



# How to win more of the work you want

with Alison Warner

**Who is your  
ideal client?**



Where do they live?

Who are their friends?

How old are they?

What do they do for a living?

What are their interests?

Where do they go on holiday?



What did they come to you for?

What was different about this?

What did they really want?



**What does  
your ideal  
client  
want?**



**What is unique about  
you and your  
company?**



**USP -  
Unique selling  
point**

A blurred background image showing a person's hands working at a desk. One hand is holding a pencil, and another is pointing at a document. There are various office supplies like a ruler and a pen holder visible. The overall scene is a professional office environment.

**What would stop your  
ideal client from using  
your services?**

<input checked="" type="checkbox"/>	—	<input type="checkbox"/>	—
<input type="checkbox"/>	—	<input checked="" type="checkbox"/>	—
<input type="checkbox"/>	—	<input type="checkbox"/>	—
<input checked="" type="checkbox"/>	—	<input checked="" type="checkbox"/>	—
<input type="checkbox"/>	—	<input type="checkbox"/>	—

# Digital Survey





**Offline:**





# Offline:

- Cleanliness of vans
- Are your vans all sign written?
- Do your team wear uniform?
- Are they polite and friendly?
- How long does it take for the phone to be answered?
- What is that first impression like?
- How trusted are you as a company?




**Online:**



# Online:

- How long does it take for email enquiries to be responded to?
- How many google reviews do you have and what is the average rating?
- How professional does your website appear?
- How easy is it to find your contact details?
- If I google your company, what do I find other than your website? Ie do you have any other digital content out there such as videos and blogs?
- Do you let people know of your experience, accreditations and memberships?



**How do you ensure that you tailor your offering to suit your ideal client's needs?**



**Ensure you clearly communicate this through your branding and products/services**

A hand is shown holding up three fingers in a 'V' shape, symbolizing three steps. The hand is positioned in the center of the frame, with the fingers pointing upwards. The background is a dense field of green leaves, some of which are slightly damaged or browned. The text '3 Simple Steps' is overlaid on the hand in a large, white, sans-serif font.

# 3 Simple Steps



**Do what you  
say you will do**





**Communicate!**



**Regular feedback**

Thank you

Questions

Keep In Touch



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