



DRILLING FOR DIAMONDS

Where Customers Become Crown Jewels

Certified Coaches Program

◆ **What is Drilling for Diamonds?**

Drilling for Diamonds is the Mills Group's acclaimed marketing and sales system that helps firms achieve profitable growth through superior marketing.

◆ **How does Drilling for Diamonds differ to traditional marketing programs?**

Traditional marketing programs focus on selling products. Drilling for Diamonds is for businesses where success comes from building profitable relationships with loyal crown-jewel customers.

◆ **What is the Drilling for Diamonds Certified Coaches Program?**

Drilling for Diamonds is now being offered as a one-on-one coaching program through a network of certified coaches.

Business coaches can now license the Drilling for Diamonds system program and tools. Licensing the program to independent coaches means Drilling for Diamonds can now reach and benefit businesses across the globe.

◆ **Why is the system and program called Drilling for Diamonds?**

Relationship-focused firms enjoy stellar growth when they grow their numbers of crown-jewel clients. We call these crown-jewel customers Diamonds, Rubies and Opals.

Diamonds represent the group of super-profitable, loyal clients who love what we do for them. In exchange, these clients reward us with a premium income for the value we create so we continue to grow and prosper.

◆ **Why is Drilling for Diamonds presented as a ten step program?**

Marketing in most firms is a hit-and-miss, gut-and-luck driven process based on unproven assumptions.

Each of the Drilling for Diamonds 10 steps relentlessly focus on a strategic relationship driver that dramatically improves the odds of profitable growth.

The ten step program also provides coaches and clients with an easy-to-follow, easy-to-implement road map.

◆ **What is the history of Drilling for Diamonds?**

Drilling for Diamonds has been developed over 18 years by Harry Mills, a globally respected marketing and sales expert.

Initially, Harry tested his ideas on how to build super-profitable customer relationships on global icons such as Lexus, Oracle and GE.

Harry introduced and tested his ideas in a who's who of professional firms including all Big 4 accounting giants: PwC, Ernst & Young, Deloitte and KPMG.

Harry then streamlined the tools and software into an expert coaching system which could be implemented by relationship marketing focused firms of all types and sizes.

Now thousands of accountants, lawyers, engineers, financial advisors, PR professionals and the like, use the tools and system to grow their businesses.



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◆ What is Harry Mills' background?

Apart from working with many of the world's most prestigious consumer and professional service brands, Harry Mills has spent a lifetime researching what drives marketing success, as well as writing numerous acclaimed books on marketing, sales, negotiation and motivation.

Harry's 26 book titles include: *Artful Persuasion*, *The Mental Edge*, *The StreetSmart Negotiator* and *Sales Secrets*. These books and his other titles have been translated into 18 languages.

CEO Refresher picked his book **The Rainmaker's Toolkit: Power Strategies for Finding, Keeping and Growing Profitable Clients** as one of its top 10 U.S. business titles for 2004.

Harry's work and thinking has been featured by *Entrepreneur Magazine*, *Sales & Marketing*, *Bottomline Business*, *Selling Power* and *Business Today*.

Harry is also a mentor on persuasion for the Harvard Manage/Mentor Program which is distributed online to over 2.5 million managers.

◆ What does the foundation Coach Certification Program involve?

The Drilling for Diamonds Coach Certification Program begins with an intensive foundation program designed to provide business coaches with the knowledge and tools they need to help their clients build growing, profitable businesses using the Drilling for Diamonds system.

The initial certification program shows coaches how to think and act like expert marketing advisors.

The initial intensive certification program includes:

- ◆ High-impact interactive webinar sessions with Harry Mills
- ◆ A complete toolkit containing all the software, tools and tips you need to coach
- ◆ An interactive web-based discussion forum.

◆ What content does the foundation Drilling for Diamonds program cover?

The high-impact coaching sessions focus on the 10 relationship drivers that create double-digit, profitable growth.

Driver 1: Review: Evaluate the way you find, hold and grow profitable customers. We start by showing you how to identify your crown-jewel customers.

Driver 2: Revitalization: Rejuvenate your value proposition with new services, sharper differentiation, and premium pricing. Marketing success starts with the creation of a compelling value proposition that allows you to sharply differentiate your services from your rivals and charge the prices you need to prosper.

Driver 3: Retention: Hold onto your existing loyal high-profit clients. You'll never achieve double-digit, profitable growth until you discover how to retain your high value customers longer.

Driver 4: Reacquisition: Win back your valuable inactive and lost customers. Few service firms have any formal win-back program to recapture lost customers. Yet the odds of successfully selling to a lost customer are 1 in 3. Compare that to the odds of selling to a fresh prospect of 1 in 8.



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Driver 5: Referrals: Build a referral network to generate low-cost, new business. Everyone knows about referral or word-of-mouth marketing, but few know how to do it well. Referred prospects are the cheapest source of new business.

Driver 6: Regeneration: Target the right markets. Customer attrition means you always need to hunt for fresh prospects to regenerate and expand your customer base. The key to profitable regeneration is to target and pursue profitable niches and segments where you can become the dominant player or supplier of first choice.

