

# SPECIAL REPORT:

## HOW TO ATTRACT CORPORATE CLIENTS

Your Complete Guide to...

- Attracting corporate clients
- Increasing your revenue and
- Building the health practice of your dreams!



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# FOURNIER

health management solutions

# ATTRACTING CORPORATE CLIENTS

## Welcome!

Give yourself a big pat on the back for signing up to receive this AMAZING REPORT!

I suggest you print it out, grab a pen to make some notes and a cup of tea or water, and block out all distractions for 40 minutes. (Yes! It's that important!)

In fact, reading this report will likely be the most important time you spend on your business all year!

### **By the end of this report, you'll know:**

- The Top 3 Mistakes Most Health Practitioners Make that Keep them Frustrated with LOW REVENUES and what to do about it once and for all!
- More importantly, it will show you HOW TO AVOID these costly mistakes.
- AND, it will give you easy to follow, practical strategies you can use right away to attract the perfect clients to your business with ease!

I'm going to count the Top 3 mistakes down from 3 to 1. You'll want to read all the way through to the end.

All the information is **AMAZING** and the last mistake will completely change the way you attract clients to your business from today forward!

Let's get to it!

## MISTAKE #3

**The 3<sup>rd</sup> Biggest Mistake most Health Practitioners Make that Keep them Frustrated with Low Revenues is:**

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### **Ineffective Networking**

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This has been very frustrating for me over the years. I've spent many hours networking and getting very little business in return. In the beginning, I thought this was a waste of time but eventually found out how necessary it was to attracting new business. The only problem is that many health practitioners and small business owners spend many hours networking with groups that will NOT yield a return for their time. **Choosing an effective networking group or two is important** and then you can say no to all the others.

Ineffective networking can take many hours away from your business and yield no results if not performed with a sense of priority and organization. Let's face it – we can spend all day talking to people but it isn't necessarily going to put money in your pocket and keep your business afloat unless it produces the results you want.

Networking, also called 'schmoozing' or 'rubbing elbows' with others, has **one main goal** – to build new business relationships in order to generate

new business opportunities. When they say ‘it’s all about who you know’, they are right!

The type of networking I’m talking about does not include a computer. It includes 2 or more people in the same room, building a relationship the good old fashioned way – talking – and sharing their business product, program and/or service in the hopes that this new contact has someone they know that might be interested in buying, or that the new contact buys themselves.

This type of lead generation is a very cost effective form of obtaining a business lead as it mostly requires your time, no outlay of monies. Although we can debate, that our time costs money, since most of us charge by the hour or by the project.

Networking requires a physical presence to build relationships with others in the hopes that you can get a lead that will generate into dollars. We aren’t talking about social media marketing whatsoever here – just face-to-face. Word of mouth also falls into this category to some degree.

Word of mouth happens when you meet people or businesses that promote your product, program or service. This could also be family, friends or new business associates. The only thing is, your family and friends don’t have the knowledge to sell your business well, so it may yield low results.

**Usually face-to-face networking occurs regularly**, once or twice per month, some even meet weekly. Some of these groups occur during the day

and others in the evening. Some of us have families so we are prudent to be home when they are, while you continue to build your business.

### **5 Tips that you are in an Ineffective Networking Group**

1. No Networking Occurs – Now you may think this is silly to even mention but you would be surprised how many groups you can attend where very little to no networking occurs. Getting to know each other is important to build relationships but if you never get to talk business at all, then, for me that's an issue. This especially occurs in a group of mixed company – clients and vendors together. Clients know the event is for networking with potential vendors, but they don't want to be marketed to while networking.
2. Growth Stage of your Business – If you are a newly started business, talking with other new business owners may be appropriate, but if you have been in business a long time, networking with new business owners may not be so fruitful for you. I always suggest you network with business owners that have been in business the same length of time or LONGER than you. Some of the greatest success coaches say to hang out with those who already have success – I believe this to be true. Your goal is to always be growing – yourself and your business. The challenge to reach outside your comfort zone is to hang out with others that have already been there and done it.
3. Networking with Like Minded Businesses – Joining a group of networkers that are in the same business as you has no purpose – you

are all marketing the same product, service or program. There is no question there could be some deviations in the delivery but too many in the same profession in one networking group does not yield new work for you. Really, it is just a night out with your fellow colleagues.

