

# IMPACT!



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President

Call us  
TODAY!

Begin to  
make an  
IMPACT!  
tomorrow!

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“Linking Companies to their Communities”



## Turn Prospects into Clients

Turning prospects into customers can be a big challenge to many business owners.

Here are some simple secrets that will help you “turn prospects into customers”.

### Attract the right prospect to your funnel

It is very easy to think that everyone is a prospect but the reality is that not everyone is right for you.

Understand your true value and what you can do for your customers.

Identify your ideal client characteristics.

Then use the right mix of marketing and public relations strategies that attract your ideal prospects to you.

### Be willing to give

Sometimes people need to experience you first before they are willing to engage your services. Be willing to share your knowledge, your expertise and yourself for free to attract prospects.

If people like what they experience, they will seek you out when they need your services.

### Stop talking and start listening

Stop trying to sell your prospects and start looking for ways to serve. The best way to do this is by simply listening.

Get your prospect to talk about themselves and from your heart, offer your services to help them solve their problems. . . What is truly keeping them “awake at night”.

### Look for ways you can truly serve

When you are really listening, you should be able to open your mind and be creative. If you are truly coming from a place that is authentic, you will be able to find ways that you can truly serve the needs of your prospect.

### Be authentic and real

Business is based upon relationships, so open yourself up to relate with people. Be authentic and be real. If you follow all of the above steps and you are true and come from a place of high integrity, your prospects will pick up that quality.

### Show them it's an investment, not an expense

Banish the word budget from your vocabulary. Really focus on the *benefits* and the *outcomes* and talk to your prospect about making an investment that is going to *yield a return*, versus an expense.

### Eliminate the risk

Some people will still be uncertain so remove the risk. Offer them a guarantee of some sort so they can test you out before they commit. Sometimes people need this safety net, so make it easy for your prospect to do business with you.

Contact **IMPACT!**;  
843.821.3283

We can “turn your prospects into clients” using low-cost, effective and proven tactics. Guaranteed.

## Make an IMPACT!

**Make an IMPACT! with  
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better  
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.