

5 ACTIONS YOU CAN TAKE

Presentation by Steve Miller

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Kaity Van Amersfort:

All right. Cool. Steve, you ready? If I kicked this off? Hello? Why are you talking to me? I'm ready. All right. A few just quick housekeeping things, everyone. Thanks for being here. Really appreciate it. If you can mute yourself, that would be fantastic. If you don't meet yourself, I will be muting you.

We just want to keep down on background noise. I'm really excited to have this happen today. We have Steve Miller back and it's kind of like a little mini Southwest regional reunion amongst some of us. I know we're missing Arizona, Northern Utah, but it's nice to get all the chapters together from the Southwest region. So I'm super excited to have many of you here.

I'm gonna quickly read through your bio, Steve, and then I'm going to turn it over to you. I am going to read it out loud. I'm just going to read through it. So no, no I'm gonna, I'm gonna read it. Here we go. Meetings and conventions magazine called Steve Miller. The idea, man, for his non traditional no spin approach to marketing and branding.

He is the author of unconquerable. How to create an unfair advantage over your competition. The book is an Amazon bestseller was featured at the consumer electronics show and has 100%, five star reviews on Amazon. Steve calls himself Kelly's dad. That's who he is. His business title is marketing gunslinger. He helps businesses separate themselves from the competition and grow by achieving unconquerable superiority since founding the adventure LLC in 1984,

Steve speaking and consulting clients have ranged from entrepreneurs to fortune 100 corporations, including Proctor and gamble, Greystar real estate, Caterpillar, Boeing, airplane, Starbucks, Phillips electronics, and Coca-Cola. Steve has presented over 1600 speeches and workshops around the world and 127 different industries, including the prestigious Ted conference with no further ado. Steve, I'm willing to turn it over to you.

And again, we're just super appreciative to have you back. So thank you.

Steve Miller:

Thank you, Kaity. Great to see you and really great to be back. This is fun to be back with you guys. We had such a good time when I was down there in Anaheim and or no, we were in Costa Mesa. If I remember right. You know, we were right there by the airport, but H had a super time down there and this is fun to be back even though we're back virtually that's okay. So let's, let's kick this bad boy right off. I got a lot of stuff for you. I'm just going to go right into tip number one. Okay. All right. Let's here. Here's the deal.

Nobody buys from you because you are similar to the competition. Now, why do I say that? I say that for a number of reasons. I want to show you something. I want to show you three websites, not yours. Don't don't freak out or anything like that. But, but I do this with clients because I think that it kind of wakes people up a little bit about their websites.

Just I was talking to a, I was consulting with and, and speaking for a company in the food, food industry, food inspection industry. And so in preparing for that, I studied some of their competition as well as their websites, just to get an idea of what they look like, what they're saying on their websites. And so here's what I saw.

I just want to show you three homepages of these websites and let's see if you guys can see what, what, if you have any comments about them? I'm not going to show them for very long. You know, here's this one, Ariel, here's this one. Now I'll go back. I'll show them again. Alright, three. There we go.

Got there. Your fans, here you go. And Eagle certification group. Does anybody see anything? Anybody notice anything about those three websites? You want to pop it in there into the chat? I am going to be monitoring the chat. You know, now my smoking hot wife, Kay, is on there right now. She's also monitoring. She's going to be talking with you guys during this.

If you see some, you know, if you see something here that you think you can comment about, go ahead and share it right now, but I can't wait very long. Obviously. We'll see, you know, Kay Miller says she sees something, Oh, see Steven Davis family picture. First one shows services. They provide most of the texts. Second shows food.

Third shows people in food, but let's also look at it from this perspective. Think of yourself as being somebody who is researching, whether they, who they want to hire to do food safety testing for, for, for their company. And they go onto the internet and they search and they find the companies and then they start to look at the companies.

Now, this is what happens with you guys too. Right? And the first thing they do is they see this, they see this and they see this. See this, the bottom line is, is that they have, they are fairly similar looking. Okay? So they're not a lot of difference between the layout, the colors, things like that when it,

when it comes to their websites. And this is really, really important to understand, because I went into your websites and while I'm not showing the websites themselves, I'm just kind of grabbing some screenshots. I looked at every single one of your websites. And now here's what I find when I'm looking at them. None of them, none of them actually stand out from each other,

all right. People, if I showed your websites to the food safety people, and I asked them, what did they see? They would say, you know what? They all kind of have the same type of messaging. They all have the same type of, you know, for the most part, There's a lot of similarity between them now. Why is that?

Well, the reason why that is, and I'm going to, and I'm letting you off the hook here is it R is because here's where we are. The big guns themselves. Oh, Kuma, Dusan. Makino look not a lot of difference between their websites either. And when we start designing our websites and we go in and we say, Hey,

what, how should we design our websites? Well, what do we do? The first thing that we do is we run out, we get on our computer and we go look at all the other company's websites. And we say, let's see what they're doing. Let's see what Acoma is doing. Let's see what do signs do. And assuming Canada is doing.

And so we ended up doing something that's fairly similar to what they're doing as well. And so if you noticed one of the messages that comes out a lot in all of your websites are three things. And this one in particular quality, we have great quality. Right? Great quality is, is, is the bedrock of our company and our products that we're sharing service.

