

CONFIDENTIAL REPORT:
**THE SECRET OF THE
MONKEY'S FIST**

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Introduction



*Whoever educates the
market owns the market.*



- Richard Petrie

Selling is like seduction. If you ask a woman to sleep with you, her answer will largely depend on *when* you ask her.

If you ask her the moment you first meet then your chances of getting a 'yes' are nil – give it some time and you have a better chance.

Successful relationships often start with a flirtatious conversation, then maybe a sharing of phone numbers and a date, then more dates, which lead to an engagement, which leads to a marriage proposal, which leads to a lifelong relationship.

If you take the time to warm the prospect up before you ask them to buy, then your closing rate will soar.

The strategy contained in this report has generated hundreds of millions of dollars of revenue for businesses in multiple industries.

It will be a game changer for your architecture practice - but without implementation, this strategy is just a good idea.

Act on what you learn in this report and take your success to new levels.

-Richard Petrie

The World's Leading Architect Marketing Coach

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The Very First Step

Legendary marketer Gary Bencivenga explains the concept of 'warming up the prospect' best.

In every sale, either in person or in an advertisement, there are at least two sales that have to be made.

The main sale, of course, is the product or service you ultimately want to sell. But before you can even get a chance to sell your main product, you must first *sell your prospect on giving you an audience*.

He calls this the '*sale before the sale*'.

The Story Of The Monkey's Fist

Two years ago my uncle (a tour operator) invited my wife and I on board a large cruise ship docked in Wellington, New Zealand. While standing on the deck of a ship I noticed that the ropes needed to moor a ship to the dock were huge. I wondered how any seaman could ever lift such a thick rope, let alone hurl it so that it would reach the pier.

So We Waited

We discovered that the crew doesn't even try to throw the heavy rope, known as a "hawser." Instead a solitary crewman hurled a little iron ball, called a "monkey's fist," which was attached to a thin rope about the size of a clothes line to a longshoreman standing on the pier, waiting to receive it.

The longshoreman then collects the monkey's fist and starts to haul the line in until he grabs the hawser and then pulls the hawser onshore.

Throwing a hawser is too big a first step for any sailor, just as it's too big a first step for any marketer to approach ice-cold prospects and instantly persuade them to buy.

The first step in the relationship between buyer and seller has to be easy.

Small steps, like a series of dates are more likely to lead to a 'yes'. How many sales people are trying to get 'lucky' on the first date?

Coffee salesmen in the early 20th century would sell door to door.

The selling rate was around 4% of every door knocked on. Imagine what a tough job that would be with doors constantly being slammed in your face.

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The coffee marketers tried many different approaches but they ultimately came up with a very effective strategy.

They threw the 'monkey's fist' and made the first step in the sales process irresistibly easy. It was so simple...

The coffee salesman would knock on the door. But rather than launching into a pitch the salesman would hold back and instead say, "Good afternoon, madam. Today I bring you a special gift, a free half-pound of our finest coffee.

Please accept it with my compliments. In about a week, I'll return to see what you think about it. Fair enough?"

How could she refuse?

The following week he would return with another gift if she placed her first order.

What happened by design was that the salesman had bypassed the automatic rejection he would surely get if he tried a hyped-up sales pitch. This made the sale so easy, because the salesman made the first step easy.

As Hopkins put it, "Any apparent effort to sell creates corresponding resistance."

The conversion rate went to over 40% using this new approach.

You could offer a free audit or a trial period or a test drive. These steps are easier to 'sell' but from that initial step, you know your conversion rates will be high.

An IT company I used to work for found it easier to sell a \$1500 "Requirements Analysis" on a potential project rather than do a free pitch for the whole job.

The buyers felt safer with a diagnostic exercise first. Of course 90% of people who paid for the "Requirements Analysis" went on to hire us to complete the project.

How To Apply This Concept

Offering free problem solving information is often the most successful strategy. It works so well because it not only makes it much easier to open the sale with your best prospects, but also sets you up perfectly to close it because you become a trusted educator.

The irony is we naturally use this small steps approach when developing our personal relationships because it works but when trying to develop business relationships we throw all courtesy out the window and rush the prospect into a decision without offering a first date.

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Why Is This Mindset Vital?

