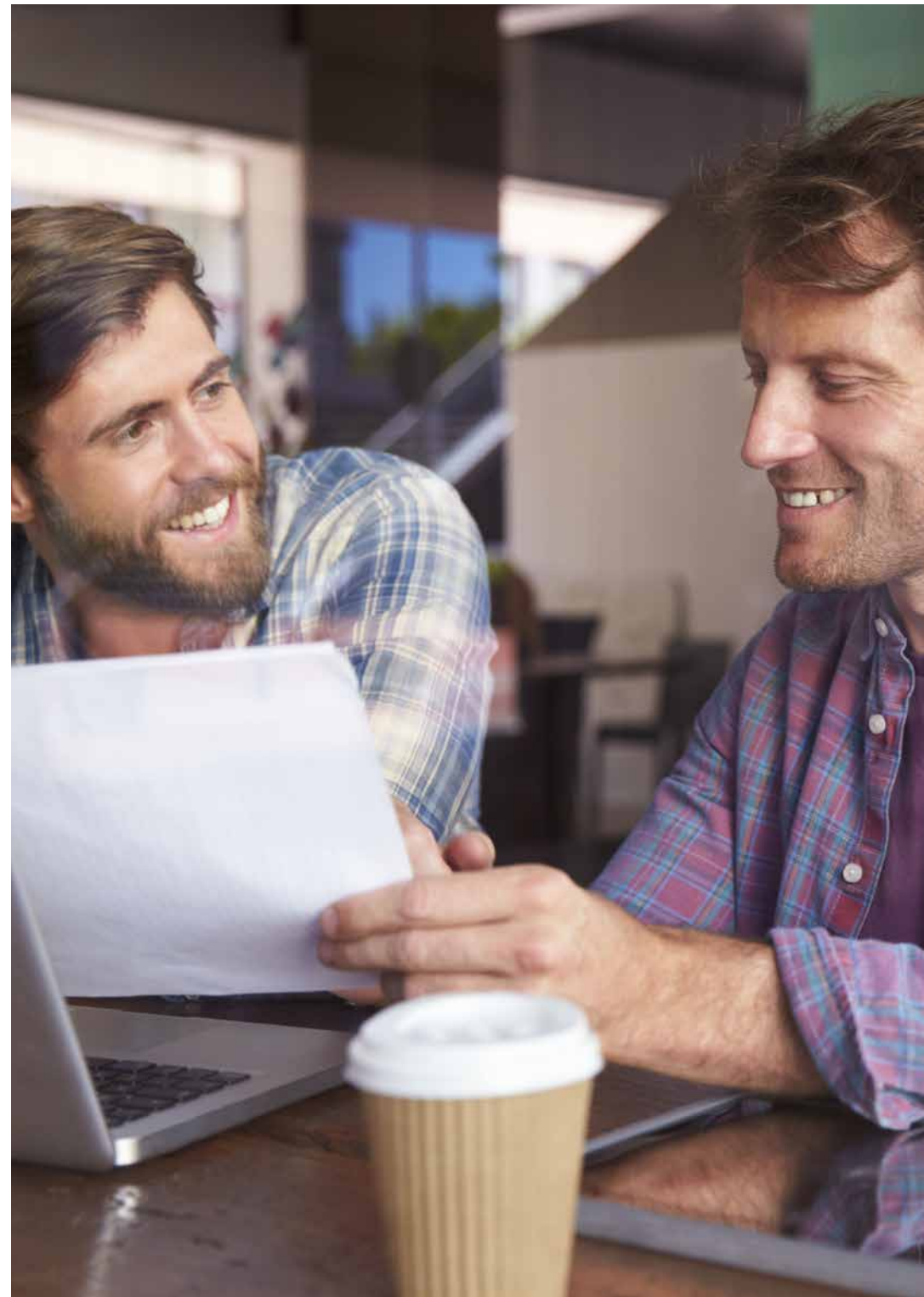
4. How do you seize on that conversation thread?