We have super service. Okay. And pricing, our prices are, are very, very fair. See, here's the thing is that everybody's saying that now this is something that I did talk about a couple of years ago was a little bit about how we tend to look and act like each other. Well, the problem is that in the websites, when people are going out and searching right now,

and it's been a HubSpot came out and said that today in today's B2B world, the buyers, when they are going out to research companies, they are going to go, they're going to go about 70% of the way through to a final decision, you know, before they even talk to you guys, before they even pick up the phone before they send an email to you or anything like that,

they are going to do that. And they're going to get most of this information from you, from your websites. So what our quality service and price well in this world today, quote, quality, service and price are the minimum viable deliverable. Everybody has great quality. Everybody says they have great service and everybody says they have fair pricing. All right.

So why is that? Why is it important for us to recognize that we can't just keep saying the same thing that everybody else, many years ago, I had an epiphany. I was doing some

consulting in the, with the golf industry. And I got into a conversation with Jim Nordstrom at who at that time was the president of Nordstrom department stores. And we were talking with them about possibly Sponsoring a new senior tour event,

a PGA golf event. And in the conversation, in, in, in the, in the meetings that I had with him, he made the comment to me. He said, you know, it'd be really interesting to, he said, we might want to hire you to come in and consult for us. And I said, Oh, well, you know,

just to make sure you understand, okay. Most of my, most of the business that I do, most of the work I do is in the BW world. I don't really know the retail world. I don't know anything about the retail world. And he said, he said, that's exactly why we would want to hire you. Because if, if we hired somebody who consults for the retail industry,

he, or she would simply tell us what they would tell all of our competition. We don't want to look and act like our competition. So what we would, we would like to do is have you come in and tell us what, you know, even if it's from the B2B world and then we will figure out what we can use that will help differentiate us from the competition.

So that was, that was really powerful message for me and has really driven my business and my consulting, my writing, speaking for the years ever since then. And it's, it's been amazing how, how common it is in so many different industries, that there is a common, strategic orthodoxy going through all these different industries. But then at the same time,

it's also interesting how it's actually not super difficult to separate yourself from the crowd. Now, those of you that are on here, you probably jumped in and helped me out with my survey that I did with you guys this week. I did a real quick little survey. I asked for you to rate on a scale of one to seven, the importance of these different factors in your success.

And here we've got the final results on a scale of one to seven. And there were five that got an average of five or more on the scale of one, one to seven. And that's these, these here clearly identifying our best moose, you know, our target market, those of you that have not read my book or were not with us a couple of in 2019,

I'll, I'll explain that to you here in just a second. You said you, you said that generating more leads is important to you creating a message that your moose responds to is important. You finding your most and differentiating from the competition and that diff and I, I did find that interesting that differentiating from the competition was the, was the top one for you.

So what we're going to do is we're going to go through these five. I'm going to go through these. I'm going to give you a bunch of ideas of how you can, how you can do every single one of these. So let's just get right into it again, right? I've already given you your first tip that nobody Buys from me because you're similar to the competition.

So now let's talk about identifying your best moose. What are we talking about here? Well, what, when we talk about the, your best moose, why I call it your best me best most is that imagine all the animals in the forest and you're, you're a Hunter, you're going into the forest to, to go hunting. And there are all these different animals,

but you're not looking for all the different animals. You're looking for the moose. That's what you're looking for. And so you don't want to do something that would attract any of the other animals to you. Now we can, we can turn this into a business way of describing this and let's just say, okay, it's like the funnel. All right,

at the top of the funnel are the suspects. We put the suspects in the top of the funnel, from the suspects. We then identify who our product, our prospects are from the prospects we are. We then identify our best leads. And from our leads, we get our customers. Now, the things that we got to understand about this is that all the animals are suspects.

You go into the forest, all the animals are suspects. You suspect that there are moose in there somewhere, but you see all these different animals. All right? All of the moose. Now, our prospects, once we've identified one as a moose, they are now a prospect for us and net. And then we take it even a step farther.

If we make, if we can find hungry moose, we now have leads. So the thing to recognize, and to understand here is that a qualified lead is a prospect who acknowledges interest in your company's product or service. So what we are trying to do is we're trying to find leads. Leads are our top objective when we are trying to build our business,

but we need to understand that there's a difference between a prospect and a lead. I'll explain that to you here, because you know, and according to HubSpot, and this is why, this is why too many companies are inefficient when it comes to sales, because in marketing marketers tend to do, to say, Oh, they're a prospect. Let's just hand them over to the salespeople.

So HubSpot says the 61% of B2B markers, marketers still send all of the prospects that they receive directly to sales while only 27% of those will actually be qualified. So in other words, that's the difference between a prospect and a lead. And so we're making our sales efforts are actually then inefficient. And we don't want that now, how do we define a good lead?

Well, a good lead is somebody who fits the profile of our target market indicates an interest in talking to us. That person is now a quality lead. Let's talk about the fit. And let's talk about the interest, the profile of your target market of your moose equals that. Well, that's a great question of your moose. Could you, yeah,

I know. You know, and, and you know how it is so much of that relates to just the, yeah. Thank you. Whoever muted him. Yeah. So, so we're talking about the profile equals the

fit. Now the pro the fit can be defined in three different ways. One is the, is the company that you're looking for.

