



Attracting Perfect Customers for achieving your Goals

Marinma Dorado

MSc.Petroleum Engineering Imperial College, London 1994

MBA Imperial College, London 2004

SPE member from 1993



"Passion is a lead indicator for success"-Marinma Dorado



Marinma Dorado
Founder & Chief Passion Officer
Marinma Dorado Mindset Results
www.marinmadorado.com



My story: I thought I was an engineer



Your story: How did you become a sales person?



Typical challenges that you are experiencing



- You have difficulties selling your achievements internally, so you are getting the recognition and credit that you deserve.
- You studied engineering but ended up in a technical sales job and have difficulties producing paying customers.
- Your department needs to sell internally within your company.
- You need to sell your company's credentials to NOCs, Governments or other companies.
- You need to sell your projects to management.
- You need to get your team to "buy" your vision.



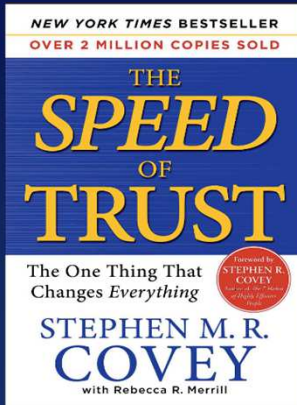
You need CUSTOMERS!!



But not any
customers: you
need perfect-fit
customers!



Why do you need to build relationships?



- Relationships help us to achieve our goals because we work “at the speed of trust”.
- You and your “perfect Customers” achieve things much faster and efficiently when trust have been built.
- Everyone can build relationships & trust no matter their personality type or background.
- Build trust behaving the way you like to be treated: for example, with integrity, being reliable, showing enthusiasm and creating a positive impact.



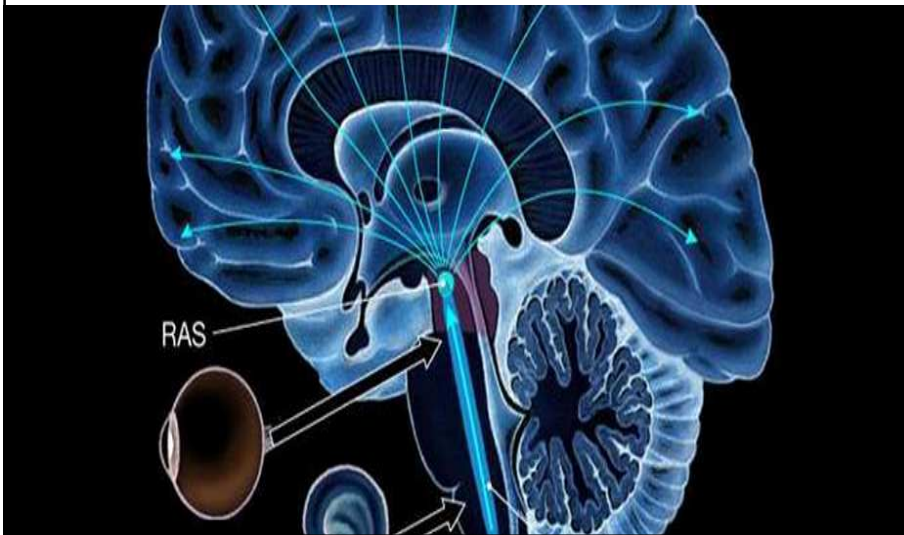
You need a plan!!



- We will create an Strategic Attraction Plan (SAP)
- It has 5 Steps and we need to write each of them down
- It was first proposed by Jan Stringer, from www.perfectcustomers.com
- I have adapted it for engineers and for the oil and gas sector
- You can find my own version of the plan at: www.clientesperfectos.com (also in English)



“That in which you put your attention grows stronger in your life”- Maharishi Mahesh Yogi



- Your Reticular Activating System (RAS) chooses what to let into your mind
- It chooses based on what you tell it yourself, write down, focus on.
- Choose carefully where you put your attention.

