



DevMask

# MORE CLIENTS MONTHLY

5-Step Guide to Close High-Ticket Clients Every Month

For Software Development Agencies

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Step 1.

## YOUR BRANDING PROBLEM

Imagine being a potential buyer of software development services. You do a quick search for “best (insert niche here) development agency in (insert area here)” online and dozens of options populate. Every one of these agencies seems to flaunt the same fluffy accolades. Award-winning, five-star rated, household-name affiliated. “X years in business,” “Y+ developers on staff,” “Z+ projects completed.” Great. **What has any of this got to do with me?**

No matter the specific details of this individual buyer or even your ideal client profile, they all have one core need in common. Whether they are a start-up mobile app company looking for an MVP, a Fortune 500 looking for an AI solution to process data and provide high-level insight, or a mid-level restaurant chain looking to add geo-location features to their website, they’re actually all looking for the same thing. Whatever solution they’re in need of, the true underlying need is always the same. **”I need more bottom-line profit”.**

One thing is for certain. The buyer is going to move forward with whichever development agency they are most confident will achieve this. **\*BOLD\*** It’s your job to inform them that is you. **\*BOLD\*** So drill it into their skull. In your website branding, in your sales messages, in your marketing/advertisement copywriting. If they don’t know your solutions can achieve “\$X fundraised” “Y% increase in revenue” “Z new customers,” they’ll work with the agency they know can. Be **that** agency; nothing else matters.

Step 2.

## CONSISTENT LEAD FLOW

In order for a business to grow, their number of concurrent clients has to grow. This means that a business that closes clients one period, then works those projects without onboarding any new ones the next, ultimately goes nowhere. A feast-or-famine, up-then-down model of closing clients is, in aggregate, a flat line. In order to get off this never-ending hamster wheel and finally ascend to sustainable growth, one simple solution is required. **Consistent, predictable lead flow.**

The current go-to method for finding clients in the industry looks like this. You incentivize someone else to bring you clients in exchange for 5%-20% of the overall deal size. These affiliates, as well as good old-fashioned word-of-mouth referrals, tend to be where we find the majority, if not all, of our previous and current clients. Sound familiar? Here's the problem - **how do we control that?**

Relying on third parties to spoon-feed you business puts your destiny in other peoples' hands. **If you want to control how many clients you close, you need to control your flow of quality leads.** There's no other way to achieve consistently closing new clients every month. But how? You can try cold outreach, but how will you know who has a need for development? You can try organic/content marketing, but how will you know if those leads are serious?

What about paid ads? Well, paid search ads will not only allow you to target top-income earners from first world countries, but also the people who are already actively searching for your exact services. Ah, we're getting somewhere. **Given the highly specific problem you solve, targeted paid search ads is the only real way to achieve controllable, quality lead flow in this industry.** Think about it. Tell me I'm wrong.

### Step 3.

## PROPER LEAD NURTURING

“I’ve tried paid ads, they don’t work!” Let me tell you a true story. Two separate agencies received 300 leads generated through the same paid ads. A few days after the last lead was delivered, the marketer called both agencies to measure results. Agency A closed zero deals. Not great. Agency B, on the other hand, closed 75 deals. 75 out of 300, versus 0 out of 300. I’ll let you crunch the numbers. When the marketer asked Agency A how many times they reached out to the leads, they said “Once, maybe twice.” When the marketer asked the same question to Agency B, they said “**We reach out nine times, through three different methods of contact, to get started over the first three days.**” One touchpoint per lead, zero deals; nine touchpoints per lead, 75 deals.

Research from the RAIN group, a top sales training organization that works with Fortune 500 companies, found that an initial sales meeting is booked with a lead on the eighth sales touchpoint on average. **Eight touchpoints, not to close a deal, but to book an initial sales meeting.** A lot of agencies think they have a problem with generating engaged leads. They don’t. They have a problem getting leads to engage.

