

AUDIOBOOK
PDF COMPANION

She Sells

THE EMPATHY ADVANTAGE

**How to Increase Profits and Give
Clients What They Really Want**

MEGAN DIPIERO

EVOLVE BEYOND EXPECTED

Learn the deeper concerns
Up your game
eXpand your role
Elevate your prices

LUXE YOUR BUSINESS



MASLOW'S HIERARCHY

LEARN THE DEEPER CONCERNS

Presenting problem:

e.g. Piero Pups dog boarding

What is the need beneath the need?

Piero Pups: love and belonging; salve for the homesick heart; relieve from mom-guilt

“Sell me my story”: What core beliefs define your client?

Piero Pups: the Millers' core belief is “We treat our pet like a member of the family.”

UP YOUR GAME

How will you go the extra mile to serve? What will you do that others won't? What parts of your process bring extra value?

Piero Pups: personalized onboarding; in-home family interview; designer luxury suites; 3-acre campus; "storytime and snuggles"; daily text and video updates; souvenir album

EXPAND YOUR ROLE

How can you make your client's life easier? What bundled services will help you create a complete and seamless solution?

Piero Pups: on-site veterinarian, nutritionist, groomer; valet transportation

ELEVATE YOUR PRICES

With higher service comes higher prices. How will you price?

Complete the **Know Your Numbers** exercise below then return here to record your results.

MY AVERAGE CLIENT WILL INVEST

\$

CHAPTER 4 | EVOLVE BEYOND EXPECTED

3 years from now *[write year]*

I will hit my income goal of

\$

I need

hours per client

CLIENT GOAL

clients per week

CLIENTS PER WEEK

X

HOURS PER CLIENT

=

TOTAL HOURS NEEDED

I WILL WORK

HRS

& DELEGATE

HRS

I plan to work

weeks per year

WORK WEEKS

X

CLIENTS PER WEEK

=

ANNUAL GOAL

TOTAL CLIENTS

CHAPTER 4 | EVOLVE BEYOND EXPECTED

Annual **FIXED COSTS** for my business \$

My **VARIABLE COSTS** (*cost of sales percentage*)

%

$$\frac{\text{INCOME GOAL} + \text{FIXED COSTS}}{\text{ANNUAL TOTAL CLIENTS}} = \text{GROSS PROFIT PER CLIENT}$$

$$\frac{\$150,000 + \$75,000}{92} = \$2,446$$

GROSS PROFIT PER CLIENT

CHAPTER 4 | EVOLVE BEYOND EXPECTED

$$\frac{\text{GROSS PROFIT PER CLIENT}}{(1 - \text{COST OF SALES PERCENTAGE})} = \text{AVERAGE SALE PER CLIENT}$$

$$\frac{\$2,446}{0.75} = \$3,261$$

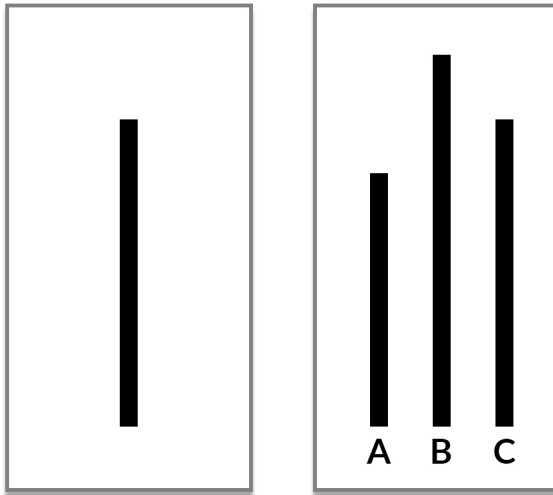
AVERAGE SALE PER CLIENT

$$\text{AVERAGE SALE} \times \text{ANNUAL TOTAL CLIENTS} = \text{ANNUAL REVENUE}$$

