

The Titan Times Newsletter

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Masterful Quotes

“Wise are those who learn that the bottom line doesn't always have to be their top priority.”

- William Ward

“You can't operate a company by fear, because the way to eliminate fear is to avoid criticism. And the way to avoid criticism is to do nothing.”

- Steven Ross

Every problem is a gift – without problems, we would not grow.”

- Anthony Robbins

www.TitanBDG.com

(973) 601-3275

information@titanbdg.com



in this issue:

Tips to Help Win More Proposals	P.1
Masterful Quotes (Sidebar)	P.1
Upcoming 2022 Tax Deadlines	P.2
Take Charge of Your Vision, Change Your Life	P.3

Tips to Help Win More Proposals

You have landed the opportunity to present your proposal to a prospective new client. You should always have a game-plan and the following preparatory and presentation tips should help tip the scales in your favor.

1. Do the proper research.

Learn as much about the prospective client before meeting as you can. “Google is your friend.” You don’t want to go in and ask what they do – that can be the kiss of death. Instead, confirm what you learned from your research. It will impress them, show them that you did your homework and that you are able to have a meaningful discussion about their organization or business and how you can be of value. Consider pulling an industry report to learn more about the key challenges facing their industry. This exercise can also help you generate a list of target questions.

2. Identify relationships and connections.

Look them up on LinkedIn prior to your meeting/presentation. Find potential connections between your organization’s members or other relationships you



Upcoming Federal Tax Deadlines

August 2022

- 1st | Annual return/report of employee benefit plan
- 1st | Second quarter payroll taxes due

September 2022

- 15th | Third quarter estimated tax due date
- 15th | S corporation income tax return extended due
- 15th | Partnership income tax return extended due date
- 30th | Trust income tax return extended due date

October 2022

- 15th | Individual income tax return extended due date

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have cultivated, to decision makers in theirs. A common connection can be worth its weight in gold.

3. Practice patience.

Sure, you are there to convince them that you have the right solution for their needs but be a patient listener first and foremost. Start a dialogue about what is meaningful to them. Listen carefully and learn as much as you can about their situation. Don't start by telling them who you are and why you're so great. Instead, take the time to understand them and learn why they are looking for a new "solution provider". This may also provide you with the "golden phrasing" for how to couch your proposition.

4. Always customize your proposal.

If you asked insightful, probing, open-ended questions and listened well, you will have a great foundation for a customized proposal. Include the information you captured in your meeting, specifically identifying both what they need and want out of your new product or service.

5. Follow up.

Prompt follow-up is critical. It demonstrates that you are attentive, care about and want their business. Go the extra mile and send thank-you communications to the people involved, letting them know you value and appreciate the opportunity to present your proposal.

These few tips should help you tilt the scales in your favor a little. Just remember, you are not there to close a deal by "selling what you have", but by best presenting what you have as the 'right solution to their needs, offered by someone they are comfortable and feel a sense of trust with".



Take Charge of Your Vision, Change Your Life

Have you ever heard the axiom, "no matter where you go, there you are"? The same is true for the life we have created. It is said that we are where we are, based on the decisions we have made, the people we have chosen to associate with and the sum total of our five closest friends. Interesting formula, isn't it? But the buck always stops with you. Where you are in life is the outcome of what you make happen, not what happens to you. It was Henry Ford who said, "Whether you think you can or can't either way you're right".

So, what's this got to do with your vision? We have had clients say they struggle with their vision and the future of their business. Many have felt their enterprise has become complicated, attracting clients is difficult, marketing is confusing, keeping customers happy is a mystery, making a good profit is difficult. Some say they have simply been beaten down and aren't having fun anymore. If any of this resonates for you, it's a good time to stop and grab a pen and answer a few questions. At the top of your list answer this:

Why did I get into business in the first place? In other words, what void in the marketplace did I hope to fill with my product or service? How was I going to do it better, faster, more reliably than anyone else? What pain was I going to alleviate from my customers' lives that would have them choose me? What pleasure was I going to provide better than anyone else? What don't people like about buying in my industry in general and how could I demonstrate that I am different from the rest?

Your business status right now is the vision you hold. The skills you possess, the level of knowledge you have, the competencies you have developed, all are part of the picture called your vision. Unless you learn new skills, acquire more knowledge, and practice and learn to become more competent, your business will look very much the same in the future. Business does not remain static, why should you? Take some time right now and describe your company (or position) five years from now. Write as if it is

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in the present and you have accomplished your goals and dreams. Think outside the box, bigger than you think is possible right now. Be idealistic, positive, and inspiring, even challenging. Now take stock of what you know and what you don't know or understand. What skills, knowledge and competencies do you have to master to fulfill this vision you have written about? Sometimes when a client does this exercise it seems overwhelming or appears to be the size of an elephant. And we say, "How do you eat an elephant? One bite at a time"! Now write down an action step you will take within the next 24 hours to move you closer to your vision. Take another bite tomorrow.

When we look at a new client, we don't see a struggling business owner. We see a brilliant, capable, and intelligent human being that cares and wants to make a difference in this world and leave an enduring legacy. How do you see yourself?

TITAN Business Development Group, LLC
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Business Growth - Now is Your Time!

- * Increase Your Profits
- * Develop New, Solid Strategies
- * Attract More Customers
- * Close More Sales
- * Create Better Systems
- * Enhance Your Business Skills
- * Operate More Efficiently
- * Increase the Value of Your Business
- * Lead More Effectively
- * Manage Your Finances Better
- * Improve Your Work/Life Balance
- * Blow Past Your Competitors

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free Discovery Consultation!