Step 1: Describe the qualities, characteristics and attributes of your perfect customer



Some examples:

- My perfect customer is appreciative of what I bring to the table and purchases 1 MM\$ of my company's products.
- My perfect customer organizes a forum for me providing testimonials of the use of our products.
- My perfect customer is a champion for me internally & externally.
- My perfect customer values my background and wants to hire me.
- My perfect customer/employee follows my leadership to create great results.



Step 2: what makes you TICK?



- What makes you and your “perfect customer” TICK will make you STICK for the long term.
- Connection is Primary, Content is Secondary.
- What makes you TICK/your Passion, makes you more attractive.
- Show your Passion, wear your heart on your sleeve.
- My anecdote: the best champion ever!



Step 2: What makes you and your perfect customer TICK?



Some examples:

- What makes me TICK is to provide a service that I can be proud of.
- What makes me TICK is to provide great financial stability to my family.
- What makes me TICK is to travel the world with my job/work and meet people from diverse backgrounds.
- What makes me TICK is to make my client's life easier with innovative technologies
- What makes me TICK is to surround myself with intelligent and diverse people, eager to learn (like those from the SPE).
- What makes me TICK is to manage a team of people and bring them to excellence.
- What makes me TICK is to create amazing financial and customer success for my organization and my clients.
- What makes me TICK is to start a career that excites me and makes me learn all the time.



You and your customer are a team



Your Perfect Customer is looking for you: Show up!



Step 3: I want my perfect customer to expect of me that...



- We are turning upside down traditional Marketing & Sales tradition that say you always need to cater to your customer's needs.
- Companies get deviated from their core business when they take their "catering" to all customer's needs too far.
- Employment-seekers accept positions that are not compatible with their values or their personal life.
- Corporate employees accept assignments or situations that are less than perfect for them.
- In general people have poor analysis of what is "perfect" for them to provide.
- There is a need to establish better boundaries in our professional life.
- Our perfect customers want what is more perfect for us to provide.

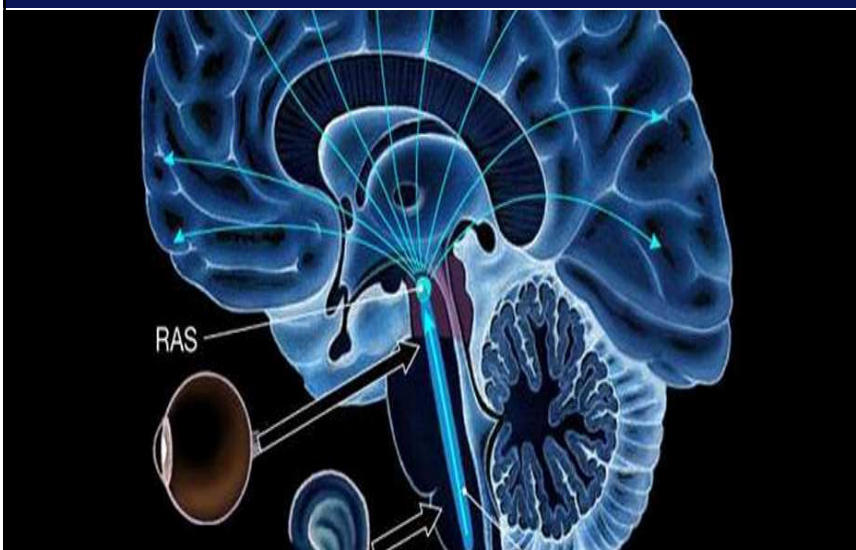
Decide well what you want to deliver, you might have to do it..fast



- Step 3 is like going to a food buffet that has every food unimaginable and know that is free, but ALL that we put in our plate, we need to eat.
- Here we become accountable for what we choose to deliver.
- We DO need to choose: leaving all the infinite possibilities open means advocating responsibility.
- We don't have a habit of choosing and setting boundaries
- Are you a victim or a creator?



Use your RAS also in Step 3..



- Clarify what you want to deliver
- Write it down
- Let your RAS bring it to you!
- Attract it!
- Celebrate it!

Step 3: I want my perfect customer to expect of me that..