$$\$3,261 \times 92 = \$300,012$$

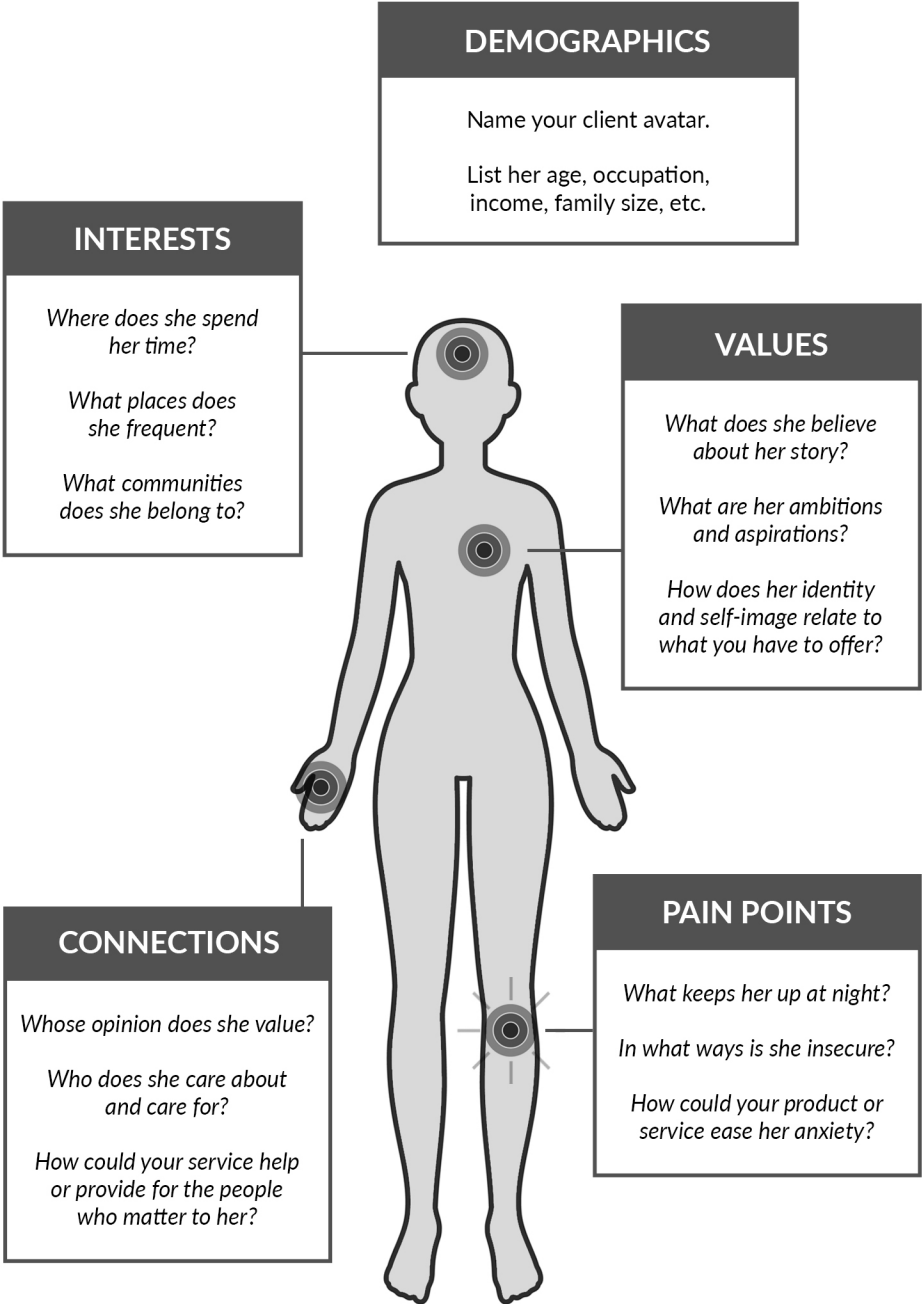
AVERAGE SALE **ANNUAL TOTAL CLIENTS** **ANNUAL REVENUE**

CHAPTER 5 |
PUSHING THROUGH RESISTANCE



ASCH CONFORMITY EXPERIMENT

SHE MARKETS MAKES FRIENDS



COACHING

For more information on Megan's workshops and upcoming speaking engagements, please visit her website:

MeganDiPieroCoaching.com

PHOTOGRAPHERS

Are you a professional photographer or aspiring pro?
Join the conversation in our uplifting and educational
Facebook forum: Rise to the Top! with Megan DiPiero
[Facebook.com/groups/RisetothetopwithMeganDiPiero](https://www.facebook.com/groups/RisetothetopwithMeganDiPiero)