4. No Supportive Services - It's important to choose a networking group that also provides additional services to you and your growing business. One of the most important things about networking groups is to find businesses that YOU also need. Using the services of someone within the group promotes excellent relationships and chances are the other business owner will feel more inclined to get you some leads too!
  
5. No Costs – For groups that don't charge a penny - are they useful to you just because they are free? How costly is your time? Too often I see health practitioners join these networking groups because the money is tight. In my opinion, they do not yield the results you are looking for and since time is money – it may not be the most effective group to join. Sometimes investing in your group keeps you and the others invested in the goal of networking and referring business to each other.

### **5 Tips that your Networking Group will Work for YOU!**

1. Attendance – It's important to join a networking group that you will be able to attend on a regular basis. The more often you go the better chances you have of developing relationships that lead to business. If

you aren't your best at 7am, don't join a group that meets at 7am. I found with a family, early mornings were not the best time for any business dealings while you are trying to get the kids out the door.

2. Geographic – If you have a small business, stay local, build your presence right in your town and surrounding area. There is no need to branch far and wide to get business. There is plenty in your backyard. Unless you have a very specific niche target, networking in your community is best to get going on building your business. There is plenty of time later to branch out to other cities, provinces and countries.
3. Costs – While I think everything has its price, I don't believe in spending huge amounts of money to join networking groups that MAY give you leads. Take the time to evaluate each potential group in all aspects as to what it has to offer you, for the money you are paying them. What are you getting in return?
4. Promotion – Find a group that has no issues with promoting you and your business. Some of these networking groups have very tight rules about what you can and can't do. If you can't schmooze or market your wares, it isn't the group for you. Make sure your group also promotes you not only in person, but also on their website. You want to get as much coverage as you can – anyway you can. You need to do both for success.

5. Friendliness – Lastly, find a group that welcomes you every time you walk in the door. There is no point going to a group that won't give you the time of day. The problem with walking into a new group is that many have formed little groups of their own from within. This isn't the best for NEW business as you stay in your comfort zone chatting to people who have now become friends. Be friendly, and expect others to be the same.

## **MISTAKE #2**

**The 2<sup>nd</sup> Biggest Mistake most Health Practitioners Make that Keep them Frustrated with Low Revenues is:**

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### **Ineffective Marketing Strategy**

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Health Practitioners believe that once they graduate and open their doors, the clients will just come flying through their front door or the phone will constantly ring with people wanting to make appointments. Really! You went through years of schooling. You know it's a great service! Everyone else knows it's a great service too! Right? WRONG!

This is what I thought when I graduated with Honours from the Ontario College of Homeopathic Medicine. I thought this system of medicine is so amazing – everyone will want to make an appointment. I was wrong!



My marketing was ineffective because there was no plan to it whatsoever. I would try this – it didn't work. So I tried something else – it didn't work and on and on it went for 2 years, until I decided to close my office. (I ended up amalgamating my private practice into my corporate practice – that's another story).

It's important to ensure that you have a marketing strategy BEFORE you open your business so you can hit the ground running when you are ready. I teach Business Management to graduating homeopaths at the Ontario College of Homeopathic Medicine to focus on MARKETING their business FIRST and to worry about business plans second. If you don't have a strong marketing strategy – your business plan isn't going anywhere. It's just a 'pie in the sky' dream.

Without a strong marketing strategy, you will spend lots of money and time trying to grow a business, and unfortunately, like so many thousands of small business owners, struggle to succeed, or be forced to close your doors.

