



#SoloPR Transcript – 1/28/2015

Q1: Jack Vincent says self-love is the first step in sales, before you can build trusting relationships. Why is this and what can we do to boost our self-love?

Q2: Jack writes that trust is achieved not just by addressing rational thoughts, but also emotions and feelings. How does this work?

Q3: Pros often ask how many times we should follow-up on a proposal—what do you suggest? What do you mean by “asking for the no?”

Q4: What advice do you give to consultants who regularly “hook up” with the wrong partners and clients?

Q5: We often struggle with how much info to put in a proposal (vs. a plan produced after we’re hired). In the book, you state “Simplicity sells. Simplicity triggers emotions.” How does this work?

Q6. It's easy for consultants to feel like we need to take on every prospective client that comes along. What are the dangers of accepting toxic clients, and how can we spot them?

Q7. What do you say to those who don't pursue certain clients who are "out of their league?"

Transcript follows in reverse chronological order:



[SoloPR 1:59pm via tchat.io](#)

Thanks all for joining, and a special thanks to @[JackVincent](#), author of A Sale is a Love Affair goo.gl/uf8XXz [#solopr](#)



[JackVincent 1:59pm via Twubs](#)

@[KarenSwim](#) Thank you for joining. It was great to chat with you! [#solopr](#)



[KarenSwim 1:59pm via tchat.io](#)

Boom! MT @[KellyeCrane](#): One thing I've seen: there is no correlation between abilities/experience and income. Get what you're worth! [#solopr](#)



[EddyPerry 1:59pm via tchat.io](#)

yes, excellent, excellent! RT @[KarenSwim](#): Great chat! Thanks @[JackVincent](#) for sharing with us! [#solopr](#)



[JanetLFalk 1:59pm via tchat.io](#)

#solopr transcript – 1/28/2015

For more information and resources, visit <http://soloprpro.com/>

Thanks @[JackVincent](#) for thoughtful and insightful convo. Also to @[KellyeCrane](#) for arranging and moderating [#solopr](#)



[JackVincent 1:59pm via Twubs](#)

RT @[KellyeCrane](#) One thing I've seen w/consultants: there's no correlation btwn abilities/experience & income. Get what ur worth! [#solopr](#)



[KristK 1:59pm via tchat.io](#)

So who's already bought @[JackVincent](#) book? [JackVincent.com](#) [#solopr](#)



[dariasteigman 1:59pm via TweetDeck](#)

@[3HatsComm](#) @[KristK](#) I was just thinking the same thing. You articulated it oh so much better. [#solopr](#)



[makasha 1:58pm via Hootsuite](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[DGPRwire 1:58pm via Hootsuite](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[KarenSwim 1:58pm via tchat.io](#)

Great chat! Thanks @[JackVincent](#) for sharing with us! [#solopr](#)



[KristK 1:58pm via tchat.io](#)

A7: We often think of life as pass/fail. It's better to look at goals as milestones on your journey, not the destination. [#solopr](#)



[JackVincent 1:58pm via Twubs](#)

@[fransteps](#) Thanks for joining! [#solopr](#)



[ep comms 1:58pm via Twitter Web Client](#)

RT @[RS_Comm](#): @[SoloPR](#) As my dad the blackjack dealer says "To win big, you've got to play big" [#solopr](#)



[KellyeCrane 1:58pm via TweetDeck](#)

One thing I've seen w/consultants: there is no correlation between abilities/experience and income. Get what you're worth! [#solopr](#)



[DGPRwire 1:58pm via Hootsuite](#)

RT @[JackVincent](#): A6 (cont): Scope Creep is not a creep named Scope. It's when agreed work creeps into other things, w/o recognition or comp [#solopr](#)



[dariasteigman 1:58pm via TweetDeck](#)

THIS >> RT @[3HatsComm](#): Not every business will be, for infinite reasons. It's about the right project, best fit for all. [#soloPR](#)



[lisagerber 1:57pm via Hootsuite](#)

RT @[JackVincent](#): [#solopr](#) Fake it til you make it. Act as though you have confidence. A, you'll get results, then B, you'll build confidence.



[fransteps 1:57pm via tchat.io](#)

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For more information and resources, visit <http://soloprpro.com/>

Great chat today! Thanks @[JackVincent](#) and @[SoloPR](#) for another great one! [#solopr](#)



[3HatsComm 1:57pm via TweetDeck](#)

@[KristK](#) @[dariasteigman](#) not every business will be, for infinite reasons. it's about the right project, best fit for all. [#solopr](#)



[DGPRwire 1:57pm via Hootsuite](#)

RT @[EaddyPerry](#): business planning can also take the fear away and help choose great prospects. often times we don't do biz planning. [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

RT @[JackVincent](#): A7 Start with self-love. Find your confidence in your authentic self. Know that you're valuable... and lovable. [#solopr](#)



[RS Comm 1:56pm via TweetDeck](#)

Need to remember this more often! RT @[JackVincent](#): A7: ..Don't celebrate the win; celebrate that you tried" [#solopr](#)



[KristK 1:56pm via tchat.io](#)

My new mantra --> RT @[JackVincent](#): Make your vision so clear that fear becomes irrelevant. [#solopr](#)



[JackVincent 1:56pm via Twubs](#)

RT @[KellyeCrane](#) A7: Don't say u can do things you can't of course, but the saying "fake it 'til u make it" is true re: attitude. [#solopr](#)



[JackVincent 1:56pm via Twitter Web Client](#)

[#solopr](#) Yes, fake it til you make it. Act as though you have confidence. A, you'll get results, then B, you'll build confidence.



[SoloPR 1:56pm via tchat.io](#)

I like- and it's good practice for the one you will win! RT @[JackVincent](#): A7: ..Don't celebrate the win; celebrate that you tried" [#solopr](#)



[EddyPerry 1:55pm via Twitter Web Client](#)

RT @[KarenSwim](#): This!--> RT @[JackVincent](#): A7 (cont):"Make your vision so clear that fear becomes irrelevant." [#solopr](#)



[3HatsComm 1:55pm via TweetDeck](#)

A7 (2/2) then what work they'd do when they got there. show they are in that league, to convince them and the prospect. [#soloPR](#)



[makasha 1:55pm via Hootsuite](#)

RT @[JackVincent](#): A7 (cont): Hitch, The Love Doctor: "Even a beautiful woman doesn't know what she wants, until she sees it." [#solopr](#)



[DGPRwire 1:55pm via Hootsuite](#)

RT @[JackVincent](#): A7 (cont): Hitch, The Love Doctor: "Even a beautiful woman doesn't know what she wants, until she sees it." [#solopr](#)



[KarenSwim 1:55pm via tchat.io](#)

This!--> RT @[JackVincent](#): A7 (cont):"Make your vision so clear that fear becomes irrelevant." [#solopr](#)



[JanetLFalk 1:55pm via Twitter Web Client](#)

RT @[dariasteigman](#): @[SoloPR](#) Ha. I've decided that some prospective cos aren't in MY league. :) [#solopr](#)



[dariasteigman 1:55pm via TweetDeck](#)

@[ladysportsman](#) @[KristK](#) Sometimes we need a little perspective, a lot less beating selves up. :) [#solopr](#)



[makasha 1:54pm via Hootsuite](#)

A7 The same processes apply. Build a team. Use your resources. [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): "Make your vision so clear that fear becomes irrelevant." [#solopr](#)



[3HatsComm 1:54pm via TweetDeck](#)

A7 in lieu of a platitude.. I help them w/ the plan. Who to contact, how to reach them, get them to pay attention.. (1/2) [#soloPR](#)



[EddyPerry 1:54pm via Twitter Web Client](#)

RT @[JackVincent](#): A7 (cont): You'll deliver your best value to the clients you're crazy about. [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): Start with self-love. Find your confidence in your authentic self. Know that you're valuable... and lovable. [#solopr](#)



[KellyeCrane 1:54pm via TweetDeck](#)

A7: Don't say you can do things you can't of course, but the saying "fake it 'til you make it" is true re: attitude. [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): You'll deliver your best value to the clients you're crazy about. [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): You want to wake up every day crazy in love with your partner... happy to have great clients. [#solopr](#)



[KristK 1:54pm via tchat.io](#)

A7: Amen, sister! MT [@dariasteigman](#): I've decided that some prospective cos aren't in MY league. :) [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): Dating coach in book: "You'll always be nervous. Don't celebrate the win; celebrate that you tried..." [#solopr](#)



[ladysportsman 1:54pm via TweetDeck](#)

[@dariasteigman](#) [@SoloPR](#) way to switch that around girl!! [#solopr](#)



[JackVincent 1:54pm via Twubs](#)

A7 (cont): Hitch, The Love Doctor: "Even a beautiful woman doesn't know what she wants, until she sees it." [#solopr](#)



[JackVincent 1:53pm via Twubs](#)

A7: Father: "No one is out of your league." 6 months later, son brings home beautiful, charming, sweet girlfriend."