One is the professional person that you are looking for and the other. And the third one is the, is, is the personal side of the buyer, understand that when you're dealing with a company now, you know that there's a trend right now and what they, what they call, you know, ABM, all right. Which is, You know,

marketing. I, I, Well, I just blanked on the name of it anyway, but it's, but essentially what ABM is, is, is that you, you select the companies that you want to talk to ahead of time, and then you target them very carefully. Now, what we've found is that many, many companies have actually multiple people in their,

in their businesses who influence the sale. You know, there might be, you know, I, I tend, I kind of look at it like there's usually three minimum influencers buying influencers in a company. There's the person who makes the decision. There's the person who writes the check and there's the person who uses the product that you're going to sell to them.

Now, in some companies, depending upon size, they're very small. And in those companies, those three people might be one person in reality, it might be, you know, the owner of the company might also write the check and it might also be a machinist or something like that. But the bigger the company goes, the more people you have,

so you can identify the company itself. But then from a professional perspective, you then identify who the people are that are involved in that decision making process. And then you take it a step further and you get into the personal, personal identification and the personal knowledge about the people themselves. All right. So in the company, you know, we're, we're,

you know, we're, we're looking at things like, you know, what industry are they in? Are they in aerospace? Are they not automobile automotive? Are they, you know, in, in, are they just a job shop? That's okay. You know, a, You know, hitting lots of different markets is a geographical cause. So like,

for those of you that are in Colorado, are you just dealing with companies that are, you know, in, in the Colorado area, are you looking for a particular size of company, you know, is there a type of business model that they have product line, you know, organizational makeup, what type of competition do they have? Do they attend trade shows,

you know, work, you know, what can you learn about them from, from the company corporate perspective? And you want to identify this, those companies as best as you can. It's really odd to me, it's really exciting, distinct to me how often companies will be Mo will not do this. And so it gets back to that HubSpot situation where,

where, you know, they will just sort of like let all the, all the animals in the forest come in and they'll just talk to all the animals in the forest when really all we're looking for are moose. Okay. From a professional perspective of the people who are involved in the decision making process, it might be, you know, we might be able to understand them based on what their title is and you know,

what their experience, how long they've been in a position, you know, what is their communication preference? I mean, do you ever ask them people how they like to be communicated with I've got clients who actually would really prefer to talk to me? Yeah. The telephone, oddly enough, you know, and, and don't want to do zoom and that's fine,

you know? So I set it up to where we just talk that way. Okay. What type of education level do they have industry involvement? You know, what is, what is the language of the market of that marketplace? Now I know in manufacturing, I think across, there's a fairly consistent language across the board that you guys understand. And so that might not apply if you know,

but, but still aerospace is going to have its own, you know, automotive is going to hang it, have it some. Yeah. And then where do these people hang out? Where do they gather information? Where do they go to talk to each other? Where do they network? Where do they, where do they go to learn more about their business and their,

their, you know, to learn about the future? You know, learning about additive, learning about AI, all that stuff that's coming on. Then we have to step it down a notch and go down into personal. Now, listen, it's actually becoming more important today than ever before. Because, because in the past you could say that that people have basically their professional life and they had their personal life and they would be at home and they do their home stuff.

You know, they got the kids, they've got the house, they got, you know, what they're doing around the home, that type of stuff. And so like in the morning they get up and if they've got kids, they're getting the kids ready to go to school and feeding them, breakfast, everything. And then they take their home hat off and they go out and get in the car and they put their professional hat on and they drive to work.

And now they've kind of separated. They, they, those were separated, but that's not so much anymore. Isn't, it's, it's now become, it's kind of now these are kind of getting together because a lot of people are still working from home. Even if, even if you are going to the office and working, I have kids at home that are homeschooling now a virtual schooling.

And so now we're seeing more of an overlap between the personal and the professional. So it's important for us to, to also know as much about our moose personally, as it is for us to know about them professionally, when you step past fit, let me get back to that. Okay. So in the fit profile, these are the things that you can identify ahead of time.

Literally, you can look people up and you can say they fit the profile of my target market and you go, okay, that's great. That's cool. All right. But now they are prospects. That's what they are because they fit the profile of our, of our moose. But now we want hungry moose. Okay. So now what we have to do is we have to find out what will get them to be interested in us.

We need to know what's going on in their mind. There's an old marketing saying, you know, that the, the best marketing is when you can join the conversation that's already going on in their mind. You know, it's like, if you, if, if you're in the market for a car, then you know, if you have an idea of the type of car that you want to get,

well, all of a sudden that's top of mind. And if somebody said to you, Hey, I've got a car for sale and you go, you do, Oh, I'm actually in the market for it. I see that jumps right out. Okay. But if you're not in the market for a car, then somebody says, Hey, I've got,

I've got a car for sale. You just go, Oh, I have no interest in that. I don't have a need. So, so we need to try to join that conversation. What hurdles are they facing? What keeps them awake at night? What's the first thing on their mind when they wake up in the morning, you know, what types of projects are they work?

Are they working on, how would they describe their, their business? You know, where do they get information? And th the more you can get to understand people, the, the easier it's going to be for you to get them, to raise it their hand and say, I am interested in working with you. I would like to talk to you further.