Driver 7: Rainmaking: Sell more, faster. With customer loyalty on the decline, you need superior rainmaking and strategic account management skills to identify and win large profitable new accounts.

Driver 8: Related Sales: Up-sell and cross-sell to increase customer share of wallet. The odds of selling to an existing customer are better than 1 in 2. So, up-selling and cross-selling to existing customers to increase your share of wallet represents a golden opportunity, which few exploit well.

Driver 9: Reputation Building: Brand your business to attract premium business. A brand attracts and retains customers, simplifies buying decisions, and differentiates the firm from competitors. A powerful brand also adds anything from 20 percent to 300 percent to the price premium you can command.

Driver 10: Reflection: Measure, manage and maximize your performance. How to use a marketing scorecard to stay on track and continue to achieve: higher profits, double-digit growth and better customers.

The Drilling for Diamonds foundation program comes as a complete marketing system with all the tools, software, and support you need to mobilize customers along the pathway to sustained, profitable growth.

◆ What bottom-line benefits do clients experience?

Clients who adopt Drilling for Diamonds typically experience annual revenue increases of 20% -30% and even more spectacular profit increases. Much of the improvement comes as the client shifts marketing resources from low-return to high-return, high-impact, measurable results.

In particular, Drilling for Diamonds helps clients:

- ◆ Transform their high-profit, satisfied clients into loyal, raving fans
- ◆ Target and qualify high value prospects
- ◆ Close more sales, more quickly
- ◆ Increase their bid-to-win presentation ratio
- ◆ Build a million dollar referral network
- ◆ Uncover the secrets of up-selling and cross-selling
- ◆ Conduct pitches and promotions that boost revenues
- ◆ Overcome price resistance
- ◆ Position their business as a provider of premium services.



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◆ How does Drilling for Diamonds get clients to execute high-impact projects?

Drilling for Diamonds comes with its own rapid results implementation process called Rapid Impact Projects.

The Rapid Impact Projects process works by showing clients how to use multiple, small, 100-day breakthrough projects to achieve ambitious, strategic goals.

The success of Rapid Impact Projects provide clients with visible proof of what can be achieved, which in turn, creates motivation and momentum to do even more.

The Rapid Impact Projects process greatly boosts the time a coach typically spends with a client. First, the coach works with the leadership team to launch and implement Rapid Impact Projects. Second, the coach provides execution and facilitation support to the Rapid Impact projects team and team leader. Finally, the coach works with the firm's leadership team to drive efforts beyond the initial 100 days.

◆ What titles are available in Harry Mills' support library?

The Drilling for Diamonds suite comes with its own support library of acclaimed books written by the program author, marketing expert Harry Mills. The titles include:

- ◆ The Rainmaker's Toolkit
- ◆ Sales Secrets
- ◆ Just Do It
- ◆ Leadership
- ◆ Be Positive
- ◆ The Mental Edge
- ◆ Artful Persuasion
- ◆ The StreetSmart Negotiator
- ◆ Power Points!

◆ Which client industries would benefit most from using Drilling for Diamonds?

Any business looking for a proven low-cost, high-return, client-centred marketing system will relish using Drilling for Diamonds.

Anyone who markets to high-end professionals including:

- | | |
|-----------------------------------|-----------------------------|
| ◆ Small business owners | ◆ Recruiters |
| ◆ Doctors | ◆ Consultants |
| ◆ Accountants | ◆ Merchant bankers |
| ◆ Architects | ◆ IT professionals |
| ◆ Lawyers | ◆ Advertising professionals |
| ◆ Dentists | ◆ Engineers |
| ◆ Financial and planning advisors | ◆ Optometrists |
| ◆ Public relations professionals | ◆ Veterinarians |
| ◆ Insurance brokers | ◆ Pharmacists |

The crucial question coaches need to ask when determining client suitability is: "Will my clients benefit from knowing how to build and grow a base of loyal, high-value, profitable customers?" If the answer is **"yes"**, then consider Drilling for Diamonds.



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◆ **What distinguishes the Drilling for Diamonds Coaching Certification program from other coaching franchises?**

Drilling for Diamonds has been deliberately targeted at independent coaches or coaching organizations.

We don't train you to be a coach. There are lots of packages and systems to teach you how to be a skilled mentor, coach or facilitator.

Instead, what we do, is give you the system, tools and support to become an expert advisor/mentor/facilitator in marketing and sales. We give you everything you need to establish deeper, longer, more profitable relationships with your clients.

The result is a triple win:

- 1.** As a coach, you get access to world-class, affordable, marketing and sales tools, software and support which allow you to substantially boost your income.
- 2.** Your client generates higher growth and profits from being coached in Drilling for Diamonds.
- 3.** We build a global network of coaches and evangelists who help us to grow and prosper and invest in more tools and support.

◆ **Become a Drilling for Diamonds Coach**

North America

Synchronicity Business Coaching

Contact: Bob Simpson
Email: bob.simpson@e-coach.ca
Website: www.e-coach.ca
Phone: +1 905 502 0100

Rest of World

The Mills Group

Contact: Harry Mills
Email: harry.mills@millsonline.com
Website: www.millsonline.com
Phone: +64 21 452 256