An Amazing BDP Success Story

Imagine one client providing you with **eleven** Prestige Introductions that turn into **nine** Discovery Preview meetings with new on-profile prospective clients! WOW!

Cotton Owners Group
In early September, 2016, Bert S____ in Florida conducted a Business Development Program™ with a great on-profile client.

Bert’ Statistics from one great BDP Presentation”

- 11 Prestige Introductions™
- 2 of the 11 called Bert, based on the strength of the introductions
- 9 of the 11 converted to Previews Scheduled!!!!

Bert’s Introductions to Previews scheduled ratio so far is 81%

Here are Bert’s results, as of September 27th

- He has conducted 8 Discovery Preview Meetings so far
- One more is scheduled for this week
- Six are great prospects of far. Two don’t fit
- At least 5 will become clients before the end of the year

More details:

Bert’s Viewpoint to new client (closing) ratio is very high

Even if he closes only 1 of 3, this BDP will lead to 3 new on-profile clients.

If he closes 2 out of 3 (more typical of Bert’s results), that would mean 6 new clients.

Bert’s Average Revenue Generated from a new on-profile client is $20,000.

Are you getting the picture of the value of this one BDP presentation?
Background:

Bert does great work and builds close relationships with his clients. He obviously chose a great client for this BDP.

This BDP was conducted with a new client that Bert has been working with for only 3 or 4 months. So far Bert has generated over $36,000 in revenue from this situation and he is not finished all the work to be completed.

The client owns his own construction company. While he is very busy, he blocked all calls and interruptions for his 1:30 pm BDP meeting with Bert.

Other Considers:

I have often stated that if you become masterful at using the BDP you will typically generate an average of eight Prestige Introductions™ to new on-profile prospective clients.

While Bert usually obtains more than 8, this time he received 11 which is 37.5% more than the eight from a typical BDP.

That is a very meaningful factor. By maximizing his ratios and results, Bert has to do fewer BDPs in the year.

Phone Call to Appointment Stats

Bert received two calls from prospective clients to set up a time to meet. This one blows me away. I can’t remember any prospects from my Prestige Introductions™ ever calling me before I called them.

We know from Bert’s comments in our High Cotton class that his client called a few people and told them they needed to sit down with Bert. So that could be a reasonable explanation. Obviously his client has influence.

When you look deeper, you’ll see that 81% of the prospective clients have scheduled and/or or completed Discovery Preview meetings with Bert. All I can say is WOW! That’s another great achievement.
Selection Thinking

Bert focuses heavily on the process of selection of the right new clients. He is very cautious about working with off-profile clients. He is very aware of the need to maximize the value of his time, effort and energy.

Bert tells new prospective clients that he interviews between 150 and 180 people a year, but selects only 40 that he invites into his clientele. You can see that he is in selection mode from the very beginning of a potential new client relationship.

Bert uses his “selection” language during the phone call as well and indicates that “we are both in selection mode, so let’s meet for just 20 minutes to see if this might go anywhere” or words to that effect.

By creating an element of scarcity, his prospective clients are intrigued and probably more willing to meet with him.

Value of this BDP

We don’t have the rest of the story yet, as it is still unfolding. But think about this; Bert’s average revenue generated from a new, on-profile client situation is $20,000.

But based on the possibilities, you can see that this one BDP could actually generate in excess of $100,000 in new revenue for Bert.

I think Bert should develop a “Client Tree” to identify how much revenue this particular BDP has lead to by the time he has gone to third generation introductions that started from this one Business Development Program™

Do you think it could be possible that Bert could bring in a total of 40 clients in a year that all started with one BDP? Could it be that he could generate a whole year of new clients starting with this one success?

Think of it this way…

Five more clients will lead to 50 more Prestige introductions. Have you ever calculated the ultimate value of doing a BDP? What is one more BDP worth to you in ultimate revenue?