And the Mo and the moment they raise their hand and say that they now, they now go from prospect to being a quality lead. And that's really, really important. High quality leads, speed up cycle time, increased productivity, reduce total cost shortens that, that sale. All right. And, and, and your closing rate will be much, much higher when you are dealing with quality leads.

Okay? So defining your moose, understanding who they are ahead of time is number one, getting to know what their issues are. Number two. So you can be able to do that. You also asked me, how do we find moose? How do we find our moose? I'm going to share a couple of a couple of things with you about that.

And, and let's find out if you guys are doing some of this stuff, okay. Number one, LinkedIn. Now I'm guessing that most of you are on LinkedIn. Any of you using LinkedIn to generate new business. If you are, feel free to pop that in there, in there. But LinkedIn is probably the best place for us to go right now,

online to, to find people here's the thing now. But there are a couple of ways that we can do this, because obviously we don't want to be talking to everybody, right? We want, we want to attract the moose to us. So where do, where are we go? We go hang out with them, with people in our moose.

I'm good. Jeff, lots of LinkedIn. You know, there are a bunch of private groups on LinkedIn that you can go join. You notice it right here on, on, in this one, the CNC, machining, and manufacturing network. Now that you know, these, these might, you know, you might not have any interest in being in the,

in this group. I'm using this as just an example of, you know, it's got 32,297 members, but here, notice this notice here, down here at the bottom. And I don't have any idea. I'm gonna, I'm gonna butcher this guy's name. Dessa Rafi, GV. Okay. He's posting CNC machine monitoring software. How can it reduce downtime,

increase profits. He's saying, see more. Now I suspect that what he is doing in there now is he is offering information to answer that question. Now think about this. If somebody is, if it's on their mind, they're going, how can I reduce downtime? I really getting tired of, of being, you know, when I, when I need to switch over from,

from, you know, S you know, switch over to this machine, you know, this it's taking me too long. How do I reduce that downtime? Because I want to increase my, when my machines are up, that's when I'm making money. Right? And so he's posing a question that if that question is on somebody's mind right now, they're going to raise their hand.

They're going to click. They're going to click that thing where it says, see more, they're going to click on that. And they're going, they're very interested in that. So he's reaching out and looking for his moose and he wants, he wants to attract his moose, his attention by he's using a moose bait right there. All right. You know,

there's also a manufacturing wholesale distribution for 33,000 members, you know, and, and, and, you know, here learn the first post in here, you know, learn from the B2B best and Excel X Excel in e-commerce. Okay. So if that's something that you, you know, is on your mind is e-commerce, then you might say, all right,

I'm going to click that link, and I'm going to go find out what that's, what that's all about. So you go, you know, you go join these types of groups, and then you're going to want to be putting out information like this, to attract them to come to you. You know, sales navigator is anybody using LinkedIn sales navigator,

because this is a very powerful tool for sales and marketing people. Now, just for fun, just for fun. I went in and I threw up and I went into sales navigator, and I, I, Oh, good job, Jeff. You know, because you can go in and you can search for leads and search for accounts and use the filtering system that they've got set up.

So I hear, for example. Yeah, no, I went in and all I did was just say, okay, and you can't see it at the top, but I typed in the search term manufacturing. I, I then said, North America. Now these are the people that are first degree connections to me, but, but I would also go look in for people who are not yet first degree connections,

I would go to second degree connections and it would provide a ton of names. And look, I just, I throw in all these different industries that they are. And so you did you get the pops up and it's shares with these people who are possible, you know, prospects for me, right? No. So like, for example, here,

Ted Lozinsky, you know, motor city spindle repair, and, and I can go in and I can see him. I can see that I've got some connections in there. Yeah. Hello, <inaudible> Ginsburg is one of his connections. Well, I know Ginsburg, he, in fact, he was at the meeting that I spoke at for you guys,

and I've known him for a long time. So if I wanted to try to make a connection with TRIBE bad, it would be, it would be easy for me to do because I could message him. I could ask it, he gives him her to introduce me, you know, I can reach out to him, but I get all, I I've got his contact information and I can start to cultivate a relationship with Ted and,

and move on and hopefully turn him into a customer. Right. Okay. You know, on Facebook, you can also, we'll do this here's East welding. And if you notice has been very aggressive with, with Facebook, you know, they've got six, 124,000 people following them 618,000 that like it. Now Facebook has limitations because just because they have 624,000 people,

when they post something, it doesn't mean that it goes to 624,000 people. It actually only goes to about 1% of those people, those people now, and it's probably going to go down even even further, but Aesop does something else that I'll show you a little bit later on to, to actually make that connection with people. But they, you know,

they have, they have a very aggressive platform on Facebook that they have, you know, been able to then take people off of Facebook and they get people to go to their website. And then they get people to sign up on their website, their website to join them in Facebook also has groups just like LinkedIn has groups, you know, so, you know,

so I go in there and I, you know, type in the search term, CNC, machining, and look here, I got all these different, different groups and a cool thing that they share in here of information. Is that not only are they showing you the size, like in the first one, CNC five access, machining and program, it's got 12,000 members,

but it also tells you kind of how active that group is. You know, this, one's got 50 posts a day, the one underneath it, 170 posts a day. So those so, so that they are a little bit active, but jumped down there to where it just as a CNC machine, seven posts a day. That that means that that group is probably not very active.