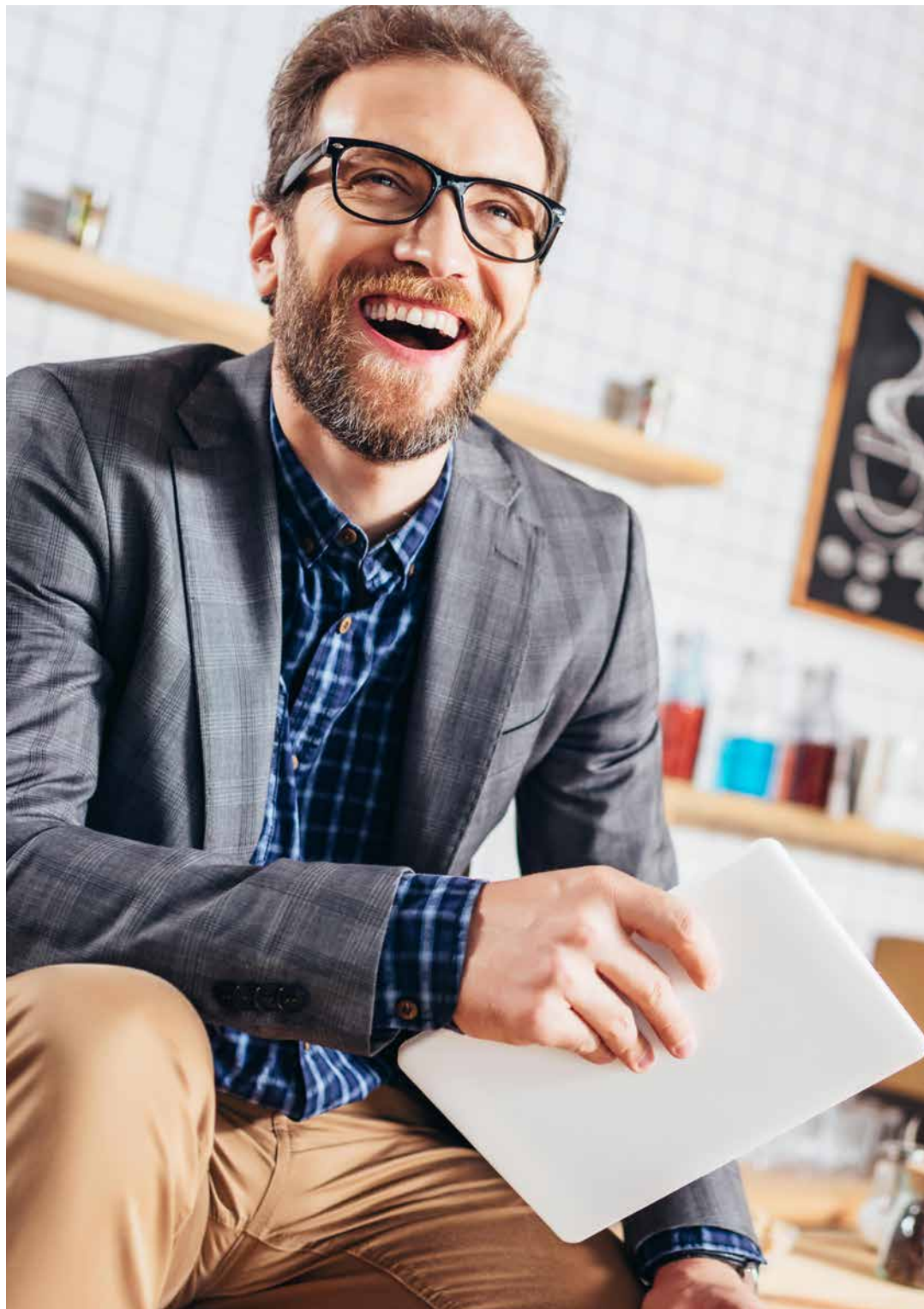
When you hear these phrases, ask more questions!

The goal is to identify, on a scale of 1 - 10, the degree to which they want to solve it. If their 'pain level' is higher than a 7, then they are a good candidate.

The key to helping is deep listening. Seek to understand the problem and the effect this problem is having in their life/business, not just the results, but the emotions and frustrations that it causes. Repeat those problems back to them, showing you understand. People are only receptive to ideas if they feel you understand them.

DO NOT tell them what your experience was with Mike & ABA.





5. How To Explain Your Experience

Don't explain what you learned, or the process you took with ABA (I know it's tempting), focus on the outcomes. A few good examples are:

- + I was blown away that something I was stuck with for 10 years had just disappeared after only a few sessions with Mike... now we're working on enhancements in other areas.
- + I knew what I should be doing, but was constantly distracted. After working with Mike for just a couple weeks, my attention was focused, and straight away I started seeing the P&L hit new heights.
- + I was successful, but a blind-spot was holding me back. I've now tripled the profitability of my company, and it was easy
- + The diagnostic tool immediately revealed my blindspots. The very first session gave me a new perspective and areas to work on. The results came fast once I unlocked that hidden resistance.

6. How Does Someone Take The Next Step With Mike?

If someone is feeling stuck or uncertain, ask them how seriously they would like to solve the problem. If it's 7 out of 10 or higher, offer to introduce them to Mike.

For any friend you refer, Mike will provide a free one-hour consultation. It's a chance to discuss frustrations/objectives, and be heard by someone that really cares. There's no hard sell, Mike will provide honest advice if there are practical and realistic opportunities to achieve their goals

Mike will encourage them to explain both their goals, and what's holding them back, even if they can't articulate it yet.



7. This is the intro email you will send both of us...

Hi _____,

As discussed, this is an introduction to Mike, founder of Advanced Business Abilities. You mentioned a number of goals and frustrations you've experienced, and this is exactly what Mike helps with. His process is very freeing.

Mike, I'd like to introduce you to <insert name>. You both have complementary personalities, that if nothing else will enjoy meeting. However, more to the point, you could really help overcome some frustrations that are important to <insert name>.

I'll leave you two to connect. I strongly suggest booking an hour to chat at your soonest convenience, while the things we discussed are still strong in your mind.

Regards,



Call: 08 6001 6143

Email: mike@advancedbusinessabilities.com

Visit: advancedbusinessabilities.com

