The Perfect IRA, Episode 74: When You Haven't Demonstrated Value

Today's podcast started with Micah and Matthew talking about topics which were brought up in the Backstage Pass forum. They also reminded about 100K Challenge – take part in the game. Try to add value to your business and bring up to $100,000. If you think that this number is too big for you, don't worry! You are the master so you are choosing how much you can achieve during the year.

People often ask what to do when your prospect that you were chasing for a while now, finally comes to your office and it feels awkward. Micah and Matthew were in the same situation, believe it or not, they were beginners at some point as well. As Micah says, the most important is trying to show your client that you are an expert in what you are doing. Once you gain their trust, it will be all downhill.

The magic trick here is to show that you are an expert without saying that. As Micah says, it needs to be done through the questions you asked during the meeting. Matthew reminds that our clients often don't want to hear what we have to say but they want us to listen to them. It's all about making them feel that you understand their situation, you know what they are thinking about and therefore, you know what to do. Surprise them with that.

Micah also talks about the "A-ha moment" or "the eyebrow moment". It happens when you are talking to your client and you see their eyebrows raising – it means you got their attention and they are focused on what you're saying. It's not easy to get it but once you do, you know you're going in the right direction. The connection with your client is very important and as Matthew says, you should not be afraid of new clients coming to your office. Think of it as a challenge for yourself and make the best out of it. Micah gives us a nice story of how he managed to establish a connection with his clients by trying to understand them better.

Lot's of people complain that whenever they go to a professional of any kind, they hear them bragging how big of experts they are in whatever they're doing. That's usually what pushes them away. They want to see the actions, they don't care about what you're saying. Make sure that you show your customers your value by what you can do for them. That way they will see you are what they are looking for and you can actually help them.

Be professional during your meetings. Prepare the questions ahead so you avoid stuttering while trying to build a nicely sounding sentence. Be ready to write down all the questions your prospect might have but don't make them feel like during the exam. Start with a light conversation before you sit down to doing business. Matthew also reminds us about our body language which is a very important factor during the meetings. Try to match your clients' body language.

Once you know what are your customers' needs, make an agenda and think about the strategy. Ask them questions but don't interrogate them. Let them talk about their biggest worries so you can solve those first. Show your plan to your clients so they can see everything you have prepared for them. You need to reassure them that whatever you do, it's for their good only.

Sometimes you will have customers which have completely different point of you than you do. You will not be able to figure out how to help them, the communication might be poor between the two of you. That's a sign for you saying that you should consider backing out and just leave it. Some clients are not a good fit for you and that's fine. You want to help them but if they don't want to work with you, there is nothing you can do.

Action items

1. **Create a list of questions.** Prepare ahead for the meeting with your prospect but make sure your questionnaire is not risky. What you need is a list of questions that will make

your clients aware of things they didn't know about you and your value as an expert. Practice them before the appointment to show them you are a professional.

2. **Make an agenda for your meetings.** Having the whole day planned is very helpful and will put you in a better light during the conversation. Having the agenda is useful not only at the beginning of your business but also later. Micah uses the agenda even though he is 20 years in the business because he knows how important those questions are.
3. **Watch out for imposter syndrome.** When meeting with a new person it's very easy to think highly of them. You need to remember the experience you have, everything you've done for your firm goes to your account. However, once you have your credentials, you should start relying on yourself. Your resume will speak for you. Don't let yourself think that once you are outside your firm, you don't matter anymore. You do, your experience does and that is your value.
4. **Jump on iTunes, Apple or Google Play and give us a five-star review.** If you want a cool swag, take a screenshot of your review, tag us on Twitter, LinkedIn or Facebook and we will send you something cool!