

How to D.A.T.E your next client



Insights Provided by Elite Precision Consulting

Purpose

When wanting to secure an ideal client, there are some steps that you can take to ensure your value is both what they're looking for and your services are aligned with their goals. This can result in better business relationships, higher compensation and amplified success



Business
Diagnostics



Background

Researching where they have been, where they are today and where they are going. What do their customers/clients feel about their company?



Risks

Financial. Legal. Operational. Understanding what risks they have by analyzing the market trends, projections and industry disruptors.



Competition

What are their competitors doing better? Faster? More efficiently? And how will your service/product positively impact them today and in the future?



Assessment

Summarize

Summarizing your findings in categories to include **Financial, Industry Recognition, Market Potential, and Risks**

Prioritize

Assess which of your services/products would best enhance the performance of your client. The focus should be made on immediate enhancement followed by consistent growth and longevity



Clarify

Work with your team to review what client-facing material will be shared. With a focus on immediate performance enhancement for the client, your material should be clear, concise and to the point without much room for misinterpretation of your offering

Visualize

Although it is not necessary to redo your entire content, it is important to have graphs, pictures and visuals that can speak to the immediate enhancements that are recommended based on your due diligence





It's Not the Time to Sell

When first engaging with your client via video conference, phone or email, it's not the time to try and **sell** your services. The focus is educating them on what you've found and gently providing options that they can consider to address their needs.

Have Fun. Be Light. Display Synergy.

Educate

LET'S PRACTICE

Prospective Client: Orlando Dream Center
Sector: Non-Profit Mental Health Organization
Website: www.orlandodreamcenter.com
Years in Business: 15 years