So maybe you don't want to be on a, on a group like that. But so, but you join these groups. Now, here's the thing. Here's the thing about when you join these groups, whether on Facebook or whether on LinkedIn is that you don't join the groups to just hit hard promotion, you join the groups to join in the conversations,

to hear what they are talking. You can reach out like these examples that I showed. I shared with you, of people where, where they're saying, Hey, is this a problem for you? I may have, I may have something that, that can, can help you with that. I'll show you a couple of other examples of that here pretty soon right now.

And I'm curious how many people are, Hey, do this for me. Okay. At the bottom of your screen, you'll see where it says participants. And if you click on that, it'll have in there, it has in there. Raise him. If you have registered for IMTS spark, would you raise your hand for me? I'm just curious to see if you know,

if there are any people here that, that have done that. Well, that's interesting. Oh, there's okay. There's okay. I see a couple, not very many. Well, IMTS spark is going on right now for those of you that would have, would have attended the IMTS event, which was supposed to be a couple of weeks ago. It's now going on online and you can see they've got exhibitors on there.

They've got products on there, but for you guys, you can also use this as a networking opportunity because you can go, you, you can go to in, into some of the sessions, you can participate in the sessions. You can chat and have a chat to meet, meet other people. So if it's a session that you have an interest in,

then obviously the people that are in there, you know, would have an interested in that as well. And you can share information with each other like that. And you know, you're going to see me in there a lot. I've already, I've already Been out. It's been out for two weeks now and already done several programs. And in fact,

tomorrow my smoking hot wife is doing a sales program on IMTS sparks. So if you want to see a sales program, she is, she is going to be teaching that. And she is one great sales person. That's that's that's for sure. So, okay. So yeah. And yeah, I'm going fast because I got to, I got to,

I got so much stuff to share with you. So we, I, we define our moose. We then go out and find connections with our moose. Now we want to message with them. We want to be able to differentiate ourselves. We want to be able to connect with them. In other words, we want to generate leads. We want to capture leads with them.

Now here's, this is a big thing To keep in mind. All right. And that is always think about what is the next step in the relationship building process. Don't get ahead. Don't go. Trying to go from, you know, I think you can see my cursor. Don't go, trying to go from that first step all the way down to that,

that last step in just one fell swoop. And so what that means is, which is what I see on a lot of your website Sites is, you know, somebody comes onto your site and Searching, and they're just trying to get information. And, and all they see is request a quote, sometimes Request a free quote. But let me tell you something that is not the next step.

Okay. That's the, that's the third step or that's the fourth step? Who knows, but it's, it's, it's not the next step. We're in a relationship building process. We need to make a connection with these People and, and you know, a really good way of putting it is George Walther and my friend Nito Cobain. And I say,

George, because he's speaking in Denver in a couple of days, our good friend needle Cobain told me once he said, he said, don't be somebody who does transactions. Don't be transactional. Be transformational, be transformational. Right? So if you, all you're doing is looking for them to give you a quote. Then you, you are looking at it Purely as a transactional relationship.

That's not the purpose of his purpose of business is to create a relationship and then keep that relationship. And people only stay with you when you are more than A transactional. Yeah. That's, it's more than a trend National objective on your part. Okay. Let me look now. Remember I showed you who is it? Oh, Kuma Doosan and Siemens.

I think it was, it was where the, or the ones that I, that I showed you there pretty similar to each other. Okay. Now amaze Zack. We know their colors is orange. Gotta love that. Right. But when you go to their homepage here, there, they've got a couple of things here that are interesting that you should notice.

All right. And look on the right side of the page. It says, download Latest white paper, okay. Download our latest white paper. This is right at the top of their homepage. You click on that. It takes you to this page where they've got a list of all these white papers and, and, and they can, you know,

The people can click on one of these, right? Get a white paper. Now let me show you, but notice something also on the left side of the screen, that they have a blog news releases. That's pretty, that's pretty common, right? They have customer successes. I'm going to talk about that in a second. Here, they have upcoming events.

They got these white papers here. They've got a podcast cyber world. I don't know what that is. They got a newsletter. I'm going to talk about that. And they also do webinars as well, but here's see, here's the thing. Is it, if somebody wants to click on, wants to get One of these white papers, like the digital solutions for 21st century challenges,

they click that more button and, and that, and then this pops up, oops, I gotta get on this screen. This pops up. So now this is a Contact form or request for request for that information that you fill out. Now notice they're requiring all of this stuff. You know, name, title, phone, email, company, industry,

country, region, address, specific product information. Do you currently own any amaze act equipment? How'd you hear about us? There's even more at the bottom that it was just too big for me to be able to be able to capture. Now, here's this, here's a really

important thing to understand that when you are offering somebody, what they're doing is they're offering somebody,

this white paper in return for their contact information. The more information you ask for the lower, the response rate is going to be. Now they're asking for a lot of information and they're requiring all this information. Now, why is that? Because they are really only looking for people who are pretty serious right now. Now, if I were working with them,

I would probably say, you know, I think right now, I think in the beginning, you don't need to ask all of us all for all this information. You can do less than that because the moment they raised their hand, they now indicate that they've now indicated interest. Once they've raised their hand. Now, I feel that it's okay for me to hand it over to salespeople to follow up because the,

the likelihood of them being a potential of being hungry, moose is still much higher because they are going they're, they're looking for specific topics, you know, friction stir welding, for example, you know, over here, you know, shouldn't stir welding. Well, if that's a topic there, well, I'm willing to bet may Zack has an answer for that for him,

you know, besides just a, just a white paper. So, so like I said, Esob sends people to their website and encourage them to leave Facebook. Now they've still said, give them a lot of information on Facebook, but then they also say, okay, if you want more information, go to our way. And on their website, they are encouraging people to sign up to their E newsletter.