1. Your focus shifts away from selling your business to helping your client get what they want AND how they get it.

It is NOT about you anymore. It's about all the ways your customers are in pain or confused: specific problems, frustrations, goals & aspirations.

The great thing about this is they will give you everything you need to know to sell them exactly what they want and need.

You will be the first architect who has ever provided education and help prior to connecting about them and their problems.

Finally, you can provide 10 times better service because you are focused of them instead of providing your service or product.

2. You get better leads, more of those better leads (typically 10x more than traditional marketing)

Because your focus is on educating your customer and helping them make the best decision possible for their unique situation, you communicate who you serve and how you serve them much more clearly and effectively.

Your education allows potential clients to self select themselves you are not wasting them on the wrong customers.

By serving the right clients you become even more referable

3. You find hidden opportunities that 97% of your competition will never even know exist.

Who is out there?	
Ready to hire architect NOW	3-5%
Need specific advice first	15-20%
Idea gathering phase	70-80%

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The Old Way Of Marketing

Your competition is trying to get the 3-5% of customers that are ready to hire an architect today. This is the same 3-5% that is exorbitantly expensive to win. Not only that, but EVERYONE else is already chasing them!

You see, your clients have a very specific process that they go through when they make the decision to hire an architect. Every customer goes through this process, whether they know it or not. **Your job is to know it even if they don't.**

They will have different questions/frustrations /problems/pains/goals in each phase of this process.

That means that there are different points in their process where you can come alongside them and help them get where they want to go.

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Toll free: 1-866-902-8592
Email : chintan@live.ca
www.architectchintanvirani.com

A typical, but less effective advertisement (all about the architect).

WANT TO RENOVATE YOUR HISTORIC BUILDING?

FREE GUIDE TO BUILDING IN SANTA FE EXPLAINS:

- 1) How to gain City approval,
- 2) Background on the Santa Fe Historic Districts, and
- 3) Santa Fe's diverse architectural heritage.

FREE GUIDES AVAILABLE AT:
WWW.GAYLABECHTOL.COM

GAYLA BECHTOL, AIA

505-660-6301 OR GAYLA@GBASANTAFE.COM
WWW.GBASANTAFE.COM

A alternate, more effective ad that offers
'problem-solving' information

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Offer To Help People Solve Their Problems

By digging into your client's buying process and timeline, you uncover the steps that they take to make the decision to hire you.

You can line up content that helps them make decisions at what ever stage of the buying process they are in.

You can provide educational answers to those looking to gather information. This is the 70-80% of prospects.

Now **you have added a much bigger market segment of qualified prospects to go after that no one else even cares about**, but that are qualified and wanting to hire an architect later.

Why Does This Strategy Work?

1. Who ever educates the market owns the market. Experts educate, sales people sell (we want to be seen as the expert)
2. People will willingly give their name and contact details for relevant educational material, typically 10x more than traditional marketing.
3. Because we are offering educational materials we capture people earlier in the process when they are doing research. At this early stage they are less likely to be talking with other architects so we have a chance to establish a relationship first.
4. Because we are educating we help to shape the buying criteria of what prospects should be looking for in an architect. Done well you would be the only architect in the world who meets the criteria you suggest :-)
5. People who request appointments after they have been through your education and indoctrination process are better quality clients; you have pre-trained them.
6. We can automate the education process

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Here's an example of a lead capture form for an automated Monkey's Fist system (from a website):

FREE: THE 'KEEP IT SIMPLE' RENOVATION BLUEPRINTS

ONE PAGE RENOVATION BLUEPRINT

Coaches you step by step on the best way to renovate your home
SUMMERSVILLE EDITION



ENTER YOUR DETAILS BELOW

*'Yes please... send me both
FREE blueprints
AND any new additional tools you
create in the future'*

* Email

* First Name

* = Required Field

Clients seek you out instead of you having to chase them because you are the source of educational tools and resources. When they consume this content, you are positioned as the expert authority your market.

When a customer contacts you after reading this type of content, **there is often no selling needed** because you have walked along with them hand in hand providing them what they need to make the best decision possible for their unique situation.

Who ever educates the market owns the market. You become the trusted advisor. This is the secret of the Monkey's Fist.