



Get More  
Preferrals  
NOW!™

15+ Preferrals / Month  
100% Satisfaction Guarantee  
"We Deliver or You Don't Pay"

# Conditional Application

For

Coaches, Consultants and Advisors

Seeking To

Convert Their Competence into Compensation

One Relationship at a Time

*Get More Preferrals, NOW! is a service of SellMore Marketing, LLC  
40 Devonshire Way  
Kensington, CT 06037*



TEL: 860-798-6964  
[www.GetNewClientsNOW.com](http://www.GetNewClientsNOW.com)



# YOUR INFORMATION:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (work): (     ) \_\_\_\_\_ - \_\_\_\_\_ Ext. \_\_\_\_\_

Fax: (     ) \_\_\_\_\_ - \_\_\_\_\_

Telephone (cell): (     ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Describe the nature of your business or practice: \_\_\_\_\_

Please answer the following questions as candidly as possible:

## 1. **MARKETING CHALLENGES**

“I would be more effective at getting clients for my services IF ONLY I was doing a better job of . . .”:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 2. **PRIORITY TO ADDRESS**

On a scale of 1 - 10 . . . where ‘10’ = “critical to address” and ‘1’ = ‘not something to worry about’ . . .

How important is it that you address the above challenges in your business or professional practice?

1 2 3 4 5 6 7 8 9 10

## 3. **OPPORTUNITY LOST COST**

How much revenue do you feel you either:

- a) DID NOT generate last year, or
- b) WILL NOT generate in the coming year . . . if these challenges are not addressed in the future?

\$ \_\_\_\_\_ / year



# YOUR CURRENT SITUATION:

## 1. CONTACT DATABASE / CRM

Are you currently using a CONTACT DATABASE or CRM?  Yes  No

If 'Yes', which one? \_\_\_\_\_

How many contacts are in your database? \_\_\_\_\_ How many are 'active'? \_\_\_\_\_

Do you have a system for classifying or categorizing your contacts?  Yes  No

If 'Yes', please describe: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## 2. CONTACT CULTIVATION ACTIVITIES

Are you doing anything to *regularly* keep-in-touch with people in your CRM?  Yes  No

If 'Yes', please describe: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 3. SPHERE-OF-INFLUENCE

How many people can you call and know they will either a) pick up the phone OR . . . b) call you back if you leave a voicemail asking them to do so as soon as they are available? \_\_\_\_\_

1. What percentage of all the people you know could be considered your 'Raving Fans' . . .  
-- ie. they "know, like and trust" you? ..... \_\_\_\_\_ %

2. What percentage of your 'Raving Fans' know are likely to know at least one person who  
could be an 'Ideal Client' for you? ..... \_\_\_\_\_ %

3. What percentage of your Raving Fans know someone like your Ideal Client? ..... \_\_\_\_\_ %

4. What percentage of your Raving Fans' contacts respect their opinion? ..... \_\_\_\_\_ %

5. What percentage of your Raving Fans want to see your business grow? ..... \_\_\_\_\_ %

6. What percentage of your Raving Fans are self-employed or businessowners? ... \_\_\_\_\_ %

7. What percentage of them serve a similar clientele as you serve? ..... \_\_\_\_\_ %

8. What percentage of them offer a non-conflicting product or service to yours? .... \_\_\_\_\_ %

9. What percentage of them have a 'Fire-In-The-Belly' to grow their own business? \_\_\_\_\_ %



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## Your Commitment To You:

In order to achieve the GOAL of building and implementing a system that's capable of generating 15+ Preferrals a month you agree to do the following:

1. **Complete** your assignments in a timely manner, each week:

Prior To Our First Coaching Session:

VIDEO: Watch the overview of the program, and

TEST: submit your answers to Bill Doerr

Week 1: PROFILE: Defining Your Preferral Profile

Week 2: SOURCES: Identifying and Approaching them

Week 3: METHOD: Knowing What To Say and Do with Sources

Week 4: PLAN: Creating Daily Activities for Preferral Success

Week 5 - 12: IMPLEMENTATION: Coaching Call for Success

2. **Meet** with Bill Doerr, weekly, as scheduled, when scheduled

3. **Email** a Performance Assessment prior to each coaching session

4. **Contact** Bill Doerr at anytime you have a question or concern using either email or by scheduling a telephone coaching call

5. **Participate** in your very own online client project site you'll have access to during this coaching project so you can ask questions, seek feedback and share successes . . . 24 / 7 / 365

6. **Reach Out** to Bill Doerr whenever you have a question or find you are 'hitting a wall' or 'having an issue' you can't seem to resolve

If you honor these commitments to me, I'll honor mine to you!

## My Commitment To You:

To help you generate 15+ Preferrals / month, I commit to do the following to ensure your success with this program:

1. **Meeting** with you, weekly, on time and as scheduled

2. **Being Prepared** for each coaching session

3. **Coaching** you, weekly, to help you:

- review your assignments
- assess your performance based on your KPI's
- identify underlying causes of any problems
- discuss options to respond and improve
- choose methods and KPI's as needed
- set new goals for behaviors and outcomes

3. **Responding** to you in 8 business hours after you submit a question for me by email

4. **Meeting** with you by phone when you schedule a coaching call using my online calendar link

5. **Providing** you with access to my online client project site where you can share your insights, post questions and seek my feedback for you to have at anytime during this project

6. **Doing** anything and everything I possibly can to ensure you achieve the goal of this project . . . 15+ Preferrals a month . . . as quickly, easily, and efficiently as possible

7. **Providing you with a 100% Satisfaction Guarantee:** 30 days to prove it's working; no charge if you feel it's not and 1:1 coaching if you're not getting 15+ Preferrals / month by the end of this 12 week coaching project

Date: \_\_\_\_\_ / \_\_\_\_\_ / 2020

Client's Name: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / 2020

Bill Doerr, CCO / GetNewClientsNOW.com



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## Mutual Commitments