

Accelerate Your Growth Using The Iceberg Analogy



Washington
Small Business
Fair

Saturday, September 24, 2016
8:00 am - 3:30pm
Renton Technical College *FREE!*



John Marshall



Does this sound
like you?

Is This You?

- Overwhelmed with too many details
- Constantly busy
- Stretched to the limit
- Passion not as strong

You know your business is capable of **more:**

- More revenue
- More growth
- More profit
- More free time
- You're trapped



Entrepreneur Treadmill®



RESULTS DRIVEN

**Teach you a
'Success Strategy'
from the
Results Driven Program**



Iceberg Analogy



20%
Above The Waterline

80%
Below The Waterline

What **one skill** do we need to improve to increase your growth?

Audience...



Ability to
ask better....

Questions



Iceberg Analogy



Your Clients:

- Issues
- Challenges
- Frustrations
- Opportunities

Buying Tires



Results Driven Biz Tip:


If you don't ask enough questions to understand your customer's needs, it boils down to price.

Do you really want to compete on price?




Story:

Let's go out to
lunch to celebrate




How many times have you, or your team, made assumptions about a situation?

How has that impacted your business?



To get 'below the
waterline', and stay
there...

You have to ask
questions



Very few
entrepreneurs have
ever been trained
on asking questions

Iceberg Analogy



Questions ~

- Deepen your relationships
- Gain rapport
- Clients think in new ways
- Differentiation yourself
- You uncover the issue behind the issue

How can you get better at asking questions?



Results Driven Biz Tip:

S.O.F. Formula



The Secret Formula For Success

S - Strengths

O - Opportunities

F - Frustrations

S.O.F. Formula



Results Driven – Biz Tip

There's more power in
the questions you ask
than in the information
you give

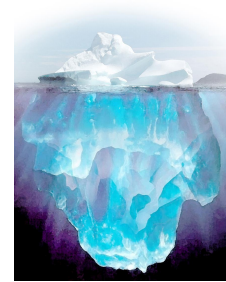
Results Driven – Biz Tip

To start your conversation very effectively; start with the:

'Do you mind if I ask you a question?'

Your Next Steps

- Before you meet with any new client, prepare written questions
- Follow the S.O.F. Formula
- Visualize The Iceberg
- Embrace the phrase – ‘There’s more power in the questions you ask than in the information you give’



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Results-Driven.com