



Topic:

Providing Advice and Supporting the Growth of an Entrepreneur



Facilitator: Will Holmes, Founder, WHC
will@whcusa.com

Special thanks to:  **JOHNS HOPKINS**
CAREY BUSINESS SCHOOL





Supporting the Entrepreneur

- With freedom comes insecurity
- Most don't understand but YOU do
- Speak from Experience or Expertise
- Pull/ Push/ Guardrails- > Objective
- Reasonable vs. Conservative
- Decisions based on numbers?
- We figure out how to afford it
- What's in it for them? Their why?
- Maintain trust through consistency



DOs

- Understand your capabilities, expertise and limitations upfront
- Research your client before the meeting, but keep an open mind
- Find commonalities
- Take it seriously and be professional!
This is real!
- Understand that Accountability Works Both Ways!!!



DOs

- Ask questions until you find something that you can improve within your area of expertise
- Create a mutual understanding of the scope of work that you can guarantee in the time allotted
- Take Responsibility/ Apologize
- Provide Value as if you are getting paid



DOs

- Create clear deliverables with dates
- Create a communication schedule
- Define Client Responsibilities
- **PUT IT IN WRITING!!!**
- Communicate regularly
- Keep your word
- Always execute at the highest level
- Stay focused on the client's needs and wants



DON'Ts

- Don't use big words to sound smart
- Don't show up unprepared
- Don't waste the client's time
- Don't do any harm
- Don't pretend to know something
- Don't make a promise and break it
- Don't leave your area of expertise
- Don't be afraid to say that something is outside of your expertise



DON'Ts

- Don't be afraid to ask for help!
- Don't bring pre-conceived notions into this project. You'll miss something.
- Don't start something you can't finish. Now is the time to change your mind.



In the first meeting:

- Thank the client for meeting with you and that you appreciate their time.
- Introduce your team and give a 1 minute, very broad intro.
- Tell them you want to ask a few questions to better understand their business.
- Tell them you will be taking notes.



Then ask:

- Why did you start this business?
- How is business going now?
- What have been your greatest challenges?
- What have you done to address these challenges? What has worked and what hasn't worked?
- Have you been able to access capital/ funding? Congrats/ Why not?



Then ask:

- What Customer Need do you fill?
- Who are your Target Customers?
- Who are your Sponsors/ Donors/ Members, Grantors?
- How do you determine your Pricing/ Fundraising Goals? Budget?
- What are your current expenses?
- What's your annual Revenue Goal?



Then:

- Restate their challenges. Am I understanding these correctly?
- When we address these challenges for you, what impact will it have on your business?
- After we create the desired solutions, how will you feel? How will this benefit you?



Then say:

Based on the information we have gathered in relation to our expertise and experience, I am certain we can help.

We are going to review our notes and we may have questions before we create a proposed scope of work. Can we count on you to answer some questions in a timely manner?



Then say:

In order for us to help you, we need to meet regularly throughout the program. And you will have some responsibilities, too. What times during the week are you willing to commit for conference calls to discuss our project?



Then say:

Great, we are available _____.

We will send you a recurring meeting time so we can always know when we are going to talk. Do you use a calendar?

During the week of _____, we will not meet. That is finals week for us.



Then say:

We want to manage your expectations. Our services are free. We have committed _____ total hours to work with you during this program.

Ok?



Then say:

Our goal is to provide information and recommendations to help you progress toward a more sustainable and profitable venture.

Ultimately, it is your decision to implement what we recommend. Understand?



Then say:

Our intention is to provide you with customized solutions that you can afford and that you and your team can implement right away, ok?

But we will need your consistent feedback and support to create the right solution for you. Does this make sense?



Then say:

Do you have any questions? Do you have any concerns?

Fantastic, we are excited to work with you. So, next steps are:

Communication Schedule/ Additional Questions/ Proposed Scope of Work/ Agree on a Solution and Responsibilities/ Then, we begin!





Then say:

Do you have any questions?

Once again, thank you for entrusting us with your vision. We won't let you down.

We are here to help.



My Commitment to You:

- I'll make myself available for one-on-one calls via my auto scheduler
- I will freely teach you everything I know
- I will always be respectful and direct
- I will keep my word and give 100 percent- no excuses
- I will expect you to give 100 percent- no excuses
- I will trust you until you show me I shouldn't
- I will give letters of recommendation on LinkedIn to those whom I witness bringing value to their clients



Will Holmes

Schedule a call: <https://whc.as.me/ccl>



will@whcusa.com



willholmes.biz



whcusa



willholmesconsulting



willholmesconsulting