Now notice here, they don't just say, Hey, you know, give us your contact information and get our, get our e-newsletter. They're actually explaining to people, you know, what's, what's going to be in the newsletter, you know, exclusive content, tech tips, product information, and education and training. So that's content useful and interesting content,

not just past sales literature. Alright. You know, the real world welders share their experiences. So case studies testimonials find out what's happening with us and get involved. So, you know, obviously they're saying, and we're still going to tell you about our products, you know, that that's for sure. But notice they only ask for first name, last name,

email, and country. So they probably get a much higher sign and rate than may Zack does on there. But you know, both of them, you know, either one, it can work depending upon on your objectives, on the type of most that you're looking for. But, but this is how we want to grab people. We want to get it,

get them. We want to offer them something, content marketing. We want to offer them something because it's going to get them to raise their hand and say, yeah, I would really like that because particular topic is of interest to me. Now here's a, here's one of our clients Omni view that they, they do software for the portable storage industry,

very, but you know, very B2B, but they have a newsletter that they put out every quarter. And, and when they say I started doing that newsletter back in 2006, within one year, after doing their newsletter, you had a 1957% year to year increase in revenues. Now I thought it was when they told us that both Kay. And I said,

that can't be true. That is just simply way too high. And they said, they said, Nope, that's it. That is exactly what it is. Now. The thing about it, that was it. They were the turned out. They were the only company number one who had that type of software. But this was the way for people,

both customers, prospects, to get information about the Omni view software that they would, they could then help make a buying decision. So the, when to do, and when you're doing a newsletter, the thing to keep in mind is they're there. You really need to make sure that you have three types of content inside. Okay. You want to have content.

That would be interesting to the customer. So like, for example, here, they're showing they're, they're showing customers like, okay, here are some improvements that we've made in the software and we're describing it for you here, but you also want to have information in there that would be interesting to prospects who would it, so that they could, you could say,

all right, if you have this type of a situation, if you have this type of, you know, of business, the soft, the software does this for you. Okay. So they've got off, they've also got information in there about prospects, but then remember what I talked about earlier about this idea that there's this personal side to the connection in there is,

is to also have personal information, not only about your company and about people that are working for you, interestingly, that people do find, it's interesting to read about, you know, the people they're working with and learning things about them, but you can also use a newsletter to feature your customers and do a story about them. That is a story it's more,

that is beyond just a case study, but yeah, I'm just a testimonial, but you actually introduce them. Cause one of the things that people love is recognition. And when you make your customers rock stars, which is what you're doing by featuring them in a newsletter or in other types of stories, then, you know, they love you, right?

They absolutely love you and they will stay with you and they will talk about you even better. Right. You know, here's a, here's another example on, on LinkedIn QL, Keshawn. I keep picking names that I probably am butchering very bad. But look at, look at this, look at how he is. He is trying to send out a movie moose bait to find out,

you know, you know, are you, do you have no track of order status, have pending payments against each order? You know, you know, lack of order tracking and stuff like

that. Here, I have a free tool order and payment tracker tool, get it for free. And they, you know, and they, he would just have to click the CMR and there be a link in there.

Somebody can go in and they've raised their hand. I'm interested in this. And so now he has identified somebody who is, is a moose and has shown an interest in that and is capturing that information. Greg link, who used to be with the Stephen Covey leadership center, you know, he wrote an article on LinkedIn articles are also another powerful way of where you are sharing from.

You're not just pitching people say, he's a speaker. He he's an author. He's he's speaker. Now he wants to find companies who are going to hire him to speak for them. That's really what that's, that's his objective, right? That's why he's on LinkedIn. It's why he's publishing this. But you notice, he's not saying, you know,

here's why you should hire me. No, he's saying here's something that is interesting pricing benefits of the coronavirus pandemic. Now I don't know what that would be, but he's got some, he's got some ideas in there share that. And people would read that, be interested in that. And at the bottom he says, he says, Hey, if you'd like to learn more about,

you know, stay connected with me, click this link. And it takes them to another page where you know that sign up here, give me your email, give me your name and, and you can stay on my list. Alright, now let's get back to me, Zach again. Okay. Also I'm that homepage. And this was something with you guys.

All right. I looked through all of your pages and, and I had a very hard time finding testimonials, testimonials. You know, this is the proof that you are going to deliver the results that you tell me you're going to give me. Okay. And notice there already. They say discover more with Mae Zack, real shops, real Results. And that take,

that link takes you to, to their page and YouTube. And here are short interviews with many, you with a bunch of customers. Like right now, it's got 38 different interviews with customers on an, each one is describing the problem, the situation that they had. And, and they're brief they're they're to the point and they are, they are proof.

