



The
enchantingLawyer[™]

Action Guide

Matthew Kimberley

1. Make People Want You

When Jacob asked Matthew about selling your business to a potential client, Matthew responded by saying that it should be the other way around. Once that you have qualified their situation to check that you can help them, and shown them that you are the obvious choice, you should then be asking them to tell you why you should choose them as a client.

How Does It Apply?

Think about a strategy that you can put in place which turns the situation around so that you are the one who is interviewing the potential client, and give you the power to decide whether or not you want to work with them. Write this down below.

2. Treat People You Know, Well

Matthew talks about why relationships are very important in business, and as an extension of the phrase 'it's not what you know, it's who you know', he adds in 'but it's not who you know, it's how you treat them'. Loyalty and trust are key elements to any relationship, and even more important in the world of selling.

How Does It Apply?

Write down below your ideas of how you can help to build loyalty and trust in your relationships. Start with the idea that you always deliver what you say that you will deliver, when you say that you will deliver.

3. What's the Worse that can Happen?

Matthew explains that a good mantra to get something done, or overcome shyness, especially in sales is to ask yourself 'what's the worst that could happen?' Compare that with the best outcome and you can help find the courage or motivation to do something – and do it today!

How Does it Apply?

Write down below some of things that you are contemplating doing, or have been putting off for a while. Next to them write down the best and worst case scenarios and see if it helps you to solve the dilemma!