

GETTING BOOKINGS

The discovery call introduction

A discovery call is like a FREE interview, marketing call and a fact-finding session with a potential client. It helps build trust do some fact finding and help convert them to a paying client.



- *Helping dog walkers to get more initial home visits*
- *Groomers to explain their bespoke programmes/memberships*
- *Trainers/behaviourists to book that programme*

“Is like a free interview with a potential client”

Many of us feel guilty for asking our clients for money or icky when it is time to talk about the cost. But at the end of the day you are a business and it’s important to remember that you are creating life changing results.

You are 50% more likely to get a booking with a client through this process, as it builds trust, and they get to know a little more about how things work with you.

It gives them the chance to hear a human voice explaining – more personalised than an email and identifies more information about the case or client you are taking on. It also lets you know if they are a right fit and the right client for you.

Just simply sending a price through email or messenger is bad practice. It’d harder to build a relationship, explain your process and what they will achieve at the end of it. Many may simply say ‘how much’ as their first words as they are often shopping around. Whilst this is fair enough and their choice, they are deciding based on price rather than the outcome or quality of the service. Others though may genuinely need to know because of a budget and the ‘how much’ will often come further down the email. However it is still important to discuss your prices on the phone rather than email, even if they have looked at your website.