

Know Your Worth
a seminar by Julia Poger

CIOL Interpreters Day






"I don't want to change. I want all of you to change!"


Questions:

How do you find your clients?

1. They find me somehow
 2. They find me from my site / social media / recommendation
 3. By accident, out in the world, random networking
 4. I have a full campaign to target my ideal client
- 


Questions:

How do you think about your clients?

1. I have 5 direct clients, and also am hired by agencies and colleagues
 - 1a. What, colleagues are clients?
 2. I have 10 clients who hire me regularly
 3. Prada and Hermes for fashion, Lauren for fashion and furnishing, Peter from Agency X for luxury market, Wanda from Agency Y for all sorts of things, and colleague X and Y for conferences
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Questions:

Do you take what a prospect offers?

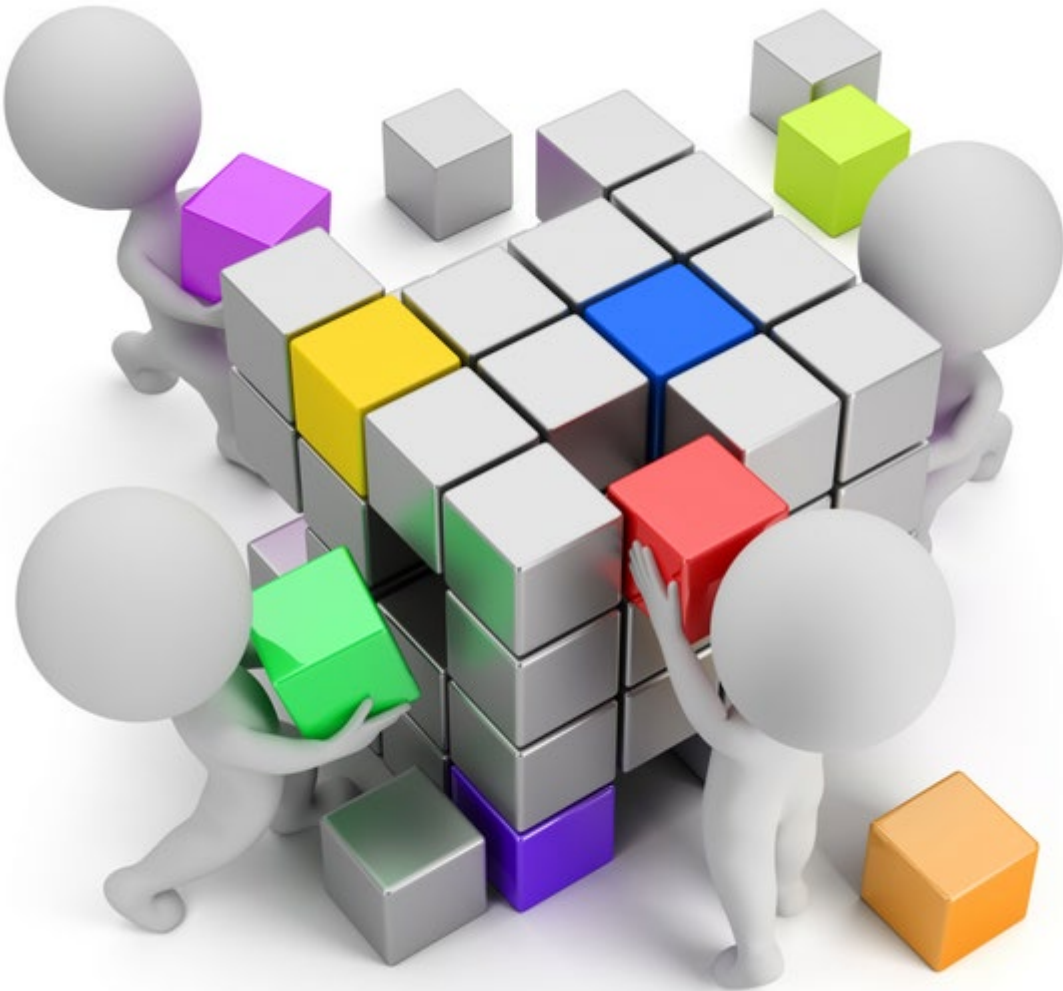
1. Yes, or else I won't get the job
 2. Yes, because my prospects already know what I want from my selling/marketing
 3. Only if it's the right fit
 4. I never take what they offer; I always negotiate!
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Questions:

Do you buy Windows or Apple?