Unfortunately too many people, especially health practitioners, know very little about marketing and sales. Nor do they understand that in order to succeed, they have to be a great marketer first, and a great health practitioner second. Most health practitioners HATE marketing and sales – learn to love it for the sake of your business.

**If you are in business – you are in marketing and sales.**

There are numerous types of marketing out there and you need to be knowledgeable in every one of them and you need to be implementing them – **RIGHT AWAY!** This is where most practitioners say –‘I don’t have the money to market and advertise’. **This where you need to FIND THE MONEY or else you won’t make ANY MONEY.**

Here is what you need to do:

1. Email Marketing – This is a low effort, cheap and virtually rejection free! There are a lot of things to consider if you are using email marketing. Here are 3 tips:
  - Choose an email service with high deliverability rates – you want to make sure your promotional email arrives in the INBOX of your intended recipient.
  - Make your email messages short, conversational and friendly so that the recipient actually READS your emails.
  - Make sure you have the capacity to sell and purchase within your emails. It’s great that you are offering a workshop or product, but the potential customer, if interested, must be able to purchase it right away. There should be a link to a sales letter or promotional event that links to the shopping cart where they can purchase your product or service.

2. Word of Mouth and Networking - Make sure you talk about your product, program and service to everyone you come in contact with BUT don't rely on them to sell for you. Sometimes we rely too heavily on our family and friends to spread the word. What you need them for is support, but not necessarily selling.
  
3. Website – Make sure you have one! Take the time and money to have one built just for you and your business. This is pivotal in today's social media marketing. Make it an interactive website to ensure that anyone can see your website on any of their devices.
  
4. Blog - Start writing or get someone to start writing for you. Attach the blog to your website or better yet, have it on your website. Here is where you can showcase your expertise.

If you don't have the time to write yourself, hire a ghost writer or a social media guru that will spend time searching for articles that display your expertise in the field.

5. LinkedIn Profile – Make sure you have a LinkedIn Profile with an up to date picture of yourself to market yourself first, and then your business. Too many health practitioners don't take this opportunity to get their face and name out to a large population of other professionals. Keep updating it! Have your blogs going automatically to your home page for your contacts to see. Make sure you have a personal AND company page on LinkedIn.

6. Facebook – Ensure you have a company page on Facebook – link this too to your website for more visibility.
7. Twitter - Another way to increase your visibility is to get a Twitter account. Lots of people are tweeting today – I’m still trying to get the hang of this one.

ALL this marketing takes a lot of work and time and expertise. If you are going to spend any money on your business – this is where you need to spend it. **If you don’t invest money into marketing your business – you won’t have a business.**

My recommendation – find a marketing professional in one of your networking groups that is just starting out and wants to grow their business. **Hire them. You won’t regret it!**

**Most health practitioners do NOT have marketing and selling skills. HIRE someone that does. It will be worth every penny.**

## **MISTAKE #1**

This brings us to the #1 biggest mistake Health Practitioners make that keep them frustrated with low revenues!

This is the most common mistake; **The most dangerous; AND the most costly.**

And, when you get the hang of it – it's also **the most powerful!**

If you fully understand the importance of this, I feel I will have graciously helped you succeed in your business.

Very, very few practitioners out there are using this next concept, and NO ONE is teaching it.

**It has been the secret to my business success** – and it will be the secret to yours as well, if you grasp it fully.

**The BIGGEST Mistake most Health Practitioners Make that Keep them Frustrated with Low Revenues is they have:**

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**No Corporate Client(s)**

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When you get the hang of how to attract a corporation or larger business as a client – it is the most powerful method of increasing your client base AND your revenues.

Why is this so powerful??

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**1 CORPORATE CLIENT = 100 or more individual clients**

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When you provide someone an education; when you teach them something that **SOLVES** a real problem in **THEIR** business....

