

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

"I'm in the top 5% of Wedding Professionals and I owe it all to Allison!"

"Before working with Allison, I was attracting clients I didn't necessarily enjoy working with and my income was inconsistent. In 3 weeks, Allison helped me transform my sales approach as a makeup artist, and I saw results immediately! I got ideal prospects who were eager to work me. Not only that, my business received the Martha Stewart's Bride's Choice Award for 2010 and I'm now in the top 5% of wedding professionals in their network. And I owe this all to Allison."

MelissaRoshan, Ohio



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.