[#solopr](#)



[dariasteigman 1:53pm via TweetDeck](#)

@[SoloPR](#) Ha. I've decided that some prospective cos aren't in MY league. :) [#solopr](#)



[JanetLFalk 1:53pm via tchat.io](#)

Maybe sour grapes, but who wants to deal with those big clients' internal politics?

[#solopr](#)



[SoloPR 1:53pm via tchat.io](#)

Ah, a gambler with good advice! J RT @[RS Comm](#): @[SoloPR](#) As my dad the blackjack dealer says "To win big, you've got to play big" [#solopr](#)



[makasha 1:53pm via Hootsuite](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q7: What do you say to those who don't pursue certain clients who are "out of their league?" [#solopr](#)



[DGPRwire 1:53pm via Hootsuite](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q7: What do you say to those who don't pursue certain clients who are "out of their league?" [#solopr](#)



[KristK 1:53pm via Twitter Web Client](#)

RT @SoloPR: Q7: What do you say to those who don't pursue certain clients who are "out of their league?" #solopr



[EaddyPerry 1:53pm via Twitter Web Client](#)

RT @RS_Comm: @SoloPR As my dad the blackjack dealer says "To win big, you've got to play big" #solopr



[ladysportsman 1:53pm via TweetDeck](#)

That's totally me RT @SoloPR: Q7: What do you say to those who don't pursue certain clients who are "out of their league?" #solopr



[RS Comm 1:52pm via TweetDeck](#)

@SoloPR As my dad the blackjack dealer says "To win big, you've got to play big" #solopr



[JanetLFalk 1:52pm via Twitter Web Client](#)

RT @NovaComms: @fransteps @JanetLFalk Exactly. Time each week to plan, network, etc #solopr



[KellyeCrane 1:52pm via TweetDeck](#)

RT @SoloPR: Q7: What do you say to those who don't pursue certain clients who are "out of their league?" #solopr



[JackVincent 1:52pm via Twubs](#)

That's good! RT @dariasteigman I block out biz dev time on my calendar. Might move the "appt." around, but it nags me to action. #solopr



[fransteps 1:52pm via tchat.io](#)

RT @SoloPR: Q7: What do you say to those who don't pursue certain clients who are "out of their league?" [#solopr](#)



[JanetLFalk 1:52pm via Twitter Web Client](#)

RT @dariasteigman: @NovaComms @fransteps @JanetLFalk I block out biz dev time on my calendar. Might move the "appt." around, but it nags me [#solopr](#)



[SoloPR 1:51pm via tchat.io](#)

Q7: What do you say to those who don't pursue certain clients who are "out of their league?" [#solopr](#)



[NovaComms 1:51pm via TweetDeck](#)

@KellyeCrane Exactly, the fear WAS taking over so I had to attack it head on with positivity and action! [#SoloPR](#)



[SoloPR 1:51pm via tchat.io](#)

Excellent advice, everyone! Q7 is up next... [#solopr](#)



[dariasteigman 1:51pm via TweetDeck](#)

@NovaComms @fransteps @JanetLFalk I block out biz dev time on my calendar. Might move the "appt." around, but it nags me to action. [#solopr](#)



[SoloPR 1:51pm via TweetDeck](#)

Great pt! RT @EaddyPerry: business planning can also take the fear away and help choose great prospects. [#solopr](#)



[JanetLFalk 1:51pm via tchat.io](#)

@[NovaComms](#) Marketing should be part of every day. I try to sched at 4:30 pm when no one answers the phone anyway. Then send EM in am [#solopr](#)



[MrsOgba 1:50pm via Twitter for Android](#)

RT @[SoloPR](#): RT @[fransteps](#): A6: It takes time to spot the clients who aren't the right fit. Your criteria changes over time, too! [#solopr](#)



[PeggyLlewellyn 1:50pm via Twitter for iPhone](#)

RT @[EaddyPerry](#): business planning can also take the fear away and help choose great prospects. often times we don't do biz planning. [#solopr](#)



[KellyeCrane 1:50pm via TweetDeck](#)

@[NovaComms](#) That is funny! I like that you compartmentalized, so it didn't take over. [#solopr](#)



[NovaComms 1:50pm via TweetDeck](#)

@[fransteps](#) @[JanetLFalk](#) Exactly. Time each week to plan, network, etc [#solopr](#)



[JackVincent 1:50pm via Twubs](#)

RT @[KellyeCrane](#) A6: Sometimes you have to pump yourself up to feel OK turning down a prospect. [#SoloPR](#) community happily gives pep talks!



[EaddyPerry 1:50pm via tchat.io](#)

business planning can also take the fear away and help choose great prospects. often times we don't do biz planning. [#solopr](#)

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[NovaComms 1:49pm via TweetDeck](#)

@[RS_Comm](#) Thanks Rachel! [#SoloPR](#)



[SoloPR 1:49pm via tchat.io](#)

RT @[fransteps](#): A6: It takes time to spot the clients who aren't the right fit. Your criteria changes over time, too! [#solopr](#)



[NovaComms 1:49pm via TweetDeck](#)

@[JanetLFalk](#) Yes, exactly. I decided the negativity didn't work, so I scheduled time to do something that would alleviate the fear. [#SoloPR](#)



[KellyeCrane 1:49pm via TweetDeck](#)

A6: Sometimes you have to pump yourself up to feel OK turning down a prospect. The [#SoloPR](#) community happily gives pep talks!



[MrsOgba 1:49pm via Twitter for Android](#)

RT @[KristK](#): A6: Fear and self-doubt lead to mad frenzy of biz development, instead of a planned approach. (or so I've been told). [#solopr](#)



[NovaComms 1:49pm via TweetDeck](#)

@[ladysportsman](#) Thanks! Just wasn't worth having negative energy all the time. I gave it a time & place. [#SoloPR](#)



[fransteps 1:48pm via tchat.io](#)

Right! Biz Dev! RT @[JanetLFalk](#): @[NovaComms](#) You mean time to self-promote and market yourself, not worry about new clients [#solopr](#)

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[RS Comm 1:48pm via TweetDeck](#)

BRILL MT @[NovaComms](#): A6: Early on, I'd schedule time to "be worried" about new clients. It gave me time to do something about it [#SoloPR](#)



[KristK 1:48pm via tchat.io](#)

A6: Fear and self-doubt lead to mad frenzy of biz development, instead of a planned approach. (or so I've been told). [#solopr](#)



[JackVincent 1:48pm via Twubs](#)

Very true! RT @[fransteps](#) A6: It takes time to spot the clients who aren't the right fit. Your criteria changes over time, too! [#solopr](#)



[JanetLFalk 1:48pm via tchat.io](#)

@[NovaComms](#) You mean time to self-promote and market yourself, not worry about new clients [#solopr](#)



[fransteps 1:48pm via tchat.io](#)

RT @[NovaComms](#): A6: Early on, I'd schedule time in calendar to "be worried" abt new clients-gave me time to do something about it [#SoloPR](#)



[ladysportsman 1:48pm via TweetDeck](#)

I like! RT @[NovaComms](#): A6: Early on, I'd schedule time in calendar to "be worried" about new clients. It gave me time 2 do something [#SoloPR](#)



[EaddyPerry 1:47pm via Twitter Web Client](#)

RT @NovaComms: @ladysportsman @JackVincent Short-term projects are useful when there's a sense of a potential troublesome client [#solopr](#)



[NovaComms 1:47pm via TweetDeck](#)

A6: Early on, I'd schedule time in my calendar to "be worried" about new clients. It gave me time to do something about it [#SoloPR](#)