**You instantly build an immense amount of TRUST.**

TRUST is the foundation of all relationships – between you and I, AND between you and your POTENTIAL new clients.

Having a corporate client allows you to become a Trusted Advisor to workplace problems that you know you can SOLVE with your services.

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## **VISUALIZATION**

Think about someone you know in your life that you consider to be a Trusted Advisor. It could be a friend, colleague, family member....

Got someone?

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It's probably a person you LIKE, you LISTEN TO and you FEEL WARM inside when you bring them to mind.

And when they give you advice, you follow it.

So... let me ask you a question...

**What if you became a Trusted Advisor to your potential clients?**

## **What if they had those same warm feelings when they think of you?**

When you take the time to educate COMPANIES on how your services can help them, you become the Trusted Advisor in their eyes.

True Trusted Advisors **bypass the sales process** because of their status. They make a recommendation, and people follow it.

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### **EXERCISE**

Right now, imagine all of your perfect ideal clients.

They could be anywhere.

These people have the problem you solve, and are dying – sometimes literally – for your product, program or service.

They are suffering... hoping that one day they will be able to find a solution to their problem.

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**The truth is this: 97% of your ideal potential clients are not even looking for your product, program or service. WOW!**

**3%** are actively shopping for your product, program or services.

**7%** of your ideal clients are OPEN to buying your product, program or services but are not actively shopping for it.

**30%** of your ideal clients are **AWARE** they need you, but sometime in the future, just not now, as they are not actively shopping.

**30%** of your ideal clients are simply **NOT CONSCIOUS!** They should be looking for you, but they are not conscious that they have the problem you solve, or that someone like you exists that can solve their problem! They are not actively shopping for you **AT ALL!**

**30%** of your ideal clients are simply a **NO!** Maybe they can't afford your product, program or service. Maybe it's a geographic issue. Maybe they just aren't ready to stop their suffering! And that's okay.

**BECAUSE, 67% of your ideal potential clients MAY buy your service but YOU have no idea how to market to them.**

YOUR language is that of a health practitioner and/or small business owner and YOU have no idea how to talk to these larger businesses to sell YOUR product, program or service.

Unfortunately, most health practitioners have **NO UNDERSTANDING** of what the problems are in businesses today, **MOST** have never stepped foot in a working environment, and **MOST** have no business language that would make selling their services **EASY** to a company!

If you have **NO UNDERSTANDING** about anything to do with a larger business – good luck trying to close a sale – say goodbye to hundreds of potential individual clients, with just one corporate client.



**THE #1 REASON MOST HEALTH PRACTITIONERS ARE FRUSTRATED WITH LOW REVENUES IS THAT THEY SELL TO A CORPORATION LIKE THEY WOULD TO AN INDIVIDUAL CLIENT.**

**They are NOT the same.**

Most marketers show you how to get individual clients. **VERY FEW** know how to sell to a corporate client. I do!

These corporate clients who have the problem **YOU SOLVE**, need to be addressed appropriately with the correct lingo for **YOU** to get hundreds of individual clients.

**YOU** must be able to understand the workplace from the work environment perspective, **not from your clinic or health practice.**

**I will repeat this! You cannot sell to a larger business the way you would to an individual client. Companies need to know that you have at least an ‘inkling’ of understanding when it comes to company objectives and perspectives.**

With over 1 million companies today in Canada, over 35 Canadian directories on businesses, 350 workplace titles, AND 12 million executives – where do you start?

**Statistics Canada shows:**

57% of all employers are located in Ontario and Quebec.

44.5% are small to medium sized employers (under 500 employees).

0.3% of businesses have over 500 employees.

