

## Ten Tips on Managing Change

Change is a small word that can strike fear in the hearts of many people. Yet life is full of change, especially in the business world. While those affected may not always get to decide when change happens, they can learn to manage it.

These 10 tips will help even the most change-phobic person stay calm and in control:

1. Don't resist. While your gut reaction to change is often refusal, such a response is not productive. Change is inevitable, and you must learn to accept it. The quicker you do, the smoother your transition.
2. Find the positive. Even the most difficult changes can produce positive results. Don't waste time dwelling on what you don't like. Focus instead on the potential benefits the changes may bring, and your spirits will remain lighter through the transition.
3. Create a list. You will feel much better about change when you are able to manage its details and results. Make a list of what needs to be done to implement the change. The more prepared you are, the less change will overwhelm you.
4. Familiarise quickly. Jump headfirst into change, whether it's new ways of doing things, new offices, or new teams. Take time up front to learn a new programme, take a tour of a new office facility, or introduce yourself to a new colleague. The more quickly you are acclimated to new things, the more quickly they will become familiar to you.



5. Consider others. Change rarely affects one person; in most cases it affects many people at once. Change experienced as a group can either become a supportive, unifying experience or a negative, frustrating one. Consider what kind of group you want to be a part of, and then seek to make it so through your words and actions.
6. Focus on one change at a time. While we can learn to accept and manage change, piling numerous changes up all at once can become too overwhelming for even the most flexible person. If there are many changes going on in your work life, this is probably not the best time to also start those home renovations. Managing change in one area of your life is easier when you have other areas that remain familiar and comforting.
7. Exercise patience with yourself. When things change significantly, accept that you will not be able to master them all right away. If you are dealing with updated computer systems, a

shake-up in business operations, or any other major business change, things will take time. Give yourself a break, and don't add to your stress by trying to become a whiz at everything overnight.

8. Ask productive questions. Ask yourself questions that will make a positive difference, such as "How can I help facilitate the transition?" or "How will I need to adjust my daily routine to accommodate this new process?" Avoid asking "whys" and instead learn to

move forward by asking questions that will help you become comfortable with the changes.

9. Take control. Change is stressful because it threatens a person's sense of control. Don't allow a powerless feeling to overwhelm you; face new challenges head-on. You will feel empowered by your renewed sense of control when you stop allowing change to overcome you and instead overcome change through hard work and steady determination.
10. Don't get too comfortable. While it is important to familiarise and adjust to change, it is fruitless to get so comfortable that you believe things will not change again. Adjust, but do so with the knowledge that nothing lasts forever, and this too may give way to more change in the future.

*Managing change with peace and confidence is entirely possible. Keep these tips in mind and you will be well equipped to work through any change that life throws at you, both in your professional and your personal life.*

# How To Get Meetings With Decision Makers

**Getting in front of the decision maker seems to be the holy grail of the sales world. Most people think that the only way to secure meetings is through luck or cold calling. Yet there is an easier way.**

The following steps are identical to the steps I followed on my journey to becoming a 'Client Magnet'. Eventually, I didn't have to make any cold calls, because all of my meetings were taking place at the request of qualified, ready to buy decision makers who had already decided that they wanted to work with me.

## **How to Get in Front of Decision Makers - the easy way**

1. Focus on a specific niche because that automatically makes you a specialist and a certain authority.
2. Get known as an expert in your field by speaking at events and conferences populated by your target audience, write articles and get them published in trade publications read by your target audience.
3. At the end of your article or talk offer a giveaway such as a free report that conveys your expertise, and provides valuable useful content to your reader. Give this in exchange for the reader's contact details and permission to stay in touch over time.
4. Send a follow up sequence of messages (automated if possible) that drip feeds further valuable content to your prospect, and subtly conveys your expertise, your authority and lets them know about success stories other clients are having.
5. Resist the temptation to ask for a meeting immediately, the people who are really keen to meet you will call and ask anyway, the others may need more time to get to know you. Don't risk scaring them off by pouncing for a meeting immediately. Being 'needy' for a meeting hurts your credibility too, because in the world of selling professional services, there's an



unspoken assumption that if you are any good at what you are doing, then your diary should automatically be full (I know that's not how it works in practice, but that's the bias you're up against!)

6. In at least one of your messages, offer a meeting, but make sure you outline all the potential benefits of meeting with you. It's got to be more inspiring than 'free consultation.' Ask yourself, what does the prospect stand to gain from meeting with you - even if he or she DOESN'T become a client immediately? Will they learn something new, get reassurance, have their awareness raised on a certain area? If you want to 'sell the meeting' you have to sell the benefits of the meeting.

7. Some people will respond immediately, others will need more time. Have a regular follow up (such as a newsletter) that keeps you in contact, and continues building the relationship with your prospects.
8. Get used to receiving calls from people along the lines of 'we're thinking of doing a new project a we're wondering how you can help us'. Enjoy meetings which have a completely different dynamic from the meetings you secured via cold calling, because you've been invited in as an expert, and the prospect is already 'pre-sold' and wants to work with you. Notice that your conversion rate is higher at these meetings.
9. Tweak the process. If you're not getting enough meetings, what needs to change? Do you need to get more people into your funnel at the front end, or do you need to improve your conversion process of prospects to meetings?
10. Enjoy the process as momentum builds and the 'snowball effect' kicks in. Enjoy being a 'Client Magnet' and able to pick and choose from a tempting array of potential projects.

Because of the steps involved in laying the foundation, many people shy away from the easy way. It seems like there is too much ground work involved! And maybe there is, in the short term, but you are laying a foundation that will continue to reap rewards over and over. And what's the alternative? Another cold call?

If you don't want to be at the mercy of random projects coming your way, and you don't want to be tied to a desk cold calling for the rest of your life, then this is definitely a way forward.



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**More useful information, advice and tips coming up next month**