1. Windows
2. Apple
3. Both for different reasons

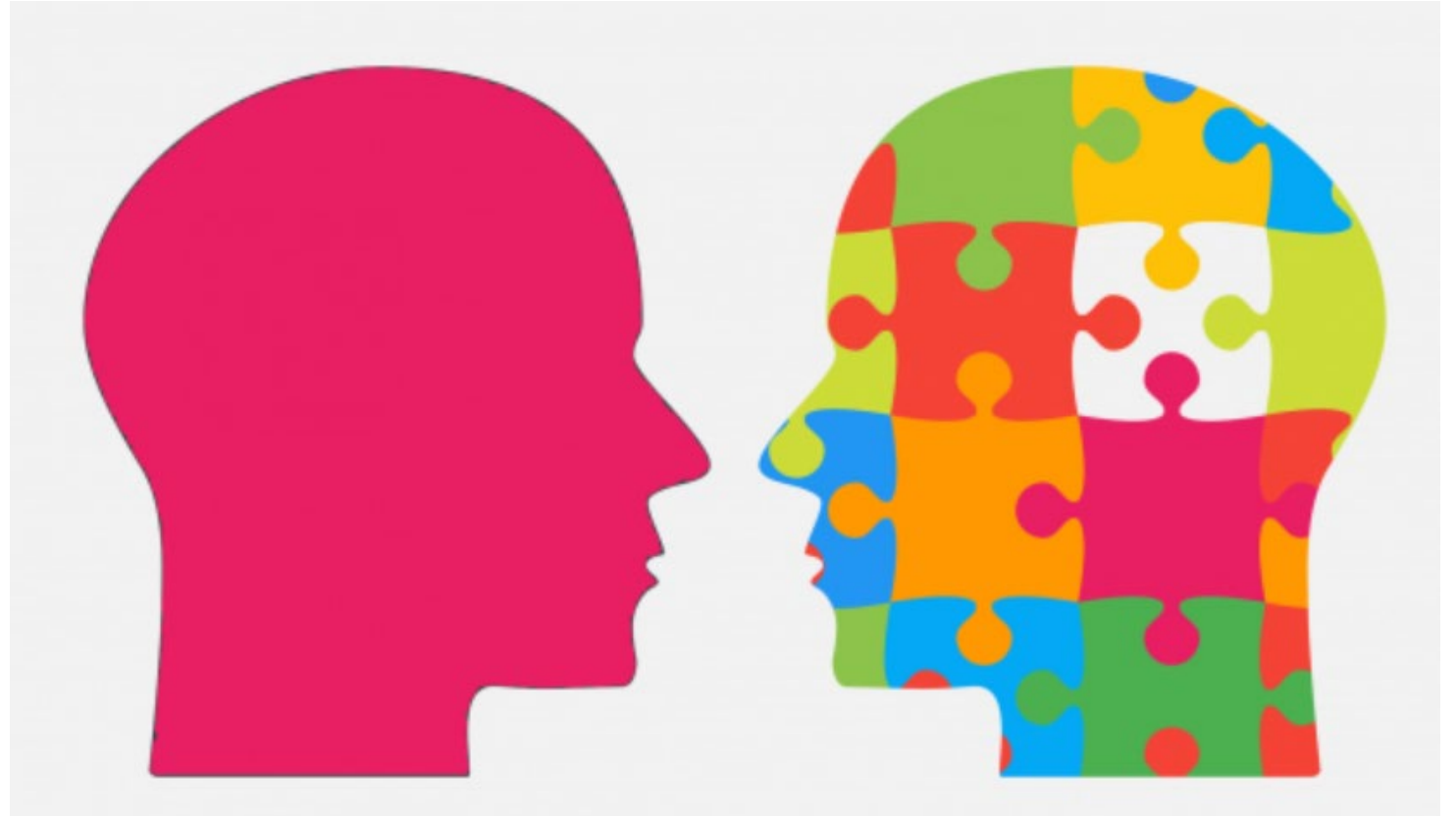
Service Provider





Specialists:

- Doctor
- Lawyer
- Accountant
- Plumber





Consultants





Plumbers

You Train Them



A close-up photograph of two fingers from a hand, with simple black ink drawings of faces on them. The top finger has two dots for eyes and a wide, curved smile. The bottom finger has two curved lines for eyes and a similar smile. The background is dark, and the fingers are lit from the side, creating soft shadows.

