



BREAKTHROUGH Business Barriers

Gain Insight Define Strategy Enhance Outcomes

7 Tips for Using Assessments to Grow your Business

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BUSINESS PERFORMANCE...



The Challenges We Face Today!

Assessments are a terrific vehicle for generating revenues and providing the value your clients need and expect

- ▲ **Meet Client Expectations**
 - Provide value and insight
 - Get to the heart of your client's problem
 - Achieve desired outcomes
 - Meet or exceed expectations
- ▲ **Grow Your Business**
 - Keep leads in the pipeline
 - Showcase your expertise
 - Land new sales
 - Expand existing contracts & projects

Our goal is to successfully reach a balance between the two

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The Power of Assessments

What information does your client need to know to make positive change within the company?

- ▲ **Gather objective data and information**
- ▲ **Uncover the root of a problem**
- ▲ **Benchmark a company's capabilities and status**
- ▲ **Provide greater insights from strategic or scenario planning**
- ▲ **Identify client, team, organizational or performance needs**

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Assessments As a Vehicle For Growth



Building assessments into your marketing strategies can create tremendous opportunities for you.

- ▲ Provide prospective clients with a better understanding of your expertise and a sample of the value you offer
- ▲ Provide greater value and insight to your workshops and presentations
- ▲ Expand and create new engagements with existing clients
- ▲ Enhance your sales and educational process

"If all we are thinking about are the traditional roles of assessments, than I believe we are really missing the boat."
Ronna Cohen

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Activity 1: Where Do Assessments Fit Into Your Strategic Plan?



Let's take a look at how you currently use assessments in your consulting practice.

- ▲ What kind of assessments do you currently use?
- ▲ What areas do you specialize in?
- ▲ Who are you most interested in marketing to?
- ▲ How would you like to use assessments to grow your business?

Please turn to Handout 1

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7 Tips to Grow Your Business



Hit the mark with these tips for integrating assessments into your sales strategy

- ▲ Leveraging Assessments For Sales Growth
- ▲ Creating a Renewable Revenue Source
- ▲ Reaching Businesses in Large Groups
- ▲ Getting Better Results at Trade Shows
- ▲ Providing an Offer They Can't Refuse
- ▲ Accessing The Power of the Media
- ▲ Keeping Them Asking for More

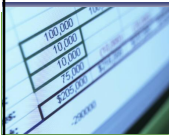
Make assessments a part of your sales strategy.

Differentiate yourself in a crowded market.

Speak of the power your assessments bring to your clients.

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Tip 1: Leveraging Assessments For Sales Growth



Make assessments a part of your sales strategy.

Differentiate yourself in a crowded market.

Speak of the power your assessments bring to your clients.

Showcase the insight, expertise and solutions you have to offer

- ▲ Provide greater value by packaging assessment with training and consulting projects.
- ▲ Conduct a pilot assessment to land a larger contract
- ▲ Provide a quick needs or capability survey to a prospective client
- ▲ Offer an association a free assessment to gain access to their membership
- ▲ Place testimonial and case studies of current assessments on your website

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Tip 2: Expanding Your Current Projects



Assessments create an incredible opportunity to develop a long term relationship with a client

Assessments provide an excellent opportunity to expand consulting and coaching projects

- ▲ Use benchmark and follow-up assessments to keep your clients engaged
- ▲ Create quick surveys to look into a client's concerns during a project or training
- ▲ Expand a divisional assessment to the entire company
- ▲ Include targeted assessments in your training sessions or workshops
- ▲ Expand training contracts by identifying emerging problems
- ▲ Move further into an organization with in-depth analysis of teams and work units

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Tip 3: Reaching Businesses in Large Groups



Reinforce your next speaking engagement with a follow up survey that gets them calling for more

Give everyone in a group a voice by adding surveys to your agenda

- ▲ Ask registrants to complete a survey before an upcoming program
- ▲ Offer a survey to a professional or trade association and share the results
- ▲ Provide focus group participants with a confidential way to be heard
- ▲ Follow up a webinar with a sample assessment and summary report

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Tip 4: Getting Better Results at Trade Shows



Draw attendees to your booth and boost sales by showcasing assessments.

Make assessments a centerpiece of your trade show marketing strategy!

- ▲ Create assessment packages for sale at your next trade show
- ▲ Display assessment summaries that showcase your discovery process
- ▲ Give away an assessment as a door prize
- ▲ Have booth attendees take a quick survey and offer to send them the results
- ▲ Send a preconference survey to attendees and offer a white paper summary to be picked up at your booth

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Tip 5: Providing an Offer They Can't Refuse



Assessments offer a vehicle to grow your business and showcase your expertise

Get your foot in the door with these proven strategies!

- ▲ Offer associates a follow up article on member needs after an assessment
- ▲ Invite participants at your next keynote to take a follow-up survey that will send them knocking at your door
- ▲ Conduct a free (or low cost) pilot assessment to land a larger contract
- ▲ Provide a quick needs or capability survey to a prospective client
- ▲ Send workshop and training participants home with an assessment to internalize content and prioritize their needs

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Tip 6: Accessing The Power of the Media



Attract media attention with white papers and survey data

- ▲ Create white papers of survey results and get media coverage
- ▲ Send out a press release of industry results from your next assessment
- ▲ Create articles that bring you media attention
- ▲ Send out press releases discussing the kinds of assessments you have completed and a quote from a satisfied client
- ▲ Keep your newsletter readers engaged with a quick assessment and follow up article of findings
- ▲ Add a survey to your next blog and quote results in an upcoming blog.

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Tip 7: Keeping Them Asking for More



Become a trusted advisor that is the first to be called when the company faces challenges

Give them a reason to ask you back

- ▲ Send a quick assessment to a client on an key issues you discussed in your meeting
- ▲ Integrate an survey into your next workshop or boot camp
- ▲ Offer a survey and a free consultation at your next networking event
- ▲ Add a monthly assessment to your newsletter or blog and share you findings
- ▲ Send a survey to businesses on your mailing lists and offer a free phone consultation to interested parties

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Activity 2: Setting Priorities



Please turn to Handout 2

How will you use assessments to grow your business?

- ▲ Select a tip you would like to focus on in the coming months
- ▲ Join our breakout group for that tip
- ▲ Work together to identify strategies that you can use to put this tip into action
- ▲ Select 1-2 strategies that you will take action to complete in the next 30-60 days

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