Core Service Offering:
Website & Software Development

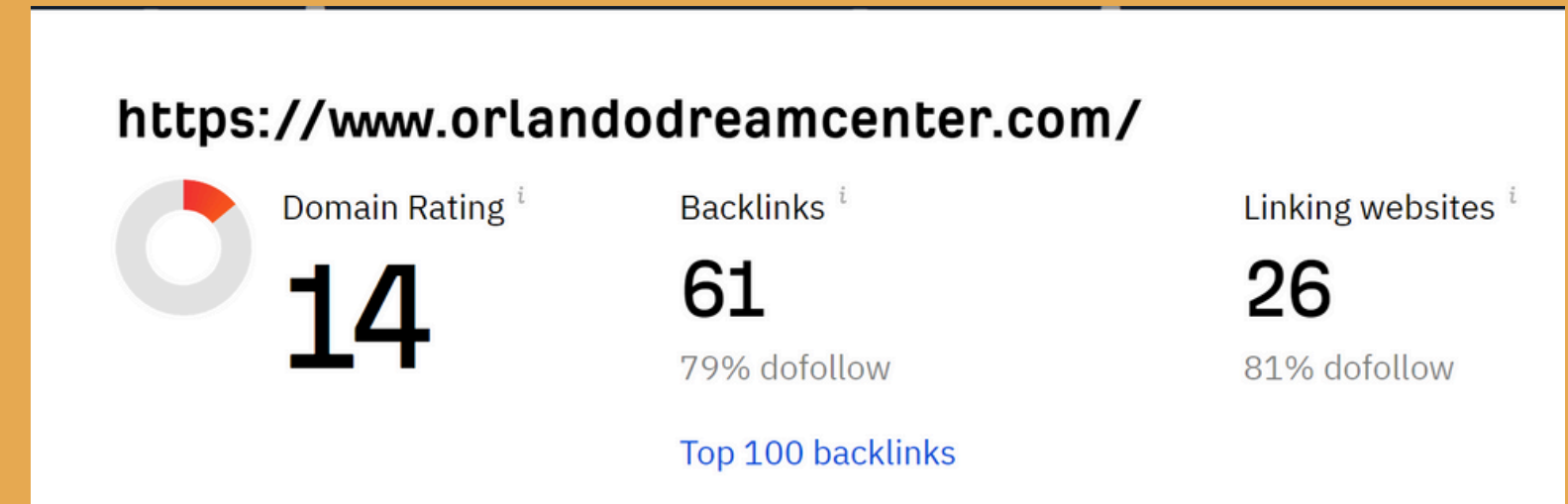
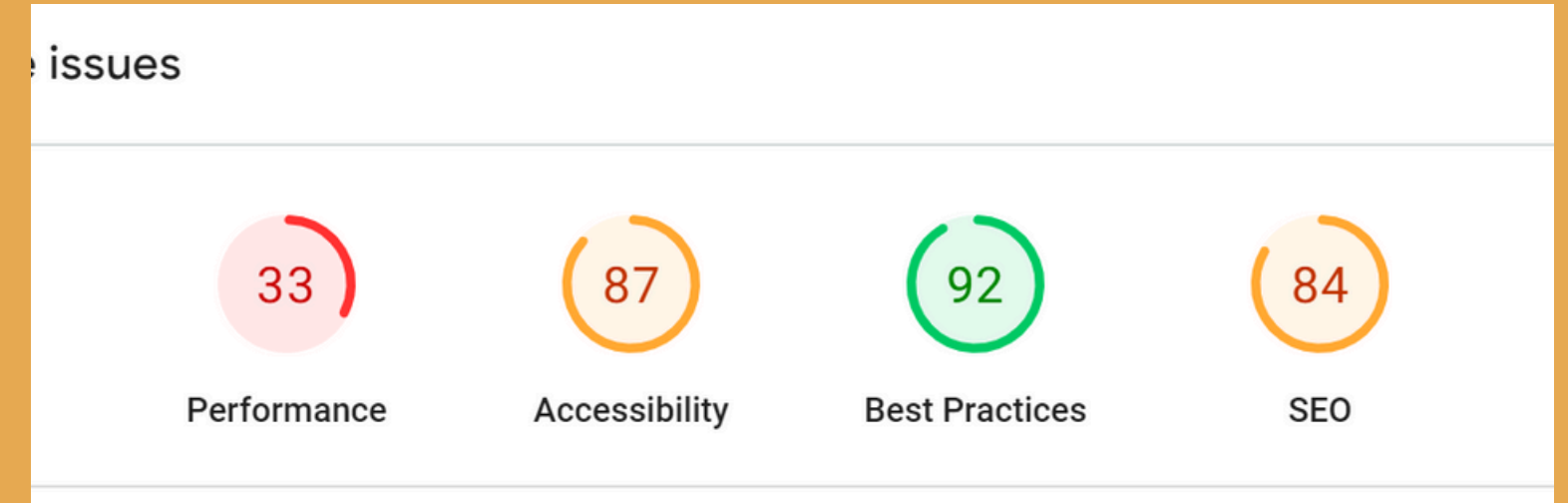


Sources:

<https://ahrefs.com/website-authority-checker>

<https://pagespeed.web.dev>

Bing ChatGPT




Due Diligence

essment



<https://combatveteranstocareers.org/>

 Domain Rating ⁱ	Backlinks ⁱ	Linking websites ⁱ
30	528 94% dofollow	148 86% dofollow

<https://www.centerforchildcounseling.org/>

 Domain Rating ⁱ	Backlinks ⁱ	Linking websites ⁱ
38	1.3K 84% dofollow Top 100 backlinks	392 86% dofollow

Assessment

Tweak



Educate

MENTAL HEALTH SUFFERERS DESERVE MORE HELP

How is Your Story

Making the Difference

- ✓ Accessible To Those in Need
- ✓ Easy to Use
- ✓ Trusted Partner
- ✓ Funder's First Choice
- ✓ Making An Impact

LETS IMPACT



How are you positioning yourself to gain more funding
and help more lives?



Keeping it Simple

As a part of your marketing material,
be sure to align your findings while
also understanding your audience,
and their values, mission, and focus

Visualize



Let's Make It Happen

For more tips or strategies on
how to DATE your client,
contact us online or via email

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