Relationship

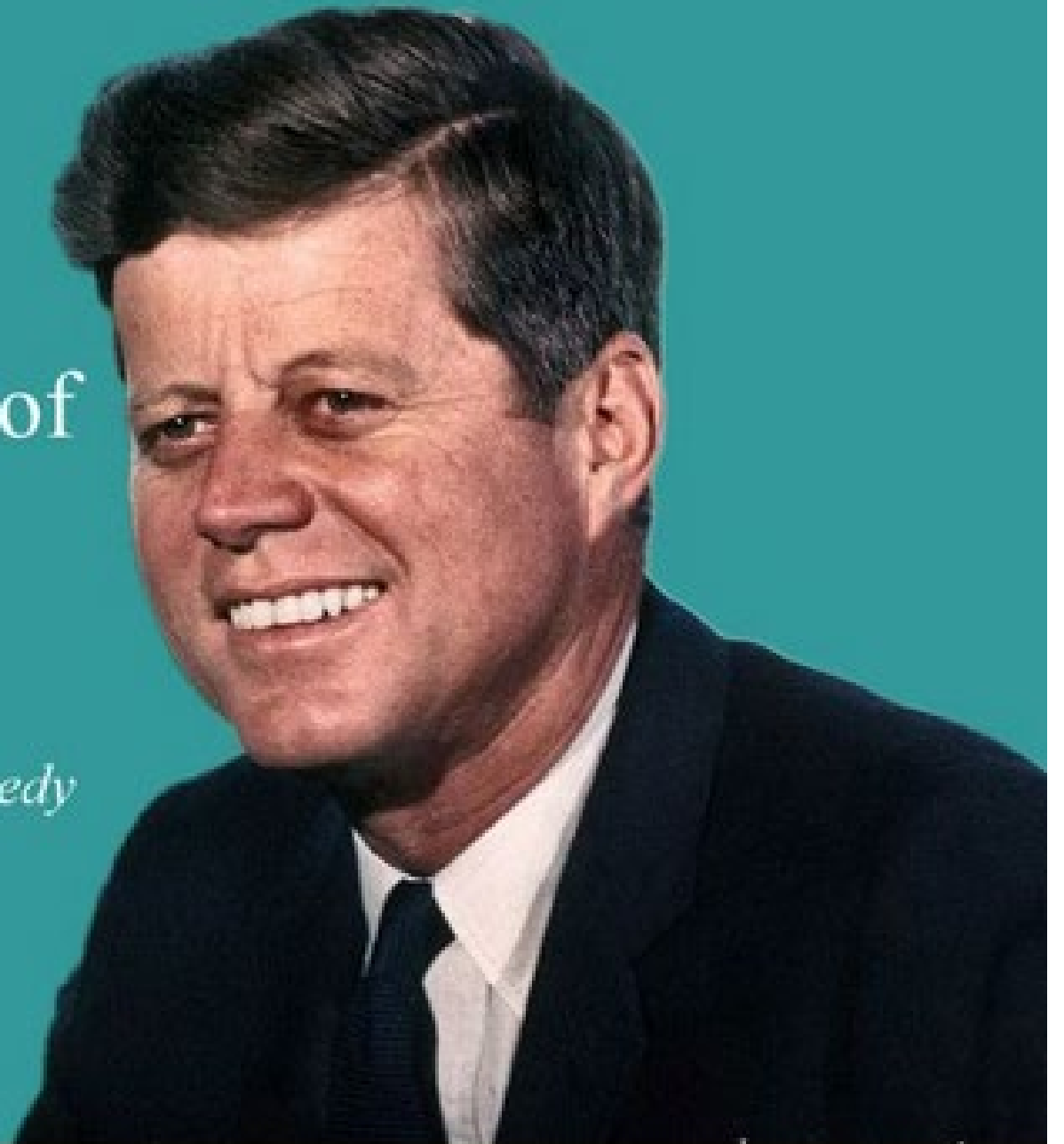
Know, Like and Trust





Let us never negotiate out of
fear. But let us never
fear to negotiate.

John F. Kennedy







Walk away

Reciprocity





Bait and switch





- ✓ You are the expert
- ✓ It's a relationship
- ✓ You train them how to treat you
- ✓ You are not powerless
- ✓ Never do something for nothing
- ✓ Have a contract!!!

Remember



KYW Upcoming Seminars

KYW presents: Learn to Speak "Client" – Mar 23

10-12am ET / 4-6pm CET

KYW Online Seminar – Mar 30-31

10am-4:30pm ET / 4-10:30pm CET

KYW presents: Smart Consecutive Interpreting - April 20-21

10am-4:00pm ET / 4-10pm CET

www.kyw-seminar.com

kyw.seminar@gmail.com



LinkedIn: Julia Poger

Telegram:

<https://t.me/kywbyjuliapoger>

Twitter / X: @Julia_Poger

Instagram: @julia_poger

www.kyw-seminar.com

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