And the more you can do this, the better. In fact, let's see, when I did my research with you guys, I got my notes here, and I looked at all your websites. I only found three websites, three websites from you guys that had any testimonials on it. And if I remember right, it was not very many. And they were just little statements from people.

I mean, they're, they were fine. You know, a couple of, you know, a couple of statements, you need to shout those things to the, you know, to the roof, you know, testimonials are yours, best tool, getting a customer to talk about you. Like they like maze acted did here. Getting them on camera is,

is even better. Our clients ASCO, which builds a work ready trucks, utility trucks, back in Pittsburgh, they've gone out. And they've, they're captured during these interviews with people about why they are, why they're here such a great company to work with. You know what I'd say, stick, talk about partnerships, dependability. You know that, that the Resco listens and things like that,

you know, capture this stuff. See, now here's the thing you might be saying to yourself. You know, Steve's not telling me anything that I don't already know, but you're not doing it. That's the thing. You're not doing it. You don't have these on your website. You're not going out and capturing all this information and putting it on your website.

You're you're, you're, you're just telling us that you have great quality, great service and great price. That's that's what you're doing. You're just, you're just telling us, here's an interesting take on when you say that you have great customer service. This is here's a, here's a company, refrigeration sales corporation. The president of this company got a hold of my book,

right? The book. She loved it so much that she took it too. One of their corporate meetings with her senior management and she sat down with them. And one of the challenges that I put in the book was to pick a word, pick one word that represents your company. And she put that challenge to our senior management team. Now this was right at the beginning of COVID when this happened.

And, and they came up with the word relentless, relentless. Now this is on the, this, this screenshot right here is on their homepage. And if you notice, they've got the word relentless in there several times, relentlessly serving customers, the name of their company, refrigeration sales corporation, their logo, R S C. Wow. It fits really well with the relentlessly serving customers.

They talk, they say, you know, we are disciplined and approach an action. Never ceasing determined to achieve, be sincere like a dog with a bone. We are relentless. You know, once we start, we won't stop. We can't stop. We care. And we demonstrate that we care. So in other words, what they are doing,

they get in down below. They say that they, that they, the three big things for them, but with their customers is they take ownership of a customer interaction. They have a sense of urgency to help that customer. And they have a passion to help that help that customer. So in other words, what they are doing is they are defining their customer service.

They are not, they're not just put just using the word customer service, which by the way, is just a vague generality. What you think customer service is may not be the same thing that your customer thinks. It means. All right, but right here, RSC, they are absolutely defining it for that, for those people, for their customers on their homepage.

So that is a great way of, of, of, of showing how you deliver the best customer service around. Okay. Fisher tank company builds, builds tanks. They have a blog, right. Then I think I saw, I think I saw one blog on, on your Sites. I, I went through them quickly. So don't yell at me if there's more than one of you that have has a blog,

but the bottom line is, is it wasn't very many of you that had, okay. They have a blog and on their blog and their blog is interesting. Their blog is, has useful and interesting information. So like for example, I went and looked at their blog and oops, skipped up to too quickly. There here's some of the topics like 10 great water tanks with a message of what?

No. Well, it was 10 water tanks that had messages on the outside. Okay. That was, that was fun to look at it. All right. Fun to read and see these messages, how to be a storage tanks. Superhero, don't touch that storage tank. You don't know where it's been. So fun, interesting, useful information for people to,

to come back to your site, come back to your site and then you offer something to them. And then they raise their hand, okay. Iron tech, security, another client of ours back East, they wanted to help bust some myths about cybersecurity, you know, you know, to, to, to get people, to wake up and understand that cybersecurity is just as important to small businesses as it is to a large business.

So, so they developed, you know, an infographic that, and sent that up to everybody. Really simple, easy, easy reading infographics, very popular right now. Podcasts are also huge. Right. But gee whiz, we don't have B2B podcasts. Yes we do. We've got, you know, lean manufacturing right here. We've got the art of manufacturing in here and right.

Just started recently from BARR, Barbara Hampton, who is the CEO of Siemens USA. She has just started her own podcast. So podcasts are very, very popular. Now I'm going to share with you our two top secrets that my smoking hot wife Kay. And I, we teach to our clients and they kill it. They just kill it with these two top secrets.

Okay. First one is, here's an example from easy marketing company back in Pennsylvania, somewhere, top 10 questions to ask your website designer. All right. So what is this? Well, you know, a lot of companies now, I didn't see this on very many of your pages, you know, have FAQ frequently asked questions. So people in the FAQ are designed to say,

all right, these are the most frequently asked questions that people have of us. Here's our answers, right? Don't do that. Turn it around, make your own frequently asked questions. But now you turn them into, you should ask these questions of anybody you are talking to right now. All right. If you are looking for this type of a machine,

make sure you ask all these questions. Okay. Now here's the thing like here, for example, trying to keep tents, who was also, it was the company that made the, the

washers for tents, manufacturers of washers for tents. They created seven questions to ask before buying a tent. Now here's the thing you all, when you create these questions,

you make sure that you have a couple of questions in or two or three questions in there that are really your strengths that you have over everybody else. That you're the only one that is going to give, give an answer. That is really, really great. So when they go out and they ask these questions of the, of your competitors, well,

your competitors will look okay on some of the questions, but then they won't look okay on some of the questions you will. So you turn the FAQ around and you create your own questions. This is a really great tool to have. And you offer it as a lead magnet. That's what they call it. A lead magnet. You offer it on your website.