[KellyeCrane 1:46pm via TweetDeck](#)

Not only will it lead to bad decisions, but clients can smell it! RT @EaddyPerry: taking clients out of fear is the worst. [#solopr](#)



[RS Comm 1:46pm via TweetDeck](#)

RT @JackVincent: A6: Recognize this early on. Love urself, respect urself, & politely point this out. They should respect u. If not, they'r[#solopr](#)



[ladysportsman 1:46pm via TweetDeck](#)

@KellyeCrane @JackVincent this is true, I'm kind of becoming a big deal :) [#solopr](#)



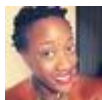
[JackVincent 1:46pm via Twubs](#)

Yes! RT @KristK A6: Sleepless nights & desperate days lead to taking on clients u shouldn't. Those clients lead to worse insomnia. [#solopr](#)



[EaddyPerry 1:46pm via Twitter Web Client](#)

RT @KristK: A6: Sleepless nights and desperate days lead to taking on clients you shouldn't. But those clients lead to worse insomnia, etc. [#solopr](#)



[MrsOgba 1:46pm via Twitter for Android](#)

RT @[KellyeCrane](#): So well said! MT @[JackVincent](#): A6: Good clients take our positively and give it back. Toxic clients suck are positive ener#solopr



[fransteps 1:46pm via tchat.io](#)

RT @[KristK](#): A6: Sleepless nights & desperate days =taking on clients you shouldn't. But those clients lead to worse insomnia, etc. #solopr



[NovaComms 1:46pm via TweetDeck](#)

@[ladysportsman](#) @[JackVincent](#) Short-term projects are useful when there's a sense of a potential troublesome client #solopr



[KellyeCrane 1:46pm via TweetDeck](#)

@[ladysportsman](#) But you also work with great clients! So your "picker" must be working J c. @[JackVincent](#) #solopr



[JackVincent 1:46pm via Twubs](#)

A6: Recognize this early on. Love urself, respect urself, & politely point this out. They should respect u. If not, they're toxic. #solopr



[ladysportsman 1:45pm via TweetDeck](#)

RT @[JackVincent](#): A6 (cont): Scope Creep is not a creep named Scope. It's when agreed work creeps into other things, w/o recognition or comp#solopr



[JackVincent 1:45pm via Twitter Web Client](#)

#solopr Sorry about a typo here and there: our -> are :-)



[KristK 1:45pm via tchat.io](#)

A6: Sleepless nights and desperate days lead to taking on clients you shouldn't. But those clients lead to worse insomnia, etc. [#solopr](#)



[EddyPerry 1:45pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Early in our business, we know we need to survive. But don't work from a place of fear.



[JackVincent 1:45pm via Twubs](#)

A6 (cont): Scope Creep is not a creep named Scope. It's when agreed work creeps into other things, w/o recognition or compensation. [#solopr](#)



[SoloPR 1:45pm via tchat.io](#)

Very true RT @[JackVincent](#): [#solopr](#) Taking every client that "you can get" is fear-based. "I need to survive!"



[EddyPerry 1:45pm via tchat.io](#)

taking clients out of fear is the worst thing ever. [#solopr](#)



[JackVincent 1:44pm via Twubs](#)

A6 (cont): Toxic clients will also demand things beyond the scope, and not want to pay for it. [#solopr](#)



[KarenSwim 1:44pm via tchat.io](#)

Yes! RT @[JackVincent](#): [#solopr](#) Early in our business, we know we need to survive. But don't work from a place of fear.



[KellyeCrane 1:44pm via TweetDeck](#)

So well said! MT @[JackVincent](#): A6: Good clients take our positively and give it back. Toxic clients suck are positive energy away. [#solopr](#)



[JackVincent 1:44pm via Twubs](#)

A6 (cont): The INDICATOR of an Insincere Objection: When you address an objection, another one curiously pops up. [#solopr](#)



[ladysportsman 1:44pm via TweetDeck](#)

@[JackVincent](#) fear-based yes, but not knowing if you'll have a paycheck in 6 mos is fact. I call it 'hedging my bets' [#solopr](#)



[JackVincent 1:44pm via Twubs](#)

A6 (cont): They could hide, "We're about to do a deal w your competitor." Or, "I have no decision-power here." [#solopr](#)



[JackVincent 1:44pm via Twitter Web Client](#)

[#solopr](#) Early in our business, we know we need to survive. But don't work from a place of fear.



[JackVincent 1:44pm via Twubs](#)

A6 (cont): Insincere Objections often hide the true objection. They are emotionally based, but hidden as rational. [#solopr](#)



[EaddyPerry 1:44pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Taking every client that "you can get" is fear-based. "I need to survive!"



[SoloPR 1:43pm via tchat.io](#)

Yes! RT @[JackVincent](#): A6: Good clients take our energy, positively, and give it back. Toxic clients suck are positive energy away. [#solopr](#)



[JackVincent 1:43pm via Twubs](#)

A6 (cont): A toxic client is a toxic buyer. One indicator is "insincere objections," which I address in A Sale Is A Love Affair. [#solopr](#)



[JackVincent 1:43pm via Twitter Web Client](#)

[#solopr](#) Taking every client that "you can get" is fear-based. "I need to survive!"



[EaddyPerry 1:43pm via Twitter Web Client](#)

RT @[SoloPR](#): Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[KellyeCrane 1:43pm via TweetDeck](#)

RT @[SoloPR](#): Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[JackVincent 1:43pm via Twubs](#)

A6: Good clients take our energy, positively, and give it back. Toxic clients suck are positive energy away. [#solopr](#)



[KellyeCrane 1:43pm via TweetDeck](#)

@[KristK](#) @[NovaComms](#) Ha- thank you! [#solopr](#)



[KarenSwim 1:42pm via Hootsuite](#)

Thanks @[KellyeCrane](#) ! [#solopr](#)



[KristK 1:42pm via Twitter Web Client](#)

RT @[SoloPR](#): Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

Q6 (2/2): What are the dangers of accepting toxic clients, and how can we spot them? [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

Q6 (1/2): It's easy for consultants to feel like we need to take on every prospective client that comes along... [#solopr](#)



[JackVincent 1:42pm via Twitter Web Client](#)

[#solopr](#) Take their breath away with simplicity. Deal w complexity as deal progresses w engagement: questions, eye contact, listen.



[SoloPR 1:42pm via tchat.io](#)

Great stuff! Q6 is up next... [#solopr](#)



[SoloPR 1:41pm via tchat.io](#)

RT @[JackVincent](#): A5 (cont): Each stakeholder's/in-law's heart will have to be won. Be ready to appeal their individual needs/views. [#solopr](#)



[KristK 1:40pm via tchat.io](#)

@[KellyeCrane](#) I credit [#solopr](#) for much of my sanity (or blame you, whatever).



[JackVincent 1:40pm via Twitter Web Client](#)

[#solopr](#) Love like you've never been hurt. Sell that way, too!



[SoloPR 1:40pm via tchat.io](#)

I like it MT @[JackVincent](#): A5 ...Keep your openings relevant yet simple... then engage.
[#solopr](#)



[JackVincent 1:40pm via Twubs](#)

A5 (cont): Each stakeholder's/in-law's heart will have to be won. Be ready to appeal their individual needs/views. [#solopr](#)



[JanetLFalk 1:40pm via tchat.io](#)

A5 Sell the process of working with you. [#solopr](#)



[KarenSwim 1:39pm via Twitter Web Client](#)

RT @[JackVincent](#): A5 (cont): As you move through the cycle, more "rational" details will have to be addressed. But keep it as simple as poss[#solopr](#)



[JackVincent 1:39pm via Twubs](#)

A5 (cont): More stakeholders on the buyer side will also join the process. Think of them as future in-laws :-)
[#solopr](#)



[JackVincent 1:39pm via Twubs](#)

RT @[KellyeCrane](#) @[NovaComms](#) My goal w/ [#SoloPR](#) pro is to help others not have to learn the hard way lessons I learned...the hard way. :-)



[JackVincent 1:39pm via Twubs](#)

A5 (cont): As you move through the cycle, more "rational" details will have to be addressed. But keep it as simple as possible. [#solopr](#)



[SoloPR 1:39pm via tchat.io](#)

RT @[JackVincent](#): A5 (cont): Complexity is the enemy of "taking their breath away." Openings must be compelling via simplicity. [#solopr](#)



[JackVincent 1:39pm via Twubs](#)

A5: Early in the sale, you want the buyer to lose his/her breath. "Wow, I wanna' dance w/ her." Wow, we need these consultants." [#solopr](#)



[KellyeCrane 1:38pm via TweetDeck](#)

@[NovaComms](#) My goal with [#SoloPR](#) pro is to help others not have to learn the hard way lessons I learned...the hard way. :-)



[NovaComms 1:38pm via TweetDeck](#)

A5: Keep proposals simple. Sell the experience and value versus the granular activity [#SoloPR](#)



[KristK 1:38pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) If you are true to yourself and know yourself, you can better identify your ideal client, not just in structure, b...



