

## Expertise

### Video Script



Get some helpful tips on developing expertise as a client-attraction and client-retention strategy in our short sales tips video.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, Clarity Advantage, welcome back.

This time to talk about expertise. Specifically, developing personal expertise as a strategy to attract new clients and retain existing clients. Our clients find information by the barrel online. They need help making sense, developing perspective, planning their next moves. They need expertise.

So, if we're building a business, or a sales practice, we need to develop expertise, something beyond our products.

**So, where do we focus our efforts to develop expertise?**

We identify a problem or challenge our clients face related to the products or services we sell. Something that's hard for them. Or important to them. Get really good at solving that problem. Good enough that they'll ask us for our advice or ideas.

**The good news is:**

If they perceive us as expert in one of their challenges, it's likely that they'll open up to us about other challenges. And that they'll buy the services we sell from us rather than from someone else. And, they'll refer us to ALL of their friends who have that problem...so we can start anew with them.

**Develop targeted personal expertise as a strategy to attract new clients.**