You say, Hey, get, get this free document. Seven questions to ask before buying a blah, blah, blah, right from you from you guys. And they, they give you their email. They give you their name and they now have those questions. And they, they now go out and use those questions. And of course you fit your own criteria very well.

Right? Absolutely. And the second secret, which is, which is probably the best, one of all is I'll show you a couple of examples. One is from the Foley industries based out of Holland, Michigan, actually, they're based out of Europe, but they're North American office is headquartered in Holland, Michigan. And they were just doing the regular old,

You know, sending out catalogs, you know, sending out query, you know, query letters and things like that. Hey, if you have, you know, if you're looking for something like this, you know, looking for this kind of a machine or something, You know, or this part, you know, we can help you with that.

Right. That's what they, they did. But so we had to, we sat down with bill, I'll just say bill. And we said, okay, do you have a list of your big, your big moose, the big moose that you really want to hit? And he said, yeah. And I, and we, we said, how many of you have,

and I don't remember exactly how many hand, but I think he ended up with about 20, 20 or 30 of them. And we said, okay. And you've got the names of the people and the contacts and stuff like that. He goes, yeah. He says, and I have a hard time getting through to them or getting them to talk to me or anything like that.

And we said, well, then what we need to do is we need to send a shock and awe package, a shock and awe and shock and awe. And, and here's what bill ended up sending to just those people. He sent out a box of their color is blue, right? He picked up, he took the, the fully blue and he made the box blue.

And inside the box, He put goodies Coffee cup, you know, t-shirt a little game, a couple of books in there. Anyway, I sent this out with a letter saying, Hey, you know what? We

know things are tough right now. We know that covert is, is hurting people. And you're having a hard time. You might be working from home or something like that,

but we thought you might be interested, you know, might have some fun with this. You know, we'll still be here. We'd love to talk to you when you're ready, when you're ready to have, have a conversation. And he set these out And he called, he called us a couple of weeks ago. I think it was right. Kay.

And he said, I just closed a million and a half dollars worth of business. No. And totally, totally thrilled. Right. He had a great response. Okay. Trying to keep tents, you know, like I said, that they also have a company called CCC washers Where they build washers that clean tents, you know, party tents, event tents,

and things like that. So they decided they were going to reward the people who were already great clients and then also reach out to some of their prospects. So, so Jenny put together this, this box and yeah, And they are based in Wisconsin. So they, she put together a whole bunch of stuff from Wisconsin, including a tee shirt and you know,

and tea and a soap, I guess, and jelly. And all of this stuff is from, from Wisconsin. And she said, Get it out, you know, with green, you know, packing and stuff. And she said, She, people were calling her and saying, I can't believe it. This, this stuff is incredible. And then She's emailed the iron who she contacted iron tech,

asked him if she could use their infographic. And she emailed it to them, To the people as followup. And one of the people who has never done business with them called her fine Five minutes after she eats, sent the email out and said and said, Hey, I just want you to know How much I appreciate the type of, of communication that you're sending out to us.

I've never done business with you before you said, but I'm going to do business with you now. So These types of communications Get the moose to want to talk to you. You can do, you can do all of these different types of, of information, Checklists, how two's Q and A's commentary. Yeah. Case studies, people love case studies,

obviously industry news, book reviews, you know, research. You can send a history of your companies. You know, people love that. I love this stuff. You can deliver them. White papers, newsletters, surveys, articles, webinars, podcasts, interviews. You can do all this stuff to help people want to talk to you and raise their hands because that's what they want to do.

All right. So we're back to tip number one, nobody buys from you because you are similar to the competition. Nobody buys from you because you are similar to, to the competition. Remember what, what, you know, you said you wanted to talk to me to talk about today. I've thrown a whole bunch of stuff at you about identifying your best moves,

generating more leads, creating that message, finding your moose and differentiating from the competition. You know, it all works. Just pick out what you, what you want to work on and go do it. Especially those last two, the top secret ones. Those things are great. Cause if you, if you do this stuff, even though some of this stuff,

yeah. You could say it might be copyable. The vast majority of companies are just not going to do it. They're going to stay stuck in the box, doing what everybody else is doing, doing it the same way all the time. And when we have situations like right now, we're in some industries, things are great in a lot of industries.

Things are not so great, but you want to be on copyable now just to just FYI, to let you know, we've, we've told everybody that if you came here that you were going to be able to get, get something free here, go to [108 secrets.com](http://108secrets.com). My smoking hot wife, Kay. Compiled went through my books, my webinars, our products,

everything. And she compiled 108 secrets. Okay. Like, like for example, like the last two, the shock and awe and the T the seven question, 10 question thing, you know, vast majority of people don't know anything about those. She's got 108 in there. They're free go to [108 secrets.com](http://108secrets.com). You can pick up a copy of yourself.

And now you can also contact me [@milleratthemetrodotcomorthetheinvestor.com](mailto:milleratthemetrodotcomorthetheinvestor.com). I am done with my presentation here right now, but I am happy to answer any questions that you might have at this time. And so feel free to feel free to jump into the chat. I don't, I think that Q and a is turned off. Right. I just wanna make sure.