**How many corporate clients do you have? How many potential individual clients are you missing out on? How would one client of 200 employees affect your business revenues?**

A few health practitioners can get one corporate client, but can't get another, or can't keep that client for more than a few months. Why? Because they don't understand how to not only sell to the corporation, but they also don't know how to keep the account thriving, nor what is going to get that customer to re-sign for another 12 months of your services. **Yes, you read this correctly.** My business contracts are for 12 months minimum. I have been signing workplace contracts for over **15 years repeatedly AND you can too!**

You've likely seen some health practitioners get corporate work along the lines of:

- Lunch n' Learns
- Health Fairs
- Individual client services

- Free health workshops

**But the majority do NOT get short or long-term contracts with the corporation.**

## **WHY?**

Because they don't have the 2 crucial elements that corporations need to buy from you.

**ELEMENT #1 of attracting corporate clients that most health practitioners don't offer is:**

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# **VALUE**

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**Your product, program or service MUST offer VALUE by solving a real WORKPLACE issue.**

What you are offering MUST be beneficial to the employer in order for him/her to buy, not ONLY beneficial to the individual employees.

Despite the fact that you have a great product, program or service, no BUSINESS is going to buy unless they can be convinced that there is something for the company in the purchase. You have to know why your product, program or service is **beneficial to the organization – not only to the individual employees.**

**ELEMENT #2 of attracting corporate clients that most health practitioners don't offer is:**

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## **An Understanding of Workplace Dynamics**

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In order to sell to a corporation, **you must understand the inner workings of one.** This is not your private practice – it is a totally different WORK environment. **You can't sell to the CEO like you would to Jane Doe, an individual client.**

You must understand the mechanics of a larger workplace environment. If you don't have this understanding, along with the VALUE that you can offer the organization, not the individuals in the organization, you will not likely close a corporate account. If you do close one there is a good chance you won't renew that contract because you haven't captured the essence of how a workplace operates. You aren't adding VALUE and efficiency to their overall operation because you don't have the **UNDERSTANDING.**

Most practitioners think they have this great product, program or service to sell – and they do – but – they don't know how it 'fits' in with everyday production requirements of a larger business.

**Have you thought about shift work, 12 hours, rotating shifts, weekend shifts and access to all employees?**

**Have you thought about how your work interferes with production quotas or absenteeism rates?**

**Have you thought about how your services actually increase costs to the employer versus reducing costs?**

As health practitioners we know our product, program or service can help people, and maybe even save their lives but how does this affect the organization? That's where you need to go – this is what you need to sell!

You have to have both elements, VALUE of your product, program or service to the business and an UNDERSTANDING OF A WORKPLACE, to influence your potential CORPORATE client to purchase – which is exactly the end result you want.

**Giving VALUE is the easier part for you.** As Health Practitioners we all know that our product, program or service is the best out there. We can talk about this until we are blue in the face – but can you relate this same information to the CEO or Human Resources Manager of the company? Selling to individuals is much easier than to a corporation.

Grabbing the attention of 44.8% of the companies in Canada with VALUE is important but you need to also understand how companies operate. Unfortunately with these clients, you NEED to do BOTH in order to close the deal and have a customer for years to come.

Networking and marketing– MISTAKES #3 AND #2, are two avenues to get more revenues and clients, but **understanding the corporate world will get**

**you more companies**, with ample clients at each worksite to keep increasing YOUR revenues.

### **What to do?**

Would you rather sign on one employee or a company full of employees? That is the choice. So far, most health practitioners have been signing only one at a time.

This is what I recommend – divert most of your marketing and sales effort to attract a corporate client or maybe 2 corporate clients. Why only go after individual referrals? The same effort is required but one results in a **higher potential for increased revenues and an increased client base** – including the employees’ family and friends that don’t even work for the same company. We have not even discussed the indirect marketing you will have once you get a corporate client.

In our workshop, **How To Attract Corporate Clients**, I’ll show you where to find these corporate clients, how to get their attention and close the sale.