The difference between 75 deals and 0 deals is probably worth your time. This isn’t just about the quantity of touchpoints though, it’s also about the quality of your messages. If you’re not immediately proving you can solve the core need of your leads, your messages are a waste of their time. Easier said than done, right? No problem; we have nine free touchpoints proven to book meetings available on our site, <http://devmask.io> . **If you remember nothing else from this guide, remember that sending 9+ value-filled touchpoints per lead is the easiest, biggest needle mover for closing more deals.**

#### Step 4.

## AIRTIGHT DISCOVERY CALL

Once you're on the call, you need to be a surgeon with a scalpel. There are only four reasons a deal won't close, and you can prevent all four if handled with strategy and precision. Their budget, their authority (their ability to make decisions within the business,) their need (what and how badly they want it developed,) and their timeline (to start and end the project) all need to be confirmed and aligned with your solution in order for the deal to close. **With the right discovery call, you can lock all these in and close the deal before the quote is ever presented.**

Remember that you're the expert in this field and that's why they're talking to you in the first place. This means the ball is in your court regarding expectations. Let's say the potential client wants a \$100,000 solution with a budget of \$10,000, or they want a six-month project knocked out in two weeks. Great. But forgive them; they simply have no idea what to expect. So be professional: **offer one quote that knocks out their dream vision with the full time and cost required, and a second quote that hits the key features stripped down to the budget and timeline they expressed.** With two options to choose from and reality clearly presented to them, watch as they untangle their false expectations and the deal naturally falls into your lap.

If they're on the fence about whether they need development or not, they don't know if the solution will increase their bottom-line profit. It's that simple; even if those aren't the words they're using. So make this obvious; show them how your solutions have generated profit for your other clients and confirm they see how you can do the same for them. **Once they say yes, the deal is already closed.**

Before you end the discovery call, be sure to confirm the next meeting to present the quote(s) and close the deal. **Confirm**, not schedule. A verbal commitment is not confirmation. Agree to a date and time, send the meeting link and do not leave the call until they physically confirmed the meeting in their calendar. Be sure to ask whoever you're speaking with that if they like the quote they can make the final decision. If not, be sure to ask for the email address and contact information of the decision maker and confirm their presence in the final meeting as well. Without the decision maker, all this trust and interest you're winning is like hunting big fish in shallow water.

## Step 5.

# OVERCOMING OBJECTIONS

If all four criteria to close the deal were not vacuum-sealed in the discovery call, there will be objections to overcome after the quote is presented. **This is why it is pivotal to achieve strong, verbal confirmation on all qualified criteria before presenting the quote.** A casual conversation about development costs, for example, is a different monster when a quote is unexpectedly delivered at five times the client's available budget. Just because these objections exist, however, doesn't mean you can't overcome them and close the deal.

If the decision maker says he needs to think about it, or he wants to speak to somebody else about it, what he's really saying is **"I have an objection in my mind, but I don't feel comfortable telling you what it is."** Don't let him stand in his own way. Dig deep; ask him what it is he needs to think about; ask him what about the quote he needs to speak to his partner about. Once you uncover the real objection, you can then chop it down in front of him so he can see clearly that working with you will help the bottom-line of his business. He'll thank you you did it as he asks what the next steps are to begin working together.

"Agency X can do it at \$Y and complete it in Z weeks!" Sure they can. When the scope of the project is on one planet and the client's budget and timeline are on another, Superman couldn't make it happen. We know this; the potential client does not. So inform them that while other agencies may say they can walk on water, in order to do so they will be skipping necessary steps in the process and creating a faulty, bug-ridden solution that will harm their customers and cost them more money in the long run to constantly fix and maintain. **What you're trying to do is solve the problem properly upfront so they can do this once and collect profit with no headache afterwards.** If you're being genuinely helpful, professional and honest about this, the client can feel this and will trust you. The agreement will be signed and the funds will be sent.

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