

**7 Costly and Potentially
Disastrous Mistakes
People Make When
Hiring a Client Getting
Expert**

...brought to you by...

**Clientology™: The Art and
Science of Client Getting**

7 Costly and Potentially Disastrous Mistakes People Make When Hiring a Client Getting Expert

Mistake 1: Price as the sole factor

Remember when your Mother told you "there's no such thing as a free lunch?" Well, Mom was right. Anyone who offers you the free lunch of a no cost marketing review is almost certainly just looking for easy (and often fat) commissions for themselves and will not be able (or willing) to go to work for you in your best interest. So that 'free lunch' could end up costing you dearly. Our very reasonable (and fully guaranteed!) fee ensures that we ONLY ever have your interest at heart.

Mistake 2: Putting in time without understanding return on time invested

Time is money - we understand that - so we won't waste even a second of your valuable time. Which is why, although the work we do might take quite a lot of our time ... it won't take up much of your time! The minute you give us the go ahead (which could be as little as just 10 minutes after meeting with us) we won't bother you again until we need your feedback on the report of our conclusions and recommendations. And because that report will be detailing the specific strategies we have prepared for your business... the 15 minutes it will take to read WILL be a very valuable use of your time.

Mistake 3: Focus on Price Not Value

Client Getting is a very complex field. Sadly, most experts will focus on the fees they can charge you, not on the value that they will deliver. I see too many proposals being accepted by clients without knowing how long it will take to see results, what kind of results to expect, and how the expert will ensure that you get the results that you expect. Clientologists focus on four levels of value in every interaction we have with our clients, including the proposal stage. Our four levels of value are strategic, tactical, one, and political. Ask your "would be" expert how many ways they deliver value to you before you sign that proposal.

Mistake 4: Too Quick To Decide

Choosing the right expert to grow your business is a critical decision. Selecting an expert should not be a rash decision that is rushed simply to meet a deadline. Take the time to weigh your options and make sure that your chosen expert is the right expert for you. You must be 100% certain that their style and strategies are a perfect fit for your business. We tailor our approach to your style so that you ATTRACT only Perfect Prospects.

Mistake 5: Not Getting Competitive Quotes

Picking a Client Getting Expert based solely on price is the number one mistake. You may be wondering why we are asking for competitive quotes. Simply put, we want you to be educated and prepared when you make the decision. Evaluate each proposal based on how well they provide the specific strategies that your business needs. Make sure you clarify anything that is unclear so that you are fully prepared to work with your new expert. We work with our Perfect Prospects up front to determine if we are a fit and how we can best assist you. If we do not believe that we are a perfect fit to help you reach your goals, we will not waste your time with a quote that only meets some of your needs.

Mistake 6: Not Asking for Testimonials

Your Client Getting Expert might be an expert in THEIR industry. BUT, are they an expert in YOUR industry? Your potential experts must be willing and able to provide you with testimonials from businesses like yours. Many experts will try to tell you that the strategies that work in one industry will easily transfer to another. Be wary of these experts as they are trying to fit a round peg into a square hole. Work with an expert who knows the insider language of your industry to succeed. We only work with Perfect Prospects in a narrow range of industries so that we can be their true Client Getting Expert.

Mistake 7: Peer Pressure

I bet you have a friend or colleague (or networking group) that highly recommends one Client Getting Expert or another. Do not bend to peer pressure, as the Client Getting Expert that works best for your friend or colleague may not be the right one for you. Get to know your options and find the perfect Client Getting Expert who works best for you. We offer our free Clientology Clarity Call to ensure that we are a fit before we even agree to work with you.

Take action now!

If you want to learn more about the Clientology™ Growth System, visit our website here:

<https://www.pharosbusiness.com/purchase/151351-Clientology-Growth-System>.

If you want to learn more about whether Clientology™ is a fit for your business, book a Clientology™ Clarity Call here:

<https://calendly.com/jeffborschowa/clarity-call>.