



How to advocate for Russell Cummings

July 2021

This document provides a high-level breakdown of how to advocate for Russell Cummings, the type of person and conversational cues that lead to a successful referral.

You will find a short video summary at <https://youtu.be/BOwyHdfF9K8>





1. What Russell does?

Russ has been working as a Management Consultant and Business Coach for over 36 years and is a “safe pair of hands” for your business.

He works with businesses that have growth aspirations but have plateaued and/or need help in how to achieve them.

He works with clients in 3 key areas:

1. **Strategy** – ensuring that you and your business have a well defined strategy that clearly differentiates you in the marketplace.

2. **Capability** – helping you to build the capabilities to execute on your Strategy. Russ will work with you to improve: marketing, sales, operations, efficiency, people, finance and leadership through a combination of planning, coaching and tailored training.

3. **Commitment** – “doing the planning is the easy part – implementation is hard” . Russ works with business owners and leaders to help them stay accountable to their plans.



2. Why Russ?

Russ is an experienced “pair of hands” that can work with you to help you grow your business and take it to the next level. His Purpose is to add tangible value to his clients and the community.

Benefits of using Russ:

- 36 years experience and thought leadership across a wide range of industries and business types
- An ability to simplify the complex with a range of practical tools and processes proven to work with any-sized client
- Access to our comprehensive online Resource Centre with 150 business tools, over 25 online training programs and a confidential coaching platform
- In addition to an extensive business client list, Russell also provides coaching to over 70 Business Advisors across Australia, NZ and the UK. “Russ coaches the Coaches”

Hamish Wright, BBD NZ:

"I would recommend Russell if you want to bring high level strategic thinking that drives results with your leadership team."

Oliver Ward, Hops Products Australia:

"Russell Cummings is a master of joining the dots to the most profitable outcomes, with integrity. He has a wealth of experience and connections to draw from across the globe."

2. Ideal Customer Review

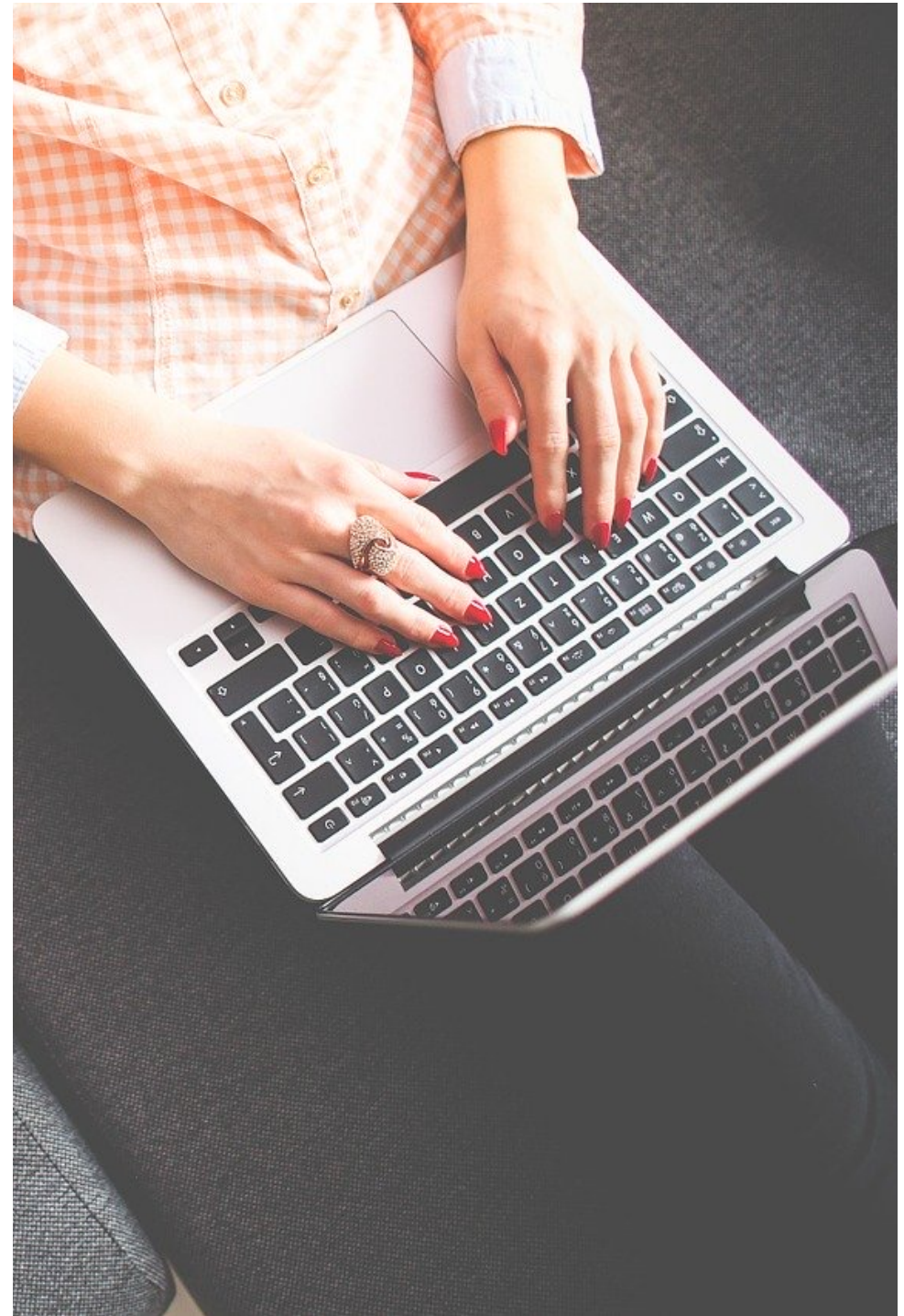
Russ works with family and privately owned businesses that want to grow and are prepared to invest the time, energy and resources to make that happen.