[JackVincent 1:38pm via Twubs](#)

A5 (cont): Keep it simple in marketing. Go deeper in sales. Keep your openings relevant yet simple... then engage. [#solopr](#)



[JackVincent 1:38pm via Twitter Web Client](#)

[#solopr](#) If you are true to yourself and know yourself, you can better identify your ideal client, not just in structure, but in comm style



[JackVincent 1:38pm via Twubs](#)

A5 (cont): Complexity is the enemy of "taking their breath away." Openings must be compelling via simplicity. [#solopr](#)



[KellyeCrane 1:38pm via TweetDeck](#)

RT @[SoloPR](#): Q5 (2/2): In the book, you state "Simplicity sells. Simplicity triggers emotions." How does this work? [#solopr](#)



[JackVincent 1:37pm via Twubs](#)

A5: Simplicity is actually important early in the sale. Back to emotion/attraction, emotion is only evoked with simplicity. [#solopr](#)



[SoloPR 1:37pm via tchat.io](#)

Q5 (2/2): In the book, you state "Simplicity sells. Simplicity triggers emotions." How does this work? [#solopr](#)



[NovaComms 1:37pm via TweetDeck](#)

@[KellyeCrane](#) Yes it does!! And we all have to work with some crazies along the way to be able to spot them a mile away :) [#SoloPR](#)



[SoloPR 1:36pm via tchat.io](#)

Q5: (1/2) We often struggle with how much info to put in a proposal (vs. a plan produced after we're hired). [#solopr](#)



[JackVincent 1:36pm via Twubs](#)

Yes! RT @[KellyeCrane](#) A4: I do think spotting the "crazies" among new biz prospects gets easier the longer you're a [#SoloPR](#) pro.



[dariasteigman 1:36pm via TweetDeck](#)

Yes. AND you get more selective. RT @[KellyeCrane](#): A4: Spotting the "crazies" among biz prospects gets easier the longer you're [#SoloPR](#) pro.



[SoloPR 1:36pm via tchat.io](#)

Excellent input - Q5 is up next... [#solopr](#)



[Chroma3395 1:36pm via Twitter Web Client](#)

RT @[KristK](#): RT @[JackVincent](#): A3 "The Best Proposals Don't Propose." They confirm what's already been discussed/agreed. [#solopr](#)



[SoloPR 1:36pm via TweetDeck](#)

RT @[3HatsComm](#): A4: rethink your leads process: how you attract leads, from where, how you filter, pre-screen? ID the problems & FIX. [#soloPR](#)

#solopr transcript - 1/28/2015

For more information and resources, visit <http://soloprpro.com/>



[JackVincent 1:36pm via Twubs](#)

RT @3HatsComm A4: rethink ur leads process: how u attract leads, from where, how u filter, pre-screen? ID the problems and FIX. [#soloPR](#)



[SoloPR 1:35pm via TweetDeck](#)

Truth! RT @JackVincent: [#solopr](#) Really cruel is when they always say maybe, maybe, maybe, when they don't know how to say no.



[NovaComms 1:35pm via TweetDeck](#)

RT @KellyeCrane: A4: Pre-qualify prospects! Post by @KarenSwim: [soloprpro.com/not-all-client...](#) [#solopr](#)



[JackVincent 1:35pm via Twubs](#)

YES! RT @ladysportsman A4: and if you can visualize your perfect client, then it should be easy to find? right? :) [#solopr](#) [#IReadTheSecret](#)



[KellyeCrane 1:35pm via TweetDeck](#)

A4: I do think spotting the "crazies" among new biz prospects gets easier the longer you're a [#SoloPR](#) pro.



[JackVincent 1:35pm via Twubs](#)

A4 (cont): If they have good karma, we build on each other's assets... and we grow the love and move in together :-)

[#solopr](#)



[EaddyPerry 1:35pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A4: Pre-qualify prospects! Post by @[KarenSwim](#): [soloprpro.com/not-all-client...](#) #solopr



[NovaComms](#) 1:35pm via [TweetDeck](#)

@[gregwbros](#) @[SoloPR](#) And Greg pops in with the winning comment again ;) #solopr



[JackVincent](#) 1:35pm via [Twubs](#)

A4 (cont): I give my best to the relationship, but if they have bad karma & are energy-suckers, I kiss them and move on. #solopr



[ladysportsman](#) 1:34pm via [TweetDeck](#)

A4: and if you can visualize your perfect client, then it should be easy to find? right? :) #solopr #IReadTheSecret



[NovaComms](#) 1:34pm via [TweetDeck](#)

RT @[3HatsComm](#): A4: rethink your leads process: how you attract leads, from where, how you filter, pre-screen? ID the problems and FIX. #soloPR



[KellyeCrane](#) 1:34pm via [TweetDeck](#)

A4: Pre-qualify prospects! Post by @[KarenSwim](#): [soloprpro.com/not-all-client...](#) #solopr



[JackVincent](#) 1:34pm via [Twubs](#)

A4 (cont): So I often date my prospects. We build small solutions initially. Easier to secure & good for testing the relationship. #solopr



[NovaComms](#) 1:34pm via [TweetDeck](#)

A4: If you're engaging with the wrong clients all the time, perhaps take a step back & think about your true intentions & value [#SoloPR](#)



[JackVincent 1:34pm via Twitter Web Client](#)

[#solopr](#) Really cruel is when they always say maybe, maybe, maybe, when they don't know how to say no.



[3HatsComm 1:34pm via TweetDeck](#)

A4: rethink your leads process: how you attract leads, from where, how you filter, pre-screen? ID the problems and FIX. [#solopr](#)



[aprilcs 1:34pm via Twitter Web Client](#)

RT @JanetLFalk: Ask for the no: Invite nonresponder 1 Thanks, not interested. 2 glad you asked; please call 3 We have you on file for futur[#solopr](#)



[JackVincent 1:33pm via Twitter Web Client](#)

[#solopr](#) Cruel to be kind, no. It's kind, because you can move on and not have false hopes. Put your resources on other prospects.



[JackVincent 1:33pm via Twubs](#)

A4 (cont): If prospects play hide and seek when they should be engaging, how will they be when you get the business? [#solopr](#)



[JackVincent 1:33pm via Twubs](#)

A4 (cont): Same things in prospecting clients. Where can you add the most value? Type of organization, and type of people? [#solopr](#)



[JanetLFalk 1:33pm via tchat.io](#)

Ask for the no: Invite nonresponder 1 Thanks, not interested. 2 glad you asked; please call 3 We have you on file for future. [#solopr](#)



[JackVincent 1:33pm via Twubs](#)

A4 (cont): One day I woke up and said, "Wrong marketplace." I should date divorced mothers. And I found happiness.

[#solopr](#)



[3HatsComm 1:33pm via TweetDeck](#)

Co-signed. RT [@dariasteigman](#): [@KristK](#) This is so impt. Biz dev takes time, but shouldn't be a waste of (anyone's) time. [#solopr](#)



[gregwbros 1:32pm via Twitter Web Client](#)

[@SoloPR](#) A4: Um, get tested regularly? :) [#solopr](#)



[JackVincent 1:32pm via Twubs](#)

A4 (cont): I was in my mid-50's with kids. divorcing, getting dates with women who, I found, wanted children. [#solopr](#)



[JackVincent 1:32pm via Twubs](#)

A4: Love yourself... and KNOW yourself first. Chapter in book: "To thine own self be true." - Shakespeare [#solopr](#)



[KellyeCrane 1:32pm via TweetDeck](#)

It can be hard if you've invested time, but necessary! RT @[KristK](#): A3: Asking for the no -- IOW, Fish or Cut Bait. [#solopr](#)



[ladysportsman](#) 1:32pm via [TweetDeck](#)

A4: I would ask if they are truly listening to their gut [#solopr](#) b/c your gut tells you all. Even if you don't want to hear it.



