

Allison Babb Phillips

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To learn more about Allison, you may go to www.SpeakerAllisonBabb.com

Keynotes | Presentations | Teleseminars | Radio/TV Shows

"How to Turn Prospects Into Paying Clients"

Small business owners are talented individuals who made a decision to turn their passion into a business. But to keep that business alive, they must make sales. However, sales and selling is often quite low on the list of what a small business owner truly *wants* to do so it can sometimes remain a bit of a struggle.

Ever felt like leads and prospects are **slipping through your fingers**? Do you sometimes **feel like selling and sales is sleazy**, so you avoid it hoping you'd make sales anyway just with your talent or skills? Ever wish you had **the recipe for closing the sale** most of the time? Are you often puzzled as to **why folks are not buying** even though you *know* they need your services? Tired of people saying that "the price" is the reason they're not buying?

In this **content-packed, revenue-focused session**, you will discover:

- **One small change** to make immediately that can dramatically increase sales in your business.
- **The #1 mistake** entrepreneurs make in telling others about their services (and it significantly reduces sales)
- **4 ways to tell** if this is the right prospect for you (so you don't waste time chasing after the wrong customer)
- A **huge shift you must** make immediately in describing your offer, product, or service (another a sales-buster that most entrepreneurs aren't even aware of)
- A **powerful way** to introduce your offering to prospects (so that sales becomes almost effortless for you)
- A 3-part strategy for **closing the sale** most of the time.
- A surefire way to **completely eliminate the fear**, awkwardness, and discomfort around selling (you may just begin to *love* selling after this)

Allison has a trail of satisfied clients who attribute their unprecedented success largely to her efforts. Here are just a few.

"Over \$500 in 45 minutes using what Allison taught me!"

*"I'm the skeptics of all skeptics when it comes to coaches and systems claiming fast cash. But with Allison's system and coaching, I got a amazing level of clarity and a new cash stream. My **business is fun again** and I'm making money from what I enjoy doing! Using Allison's system, **in literally 45 minutes, I got 15 new customers who eagerly bought** my new product, added over 30 new prospects to my list and made **over \$500 dollars in new sales!** I couldn't believe it - I was truly blown away!"*

Alicia Ingram, Georgia

"More than Doubled My Clients and Leads"

*"Before working with Allison, I was struggling to make money in my business. With Allison's system, I've **more than doubled the number of clients and leads** I have and it's growing daily!"*

Kristine McKay, Maryland

"Raised my rates by 40% and immediately got new clients at that rate!"

*"Before working with Allison I **took on clients and tasks that I didn't really enjoy**. Since I didn't have a clear idea of who my ideal client was, it was impossible to find the right client, and I wasn't achieving the income I wanted. Allison **taught me how to increase sales and attract clients more easily**. Best of all, I raised my rates and **quickly started booking clients at my higher fee!**"*

Amy Kinnaird, Louisiana



Allison Babb Phillips is recognized as a leading expert on self-employment success for service professionals and solo entrepreneurs. As an award-winning author, speaker and Small Business Coach, she reveals **easy yet lucrative strategies** that small business owners can instantly put into action.

Allison is the founder and CEO of **GreatSmallBusinessAdvice.com**, and the creator of **The Ultimate Clients and Cash System™** for solo business owners who want to consistently attract new clients, close more sales in the shortest time possible.

Known for her upbeat and down-to-earth style, Allison has appeared on radio shows, TV shows, in news articles and other publications discussing her book, **"7 Biggest Mistakes Small Business Owners Make"** and sharing her valuable insights on small business success.

Allison has a degree in Business Administration and is a trained Professional Business Coach.