Target Client Demographics

- \$2M to \$50M turnover although he has clients much larger and smaller. Attitude is what matters.
- Food Production and Processing
- Manufacturing
- Professional Service Industries – accountants, lawyers, financial planners, consultants, coaches and brokers.

Target Client Characteristics

- strong moral compass and personal values
- 30 to 55 years old
- growth oriented with realistic expectations
- looking for practical ideas and solutions
- hard workers and/or high achievers
- looking for an Advisor they can trust





3. Triggers

Potential clients who are talking honestly about their business, or life, will often talk about being “stuck” or “unsure of how to make the next step” or “lacking clarity”. They have aspirations but need someone to talk with to help them make it a reality.

Emotions they experience

- lacking clarity
- frustration
- feeling they have unrealized potential
- tired and burnt out
- Professionally lonely

Common phrases they say

"We have so many opportunities that we're not sure what direction to take..."

"We are growing really quickly and it's getting out of control..."

"We want to grow but haven't got a clear plan..."

"I really need someone to talk to, who understands my business..."

"I'm working really hard and not getting results..."

4. How do you seize on that conversation thread?

When you hear the phrases or topic mentioned take the time to listen and ask questions rather than racing to the “Call Russ” solution.

Empathise with them and seek to understand.

Ask them questions that go deeper until you understand their real issue. Questions like:

- how long have you felt like this?
- what solutions have you tried?
- who else have you spoken to?
- what do you think this inaction/lack of clarity/direction is costing you?

THEN

- Are you interested in talking with someone who could help?





5. How to introduce Russ

If they are interested in taking this to the next level then let them know that you know a really experienced Advisor who as a favour to you would be happy to spend an hour with them (at no cost) and talk through their issues and discuss some possible solutions.

No hard sell – just honest conversation and advice.

If I can help them and they walk away happy – that’s great. If they want to discuss an ongoing business relationship with me – even better – but no pressure.

You could say something like:

“I know this really experienced guy who could help you with <issue>, I’m sure he’d be happy to have a chat with you as a favour to me and see if he can help. Do you want his number?”

6. How does someone take the next step with Russ?

The best option is for you to send them an email and introduce us both. I've attached a suggested template, below.

Alternatively, ask them to call or email me on 0414 929 585 or russell@shiff.com.au. And we will make a time to catch up. If they are at distance then we will book a Zoom/phone call instead of a coffee.

In addition, ask them to go to www.shiff.com.au and watch some videos, webinars and take advantage of the free resources. This is a safe way for them to scope me out and see how I work with clients.

SHIFFT
PARTNERS IN PROFIT & GROWTH



7. This is the intro email you will send both of us...

Hi _____,

As discussed, this is an introduction to Russ, founder of Shifft. You mentioned a number of goals and frustrations you've experienced, and this is exactly what Russ helps with. His process is very insightful.

Russ, I'd like to introduce you to <insert name>. You both have complementary personalities, that if nothing else will enjoy the meeting. However, more to the point, you could really help overcome some frustrations that are important to <insert name>.

I'll leave you two to connect. I strongly suggest booking an hour to chat at your soonest convenience, while the things we discussed are still strong in your mind.

Regards,



SHIFFT
PARTNERS IN PROFIT & GROWTH

Russell Cummings

Call: 0414 929 585

Email: russell@shifft.com.au

Visit: www.shifft.com.au