[NovaComms](#) 1:32pm via [TweetDeck](#)

Yes! Some people feel uncomfortable saying no but come on! MT @[KristK](#): A3: Asking for the no: Let's move forward or move along [#solopr](#)



[aprilcs](#) 1:32pm via [Twitter Web Client](#)

RT @[lisagerber](#): .@[JackVincent](#) That's key - there is an emotional decision to doing business with someone. Regardless of product/service qua[#solopr](#)



[JackVincent](#) 1:32pm via [Twitter Web Client](#)

@[KarenSwim](#) [#solopr](#) Indeed. A no is often an objection... and objections per se are indications of interest, and I need more.



[SoloPR](#) 1:31pm via [tchat.io](#)

Q4: What advice do you give to consultants who regularly “hook up” with the wrong partners and clients? [#solopr](#)



[dariasteigman](#) 1:31pm via [TweetDeck](#)

@[KristK](#) This is so impt. Biz dev takes time, but shouldn't be a waste of (anyone's) time. [#solopr](#)



[SoloPR 1:31pm via tchat.io](#)

Lots of excellent advice - Q4 is up next! [#solopr](#)



[KarenSwim 1:31pm via tchat.io](#)

@[KristK](#) Lol, my mom used to say that all the time! [#solopr](#)



[SoloPR 1:31pm via tchat.io](#)

RT @[JackVincent](#): A3 (cont): But by asking for the no, you often get a yes, and can leverage this to move forward. [#solopr](#)



[NovaComms 1:30pm via TweetDeck](#)

RT @[SoloPR](#): Good wording! RT @[JackVincent](#): A3 (cont): If prospect is not advancing, ask for the no. "I'm sensing hesitation on your side." [#solopr](#)



[KristK 1:30pm via tchat.io](#)

A3: Asking for the no -- IOW, Fish or Cut Bait. Let's move forward or move along. [#solopr](#)



[MichaelWillett 1:30pm via Twitter Web Client](#)

! MT @[KristK](#) A2 To get client's trust, you need to be more than smart. They want to have faith, confidence in your abilities, ideas [#solopr](#)



[dariasteigman 1:30pm via TweetDeck](#)

Gets to rubber meets road? RT @[JackVincent](#): By asking for the no, you often get a yes, and can leverage this to move forward. [#solopr](#)



[KarenSwim 1:30pm via tchat.io](#)

@[JackVincent](#) because sometimes a no is really "I need more information." [#solopr](#)



[JackVincent 1:30pm via Twitter Web Client](#)

[#solopr](#) In book, a guy proposed to his girlfriend at family reunion, from the stage. She said yes THEN, but broke up the next weekend.



[EaddyPerry 1:30pm via Twitter Web Client](#)

RT @[SoloPR](#): RT @[JackVincent](#): A3 (cont): In every engagement, encourage the buyer to contribute to the next step.

[#solopr](#) [#solopr](#)



[SoloPR 1:30pm via tchat.io](#)

Good wording! RT @[JackVincent](#): A3 (cont): If prospect is not advancing, ask for the no. "I'm sensing hesitation on your side." [#solopr](#)



[KarenSwim 1:29pm via tchat.io](#)

Yes RT @[SoloPR](#) via @[JackVincent](#): A3 (cont): In every engagement, encourage the buyer to contribute to the next step.

[#solopr](#)



[JackVincent 1:29pm via Twubs](#)

A3 (cont): But by asking for the no, you often get a yes, and can leverage this to move forward. [#solopr](#)



[SoloPR 1:29pm via tchat.io](#)

RT @[JackVincent](#): A3 (cont): In every engagement, encourage the buyer to contribute to the next step.

[#solopr](#) [#solopr](#)



[ladysportsman](#) 1:29pm via TweetDeck

RT @[JackVincent](#): A3 (cont): If prospect is not advancing, ask for the no. "I'm sensing hesitation on your side." [#solopr](#)



[JackVincent](#) 1:29pm via Twubs

A3 (cont): By asking for the no, you might get it. But you're loving yourself, too, and you can move on. [#solopr](#)



[JackVincent](#) 1:28pm via Twubs

A3 (cont): "If you're not motivated, Joe, I can handle it. I don't want to waste your time... or mine. Just tell me where you stand." [#solopr](#)



[KellyeCrane](#) 1:28pm via TweetDeck

@[JackVincent](#) Yes, I love it when a client sees me as their "secret weapon" - I think these types tend to be the most loyal of all! [#solopr](#)



[JackVincent](#) 1:28pm via Twubs

A3 (cont): If prospect is not advancing, ask for the no. "I'm sensing hesitation on your side." [#solopr](#)



[LUCYrk78](#) 1:28pm via Twitter Web Client

A3: I think you intuitively know when to stop, if they're not answering. One of our greatest skills is reading people IMO [#soloPR](#) @[SoloPR](#)



[JackVincent 1:28pm via Twubs](#)

A3 (cont): Sample advances: Prospect will send you key document, will arrange another meeting with key players. [#solopr](#)



[MichaelWillett 1:28pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood. Understand me, and I'll tr...



[SoloPR 1:27pm via tchat.io](#)

Great! RT @[JackVincent](#): A3 The key is: "The Best Proposals Don't Propose." They confirm what's already been discussed/agreed. [#solopr](#)



[JackVincent 1:27pm via Twitter Web Client](#)

[#solopr](#) If you love me, you'll watch my back as a romantic partner or as a client. Yes, trust is a critically important concept in sales.



[JackVincent 1:27pm via Twubs](#)

A3 (cont): In every engagement, encourage the buyer to contribute to the next step. [#solopr](#)



[ladysportsman 1:27pm via TweetDeck](#)

[#truth](#) RT @[JackVincent](#): A3: The key is: "The Best Proposals Don't Propose." They confirm what's already been discussed/agreed. [#solopr](#)



[KristK 1:27pm via tchat.io](#)

RT @[JackVincent](#): A3 "The Best Proposals Don't Propose." They confirm what's already been discussed/agreed. [#solopr](#)



[JackVincent 1:27pm via Twubs](#)

A3 (cont): The Advance: When the buyer puts "Skin In The Game," and contributes to the next steps [#solopr](#)



[SoloPR 1:27pm via tchat.io](#)

Regarding following up: RT @[JackVincent](#): A3: There is no fixed number. The more complex the solution, the higher the number. [#solopr](#)



[JackVincent 1:27pm via Twubs](#)

A3 (cont): Make the buyer part of the solution. If they claim your idea is their idea... EUREKA! [#solopr](#)



[JackVincent 1:26pm via Twubs](#)

A3 (cont): The key is: "The Best Proposals Don't Propose." They confirm what's already been discussed/agreed. [#solopr](#)



[JackVincent 1:26pm via Twubs](#)

A3: There is no fixed number. The more complex the solution, the higher the number. [#solopr](#)



[EaddyPerry 1:26pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood. Understand me, and I'll tr...



[KristK](#) 1:26pm via [Twitter Web Client](#)

RT @SoloPR: Q3: #SoloPR Pros often ask how many times we should follow-up on a proposal– what do you suggest? What do you mean by “asking f...



[SoloPR](#) 1:25pm via [tchat.io](#)

Q3: #SoloPR Pros often ask how many times we should follow-up on a proposal– what do you suggest? What do you mean by “asking for the no?”



[JanetLFalk](#) 1:25pm via [tchat.io](#)

@[JackVincent](#) Understand my problem as a client and I will trust you more [#solopr](#)



[JackVincent](#) 1:25pm via [Twitter Web Client](#)

[#solopr](#) Why is love in branding cool, and love in sales crass? It's my belief, in sales it's IMPORTANT.