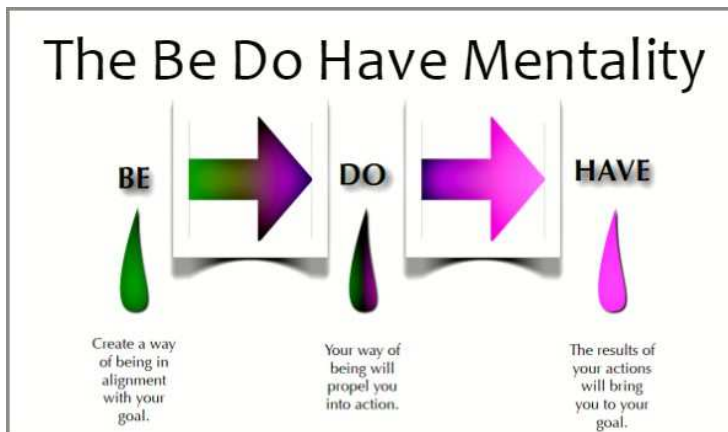


Some examples:

- I want my perfect customer to expect of me that I will work with integrity, respect and dedication.
- I want my perfect customer to expect of me that I will dedicate the weekends to my family or my personal activities.
- I want my perfect customer to expect of me that I will always show up with enthusiasm and will demonstrate my passion.
- I want my perfect customer to expect of me that I will be prepared to deliver a well prepared presentation about our products/my employee experience/the project I am working on.
- I want my perfect customer to expect of me that I will ask them to sign a contract and an NDA.



Step 4: who do you need to BE to achieve your goals?



- Who do you need to BE?
- Who would you BECOME?
- Who is your hero?
- Your actions will be congruent with your perception of self

Step 4: Who do you need to BE to achieve your goals?

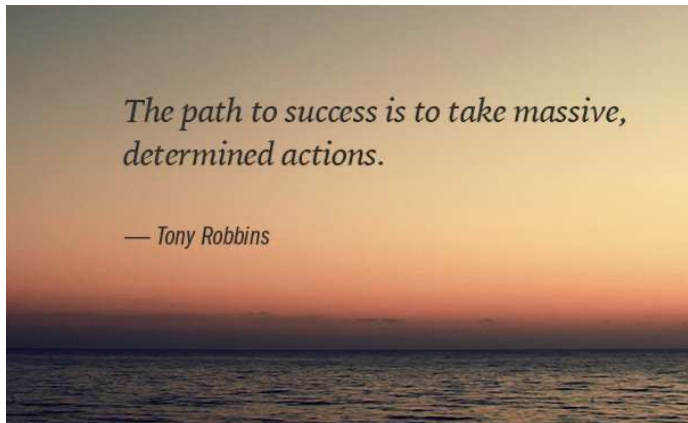


Some examples:

- A senior professional with 20+ experience.
- A young professional with a strong work ethics and volunteer experience.
- A very enthusiastic and passionate person.
- A connector.
- A compassionate yet capable manager.
- Bold, audacious, courageous, ambitious.



Step 5: Take Attractive Actions and Avoid Dazzling Distractions



- Nothing happens if you don't take action
- Take Action consistent with Steps 1 to 4, not just any action
- Avoid Dazzling distractions, like things "too good to be true" and "quick rich schemes".
- When things seem disappointing, avoid freezing: turn around and take another action.

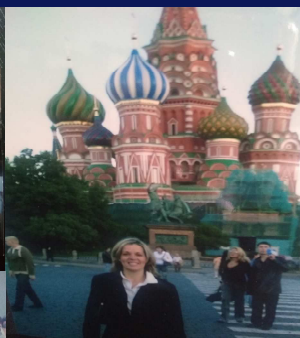
Step 5: What Attractive Actions you can take now?



- One of the most powerful actions that you can take is simply "reach out " now.
- The second most powerful action is to "follow up".
- Perform every action with an attitude of service.
- Disengage after every action (hold no attachment to the result).
- When disappointed, take an immediate action!



Creating customers-problem or opportunity?



Final words of encouragement...



- You can attract the perfect-fit customers for you & your company no matter what your personality or background.
- Follow the plan!
- Just do it!