Just to repeat myself –

**The ONLY way to attract a corporate client is to FULLY UNDERSTAND a corporate client and his/her everyday life.** In my experience, most health practitioners do NOT understand what makes a company ‘tick’. That’s why you MUST educate yourself on companies, and how you can sell your product, program or service to them. **Using the same tactics as you would to your individual clients, WILL NOT WORK.**

You are all in the business of marketing and selling YOUR SOLUTIONS as self employed health practitioners. You can go at it slowly or you can hit the ground running with a corporate account. It's UP to you.

If you want revenues, a large client list – a corporate account is the easiest way to achieve your goals. We all work hard at taking on new clients and trying to make a difference in our community– **the shortest route to kick start your business, is to attract a corporate account.** Don't waste thousands of dollars marketing to one individual client at a time – spend your money on marketing to one company at a time. This will give you the freedom that you deserve by owning your own business. It will stop you from thinking about closing your doors, and getting a job again working for someone else.

I've seen many of my colleagues, and family, struggle to make money in a small business, and some go out of business or give up because they don't attract a large client base that can provide them with revenues to succeed.

This is why I've combined my decades of education, my teachings, my training, experience and my heart and soul to create this 2-day program called **HOW TO ATTRACT CORPORATE CLIENTS.**

At the end of this 2-day intensive ATTRACTION program, you will have the skills to land a corporate account with plenty of employees that will reduce and/or eliminate your frustrations with low revenues.

## **WHY?**

BECAUSE you will have a great understanding about businesses that very few health practitioners know. This understanding will show you what to say about your business that will get you a signed 12-month contract with a company of your choice.

**Understanding corporations will allow you to position your product, program or service that will allow VALUE and UNDERSTANDING to easily sell to 44.8% of the companies and more.**

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Since you haven't known me for very long, here is what I'm proposing. I'm going to make 2 offers in this report because you may need more time to feel comfortable in deciding whether or not I can lead you to successfully attract corporate clients.

I would prefer to build a little bit more of a relationship with you, give you even more value than just this report, and then, if you are interested in the 2 day program – that would be great! [SIGN UP HERE!!](#)

So here is what I would like to do.

I always get lots of questions regarding how I've managed to get corporate account after corporate account. Many people ask and many people have tried but many still cannot close the deal.

So here is the first offer:



## **1. Workplace Health Strategy Session**

I'm offering you a 1-on-1 strategy session of 45 minutes long with ME! In this session, we can discuss what you have already tried and didn't work, and what you could possibly do to change the end results and create massive abundance for your business! Sign up [HERE!](#)

Just send me an email – [lucie@fournierhealth.com](mailto:lucie@fournierhealth.com) so we can arrange a day and time to discuss your situation. Together we will discuss ideas and options to help you secure a signed company contract for your product, program or service. Feel free to provide a summary of your situation in advance so I can be as familiar as possible with your situation and goals.

Within 48 hours of sending the email, one of my team members or I will respond with a confirmed date and time for our discussion.

We will uncover some proven ways for you to move forward with your business, book new contracts and send you on your way to trying again. What I guarantee is that you'll walk away from our time together with something you can use to start attracting your ideal corporate clients.

My rate is \$300.00 per session. Many have made oodles of more money with one corporate client than my hourly fee.

My goal is to provide you with value during the session, and to provide you with an amazing opportunity to get some private, expert coaching on your current strategy to attract a corporate client.

Now obviously I get something out of this as well – No! Not just money. I also get the opportunity to meet a potential client and support you further, if desired.

## **2. How to Attract Corporate Clients Workshop**

As I mentioned earlier, we have a 2-day workshop called

### **‘How to Attract Corporate Clients’**

These workshops are presently being held in 2 beautiful locations for your convenience, with a variety of dates available. More on this can be found on our website workshop pages – Check it out [HERE!!](#)

Don't wait – email me now at [lucie@fournierhealth.com](mailto:lucie@fournierhealth.com) for your personal **Strategy Session** on ‘How to Attract Corporate Clients’ or to [sign up](#) for our 2-day workshop.

Simply health,

Lucie