[ladysportsman](#) 1:25pm via [TweetDeck](#)

@[KristK](#) right? glad I'm not the only one. I honestly don't know any other way to be [#solopr](#)



[dariasteigman](#) 1:25pm via [TweetDeck](#)

@[KarenSwim](#) @[KellyeCrane](#) But I don't think of it as emotional. I think of it as pragmatic + trusting my gut (in a biz sense). [#solopr](#)



[SoloPR](#) 1:25pm via [tchat.io](#)

Great stuff on Q2! Q3 is up next... [#solopr](#)



[KristK 1:25pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood. Understand me, and I'll tr...



[SoloPR 1:24pm via tchat.io](#)

Well said! RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood.



[JackVincent 1:24pm via Twitter Web Client](#)

[#solopr](#) Keep a distance, indeed. Don't have a real affair w client. But get client to fall in love w you professionally. Win their hearts.



[ladysportsman 1:24pm via TweetDeck](#)

deep! RT @[JackVincent](#): [#solopr](#) Women want 2 be listened 2. Men want 2 feel important. all want 2 be understood. Understand me & I'll trust u



[KristK 1:24pm via tchat.io](#)

@[ladysportsman](#) I get totally vested with my clients too. Makes me more careful about who I work with. [#solopr](#)



[NovaComms 1:24pm via TweetDeck](#)

RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood.



[ep_comms 1:24pm via Twitter Web Client](#)

RT @[JackVincent](#): [#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood. Understand me, and I'll tr...



[KarenSwim](#) 1:23pm via [tchat.io](#)

@[KellyeCrane](#) Yes you do, you would never do business with someone who you did not like or trust. I know this for a fact ;-)
[#solopr](#)



[SoloPR](#) 1:23pm via [TweetDeck](#)

RT @[JackVincent](#): "We believe we can increase your sales by 15% in six months." Bang! Rational. Professional. But also emotional. [#solopr](#)



[JackVincent](#) 1:23pm via [Twitter Web Client](#)

[#solopr](#) Women want to be listened to. Men want to feel important. We all want to be understood. Understand me, and I'll trust you more



[SoloPR](#) 1:23pm via [TweetDeck](#)

RT @[ep_comms](#): @[JackVincent](#), love this. Asking questions and listening is a lost art. Clients want a professional but they also want to be h[#solopr](#)



[NovaComms](#) 1:22pm via [TweetDeck](#)

@[ladysportsman](#) @[JackVincent](#) Exactly! It's happened to me once and won't happen again - Friendship is way more valuable to me [#SoloPR](#)



[KarenSwim](#) 1:22pm via [Hootsuite](#)

Yes you are @[3HatsComm](#)!@[KarenSwim](#) exactly. I'm a catch (prize, upgrade) No need to convince when you find the right suitors :-)
[#solopr](#)



[JackVincent 1:22pm via Twubs](#)

@[ladysportsman](#) I think that's a good thing! It shows you genuinely care. [#solopr](#)



[KellyeCrane 1:22pm via TweetDeck](#)

@[ladysportsman](#) Not weird at all! That's conscientious of you- I suppose I do it, too. I'm just not razzle-dazzle, usually. [#solopr](#)



[JackVincent 1:22pm via Twubs](#)

A2 (cont): Dale Carnegie on people: "... we are not dealing with creatures of logic. We are dealing with creatures of emotion." [#solopr](#)



[KellyeCrane 1:22pm via TweetDeck](#)

I'm learning that I do build emotional connections during the sales process, without realizing it! [#solopr](#)



[JackVincent 1:21pm via Twubs](#)

YES! RT @[fransteps](#) RT @[KristK](#): A2: This is why word-of-mouth & networking are so valuable. If ppl like u, trust u, they'll hire u. [#solopr](#)



[3HatsComm 1:21pm via TweetDeck](#)

RT @[KristK](#): A2: To get a client to trust you, you need to be more than smart. They want to have faith, confidence in your abilities, ideas. [#solopr](#)



[ep_comms 1:21pm via Twitter Web Client](#)

@[JackVincent](#), love this. Asking questions and listening is a lost art. Clients want a professional but they also want to be heard. [#solopr](#)



[NovaComms 1:21pm via TweetDeck](#)

@[ladysportsman](#) @[JackVincent](#) I'd say keeping a healthy distance on biz matters is important, otherwise it gets tricky - my 2 cents [#SoloPR](#)



[ladysportsman 1:21pm via TweetDeck](#)

@[KellyeCrane](#) I'm very emotional when it comes to clients. I want the very best for them as if they were a branch of me. Weird...[#solopr](#)



[JackVincent 1:21pm via Twitter Web Client](#)

[#solopr](#) Was in a sales planning meet w client earlier this week, joint venture situation. Do you think there were no emotions there?



[SoloPR 1:21pm via tchat.io](#)

RT @[JackVincent](#): A2 Listening is the killer app in building trust. Asking great questions is the killer app in building engagement. [#solopr](#)



[SoloPR 1:20pm via tchat.io](#)

RT @[JackVincent](#): A2 (cont): Don't ask for their attention; take it. "Take their breath away."

[#solopr](#) [#solopr](#)



[KellyeCrane 1:20pm via TweetDeck](#)

I think I tend to be very cerebral in business dealings- interested in this emotional side of things! [#solopr](#)



[NovaComms 1:20pm via TweetDeck](#)

A2: Understanding WHO a client is and WHY they are motivated will allow you to develop deeper, more relevant relationships [#SoloPR](#)



[fransteps 1:20pm via tchat.io](#)

RT @[KristK](#): A2: This is why word-of-mouth and networking are so valuable. If people like you, trust you, they'll hire you. [#solopr](#)



[lisagerber 1:20pm via Hootsuite](#)

.@[JackVincent](#) That's key - there is an emotional decision to doing business with someone. Regardless of product/service quality. [#solopr](#)



[KarenSwim 1:20pm via tchat.io](#)

Great tip RT @[JackVincent](#): A2 (cont): Don't ask for their attention; take it. "Take their breath away."

[#solopr #solopr](#)



[JackVincent 1:19pm via Twitter Web Client](#)

[#solopr](#) Jobs said it, and it's a chapter in book. "don't be better. be different."



[ladysportsman 1:19pm via TweetDeck](#)

@[JackVincent](#) yes, but curious when emotions overcome rational, like when you start becoming friends w client. Is that bad? [#solopr](#)



[JackVincent 1:19pm via Twubs](#)

A2 (cont): Listening is the killer app in building trust. Asking great questions is the killer app in building engagement. [#solopr](#)



[KristK 1:19pm via tchat.io](#)

A2: This is why word-of-mouth and networking are so valuable. If people like you, trust you, they'll hire you. [#solopr](#)



[EaddyPerry 1:19pm via TweetChat powered by oneQube](#)

RT @SoloPR: Today our guest is @JackVincent, author of A Sale Is a Love Affair - jackvincent.com/portfolio/a-sa... -we'll be talking new biz! [#solopr](#)



[JackVincent 1:19pm via Twubs](#)

A2 (cont): Then, ask questions, listen, and ask more questions. Look them in the eyes. [#solopr](#)



[JackVincent 1:19pm via Twubs](#)

A2 (cont): Don't ask for their attention; take it. "Take their breath away."
[#solopr](#)



[KarenSwim 1:19pm via tchat.io](#)

Because you're right @3HatsComm you can't convince people to want better they have to come to that on their own IMHO [#solopr](#)



[KristK 1:19pm via tchat.io](#)

A2: To get a client to trust you, you need to be more than smart. They want to have faith, confidence in your abilities, ideas. [#solopr](#)



[SoloPR 1:19pm via tchat.io](#)

RT @[JackVincent](#): Q2 Sure, we need to be relevant and professional. But early on, go for your buyer's heart as much as his/her mind. [#solopr](#)



[JackVincent 1:19pm via Twubs](#)

A2 (Cont): "We believe we can increase your sales by 15% in six months." Bang! Rational. Professional. But also emotional. [#solopr](#)



[MichaelWillett 1:18pm via Twitter Web Client](#)

! MT @[lisagerber](#) At [#solopr](#) chat, we're having a great conversation about sales and business development with author @[JackVincentR](#)



[JackVincent 1:18pm via Twubs](#)

Q2 (cont): Sure, we need to be relevant and professional. But early on, go for your buyer's heart as much as his/her mind. [#solopr](#)



[JackVincent 1:18pm via Twubs](#)

Q2: In A Sale Is A Love Affair, I cite "Hitch, The Love Doctor" a few times, e.g. "One dance is all we get." [#solopr](#)



[KarenSwim 1:18pm via tchat.io](#)

@[3HatsComm](#) I never sell myself as the upgrade, but instead seek those who see me as the prize cc @[JackVincent](#) [#solopr](#)



[EaddyPerry 1:18pm via TweetChat powered by oneQube](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Today our guest is @[JackVincent](#), author of A Sale Is a Love Affair - [jackvincent.com/portfolio/a-sa...](#) -we'll be talking [#solopr](#)



[SoloPR 1:18pm via tchat.io](#)

Interesting! RT @[JackVincent](#): Emotions are not feelings. We ponder our feelings. Emotions are spontaneous. [#solopr](#)



[JackVincent 1:18pm via Twubs](#)

Q2: Psychologists agree: Attraction is an emotion. It's spontaneous... Bio-chemical! Fight? Or engage? [#solopr](#)



[MichaelWillett 1:17pm via Twitter Web Client](#)

!! RT @[KellyeCrane](#) A1: Loving yourself builds confidence. I think everyone loves a confident partner! [#solopr](#)



[JackVincent 1:17pm via Twubs](#)

Emotions are not feelings. We ponder our feelings. Emotions are spontaneous. [#solopr](#)



[KellyeCrane 1:17pm via TweetDeck](#)

Agree! RT @[ladysportsman](#): @[KellyeCrane](#) I think that's part of being comfortable in your own skin. Comfortable=confidence [#solopr](#)



[EaddyPerry 1:17pm via TweetChat powered by oneQube](#)

hi everyone! it has been a while. so happy to be able to join today! [#solopr](#)



[JackVincent 1:17pm via Twubs](#)

Rationally, you have a brilliant solution to a client's problems. But are you pushy? Aloof? Nervous? [#solopr](#)



[JackVincent 1:17pm via Twubs](#)

RT @SoloPR Q2: Trust is achieved not just by addressing rational thoughts, but also emotions & feelings. How does this work? [#solopr](#)



[NovaComms 1:17pm via TweetDeck](#)

@KarenSwim @JackVincent You are NOT 51!!! I would have guessed 41 at most when I met you last year! [#solopr](#)



[3HatsComm 1:17pm via TweetDeck](#)

@KarenSwim @JackVincent ahh but.. perception is in the eye of the beholder. FWIW I'm kinda tired of 'selling' that I AM an upgrade. [#soloPR](#)



[lisagerber 1:16pm via Hootsuite](#)

If you're not following the [#solopr](#) chat, we're having a great conversation about sales and business development with author @JackVincent.



[fransteps 1:16pm via tchat.io](#)

RT @SoloPR: Q2: Jack writes- trust is achieved not just by addressing rational thoughts, but also emotions & feelings. How? [#solopr](#)



[KristK 1:16pm via Twitter Web Client](#)

RT @SoloPR: Q2: Jack writes that trust is achieved not just by addressing rational thoughts, but also emotions and feelings. How does this [#solopr](#)



[KarenSwim 1:16pm via tchat.io](#)

So true @[JackVincent](#), way more comfortable with myself at 51 than I was in my 20s & 30s [#solopr](#)



[SoloPR 1:15pm via tchat.io](#)

Q2: Jack writes that trust is achieved not just by addressing rational thoughts, but also emotions and feelings. How does this work? [#solopr](#)



[SoloPR 1:15pm via tchat.io](#)

Lively convo underway- thanks everyone! Q2 is up next... [#solopr](#)



[JackVincent 1:15pm via Twubs](#)

RT @[KarenSwim](#) Thanks @[JackVincent](#) would be liked "dating up" when you don't really feel you're worthy of the "upgrade" [#solopr](#)



[KarenSwim 1:15pm via tchat.io](#)

Lol @[KellyeCrane](#) ! [#solopr](#)



[lisagerber 1:15pm via Hootsuite](#)

Love that: RT @[KarenSwim](#): Thanks @[JackVincent](#) would be liked "dating up" when you don't really feel you're worthy of the "upgrade" [#solopr](#)



[ladysportsman 1:14pm via TweetDeck](#)

@[KellyeCrane](#) I think that's part of being comfortable in your own skin. Comfortable=confidence [#solopr](#)



[KellyeCrane 1:14pm via TweetDeck](#)

@[KarenSwim](#) I doubt you're a @[RuPaulsDragRace](#) fan, but you just made me think of Ru! :-)
[#solopr](#)



[JackVincent 1:14pm via Twitter Web Client](#)

[#solopr](#) I've actually come to love myself more in my 50s, no kidding. But I've also learned to listen to my authentic voice. Old but wise?



[KarenSwim 1:14pm via tchat.io](#)

Typo alert - like not liked @[JackVincent](#) [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

This RT @[KarenSwim](#): ...If you don't love yourself how can you expect others to love you? [#solopr](#)



[KarenSwim 1:14pm via tchat.io](#)

Thanks @[JackVincent](#) would be liked "dating up" when you don't really feel you're worthy of the "upgrade" [#solopr](#)



[KellyeCrane 1:13pm via TweetDeck](#)

I don't know where the phrase "standing in your truth" comes from, but being firm in what you do and believe in blds confidence! [#solopr](#)



[ladysportsman 1:13pm via TweetDeck](#)

RT @[KarenSwim](#): People buy from people they know, like and trust. If you don't love yourself how can you expect others to love you? [#solopr](#)



[JackVincent 1:13pm via Twitter Web Client](#)

@[KarenSwim](#) Exactly! [#solopr](#)



[JackVincent](#) 1:13pm via [Twitter Web Client](#)

[#solopr](#) If we don't love ourselves, we may get the occasional sale, but we won't be at our best performance.



[KarenSwim](#) 1:12pm via [tchat.io](#)

Agree @[NovaComms](#)! [#solopr](#)



[KellyeCrane](#) 1:12pm via [TweetDeck](#)

"Knowing what we really stand for" -@[JackVincent](#) - This is huge [#solopr](#)



[NovaComms](#) 1:12pm via [TweetDeck](#)

@[KarenSwim](#) Exactly! People trust people, not brands. [#SoloPR](#)



[JackVincent](#) 1:11pm via [Twitter Web Client](#)

[#solopr](#) Confidence is attractive. It also helps us be charming.



[KristK](#) 1:11pm via [Twitter Web Client](#)

RT @[JackVincent](#): Healthy relationships require healthy partners. Being good to yourself is the first step in being good for a relationship.[#solopr](#)



[JackVincent](#) 1:11pm via [Twitter Web Client](#)

@[3HatsComm](#) Yes, Self-Love = Confidence. Confidence enables you to be charming. "I only have eyes for you." [#solopr](#)



[KarenSwim 1:11pm via tchat.io](#)

People buy from people they know, like and trust. If you don't love yourself how can you expect others to love you? [#solopr](#)



[ladysportsman 1:11pm via TweetDeck](#)

@[JackVincent](#) You just validated all of my mid-afternoon ice cream runs [#solopr](#)
[#begoodtoyourself](#)



[SoloPR 1:11pm via tchat.io](#)

@[JackVincent](#) How can we learn to love ourselves more? The demons of self-doubt plague many [#SoloPR](#) pros!



[NovaComms 1:11pm via TweetDeck](#)

@[3HatsComm](#) I was JUST going to say the same thing to you :) [#solopr](#)



[JackVincent 1:11pm via Twitter Web Client](#)

[#solopr](#) Sometimes we're not good to ourselves by lacking confidence, knowing what we really stand for.



[ELLECHANTS 1:11pm via Twitter Web Client](#)

RT @[NovaComms](#): A1: I think to build trusted relationships, you first have to trust yourself & be confident in the value you bring to the ta[#SoloPR](#)



[3HatsComm 1:11pm via TweetDeck](#)

@[NovaComms](#) jinx.. owe you a Coke. :) [#soloPR](#)



[SoloPR 1:10pm via tchat.io](#)

MT @[NovaComms](#): A1: I think to build trusted relationships, you first have to trust yourself & be confident in your value... [#SoloPR](#)



[jpippert 1:10pm via Mobile Web \(M5\)](#)

RT @[NovaComms](#): A1: I think to build trusted relationships, you first have to trust yourself & be confident in the value you bring to the ta[#SoloPR](#)



[3HatsComm 1:10pm via TweetDeck](#)

A1 part of 'self love' I'd say is about confidence and knowing your value. [#soloPR](#)



[KellyeCrane 1:10pm via TweetDeck](#)

A1: Loving yourself builds confidence. I think everyone loves a confident partner!
[#solopr](#)



[ELLECHANTS 1:09pm via Twitter Web Client](#)

[#SoloPR](#)



[KarenSwim 1:09pm via Twitter Web Client](#)

RT @[JackVincent](#): Lovers don't want toxic partners. Nor do customers. [#solopr](#)



[SoloPR 1:09pm via tchat.io](#)

MT @[JackVincent](#): Healthy relationships require healthy partners. Being good to yourself is the first step... [#solopr](#)



[JanetLFalk 1:09pm via tchat.io](#)

@[JackVincent](#) Pls give an example of how we are and are not good to ourselves. [#solopr](#)



[fransteps 1:09pm via tchat.io](#)

RT @[JackVincent](#): Healthy relationships require healthy partners-being good to yourself is 1st step in being good for relationship. [#solopr](#)



[JackVincent 1:09pm via Twitter Web Client](#)

Lovers don't want toxic partners. Nor do customers. [#solopr](#)



[NovaComms 1:09pm via TweetDeck](#)

A1: I think to build trusted relationships, you first have to trust yourself & be confident in the value you bring to the table [#SoloPR](#)



[KristK 1:08pm via Twitter Web Client](#)

RT @[SoloPR](#): Q1 (1/2): @[JackVincent](#) says self-love is the first step in sales, before you can build trusting relationships. [#solopr](#)



[JackVincent 1:08pm via Twitter Web Client](#)

Healthy relationships require healthy partners. Being good to yourself is the first step in being good for a relationship. [#solopr](#)



[KellyeCrane 1:08pm via TweetDeck](#)

RT @[SoloPR](#): Q1: (2/2): Why is this and what can we do to boost our self-love? [#solopr](#)



[MichaelWillett](#) 1:08pm via Twitter Web Client

RT @[KellyeCrane](#): It's [#SoloPR](#) chat day! Join us 1-2pm ET/10-11am PT as @[JackVincent](#) helps us be better at selling! Details: <http://t.co/I7usoloprpro.com/how-is-a-sale-...>



[dariasteigman](#) 1:08pm via TweetDeck

Ah, @[JackVincent](#) is on the [#solopr](#) hot seat today. :) The man whom I owe an email (and am def looking forward to his book). [#Solopr](#)



[ep comms](#) 1:08pm via Twitter Web Client

Tuning into [#solopr](#) for the first time, and excited to hear from @[JackVincent](#). Elise from DC here.



[KellyeCrane](#) 1:08pm via TweetDeck

RT @[SoloPR](#): Q1 (1/2): @[JackVincent](#) says self-love is the first step in sales, before you can build trusting relationships. [#solopr](#)



[KristK](#) 1:08pm via Twubs

Welcome to @[JackVincent](#), who's sharing his words of wisdom on biz development. [#solopr](#)



[fransteps](#) 1:07pm via tchat.io

Joining late! Fran from San Antonio, TX -- hi all! [#solopr](#)



[KarenSwim](#) 1:07pm via tchat.io

Hi @[JackVincent](#), looking forward to your insights today! [#solopr](#)

#solopr transcript – 1/28/2015

For more information and resources, visit <http://soloprpro.com/>



[SoloPR 1:07pm via tchat.io](#)

Q1: (2/2): Why is this and what can we do to boost our self-love? [#solopr](#)



[SoloPR 1:07pm via tchat.io](#)

Q1 (1/2): @[JackVincent](#) says self-love is the first step in sales, before you can build trusting relationships. [#solopr](#)



[dariasteigman 1:06pm via TweetDeck](#)

@[KellyeCrane](#) I'm just glad I can finally make a [#solopr](#) chat. It seems my calendar has been conspiring against me. :)



[SoloPR 1:06pm via tchat.io](#)

Q1 is coming up... [#solopr](#)



[SoloPR 1:06pm via TweetDeck](#)

Welcome Jack! RT @[JackVincent](#): Hi! I'm happy to be here! [#solopr](#)



[JanetLFalk 1:06pm via tchat.io](#)

Welcome @[JackVincent](#). Eager to get your pointers on biz dev [#solopr](#)



[KristK 1:06pm via Twubs](#)

Hello to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (25 yrs exp, 11 as indy, APR and Tulane prof).



[NovaComms 1:06pm via TweetDeck](#)

RT @SoloPR: Today our guest is @JackVincent, author of A Sale Is a Love Affair - jackvincent.com/portfolio/a-sa... – and we'll be talking new biz! [##solopr](#)



[3HatsComm 1:06pm via TweetDeck](#)

finally! I get to make a [#solopr](#) chat.. feels like it's been forever. hope everyone is safe and warm and off to a great 2015.



[KellyeCrane 1:06pm via TweetDeck](#)

@[dariasteigman](#) Chat on, my friend! [#solopr](#)



[NovaComms 1:05pm via TweetDeck](#)

Good morning [#SoloPR](#) friends. Jennifer from San Francisco, [#socialmedia](#) consulting



[JackVincent 1:05pm via Twitter Web Client](#)

Hi! I'm happy to be here! [#solopr](#)



[SoloPR 1:05pm via tchat.io](#)

We look forward to @[JackVincent](#)'s insights today, and everyone is welcome to weigh in on the Qs! [#solopr](#)



[lisagerber 1:05pm via HubSpot](#)

@[SoloPR](#) @[KellyeCrane](#) [#solopr](#) Hi! It's me. Lisa



[dariasteigman](#) 1:05pm via TweetDeck

Is it a little scary that I just seamlessly changed the column hashtag search parameter from [#bufferchat](#) to [#solopr](#)?



[KarenSwim](#) 1:05pm via tchat.io

Karen Swim here, lapsed blogger, active PR Pro, proud Auntie. [#solopr](#)



[RS Comm](#) 1:04pm via TweetDeck

Hey [#solopr](#) -- I'm actually able to make a chat -- FINALLY! I'm Rachel in Charlotte [#CLT](#)



[KellyeCrane](#) 1:04pm via TweetDeck

@[ladysportsman](#) Hello! I saw you had some fun at Shot Show (sp?) [#solopr](#)



[KellyeCrane](#) 1:04pm via TweetDeck

@[EEPaul](#) Hi Paul! Thanks for sharing [#solopr](#)



[JanetLFalk](#) 1:04pm via Twitter Web Client

NYC-based with law firms, nonprofits, accounting firms & small biz clients. Excited to join the peeps on [#solopr](#)



[KarenSwim](#) 1:03pm via tchat.io

So good to see you @[ladysportsman](#)! [#solopr](#)



[KellyeCrane 1:03pm via TweetDeck](#)

RT @SoloPR: Today our guest is @JackVincent, author of A Sale Is a Love Affair - jackvincent.com/portfolio/a-sa... –we'll be talking new biz! [#solopr](#)



[SoloPR 1:02pm via tchat.io](#)

If you're joining, please introduce yourself. This is @KellyeCrane, Atlanta-based founder of soloprpro [dot] com. [#solopr](#)



[ladysportsman 1:02pm via TweetDeck](#)

@KarenSwim I'm actually present and participatory today!! [#solopr](#)



[EEPPaul 1:02pm via TweetDeck](#)

MT @SoloPR: Time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) ... > UK [#CIPRIPs](#) take note



[SoloPR 1:02pm via tchat.io](#)

Today our guest is @JackVincent, author of A Sale Is a Love Affair - jackvincent.com/portfolio/a-sa... – and we'll be talking new biz! [#solopr](#)



[KarenSwim 1:01pm via tchat.io](#)

Hello Solos! [#solopr](#)



[KellyeCrane 1:01pm via TweetDeck](#)

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[SoloPR 1:01pm via tchat.io](#)

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



[SoloPR 1:01pm via tchat.io](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.