



What Does a Business Influencer Do?

By Christian Dillstrom – Global Business Influencer, Royal Strategic Advisor, and Editor-in-Chief of The TOP Person Business Magazines

My name is Christian Dillstrom, and I have been a global business influencer for the last few years. From time to time, I am asked – what does a business influencer do? What can a business influencer do for our business?

What makes a business influencer?

For me, a business influencer is a person who can influence the decision-making process of the desired target company.

He does not make the decisions - he influences the decision makers in such a way that they can reach the desired decision.

Marketing and salespeople distribute information important for them, but they can only hope that the wanted decision maker will read it.

A business influencer either has a relationship with the wanted decision maker or he will form one to make sure that information

important for his client is consumed by that decision maker and introduced to the client.

Are there different types of business influencers?

Yes, there are the business influencers whose influence is restricted to their usually vast network of decision makers.

These type of business influencers are very powerful within their network, but they are not very useful beyond that.

These business influencers usually have had a long and respected career in leadership positions in big and known companies.

And then there are the business influencers who can easily connect with pretty much any decision maker in their region, country, continent or even in the World.

They can easily and quickly create connections within the geographical reach of their fame because the targeted decision makers within their reach already have an idea who they are through their publicity.

I for example belong to the latter group of business influencers, and my reach is global, as millions of C-level executives have been reading my growth hacking and business articles every month since early 2015.

What is the difference between the results of a salesperson and a business influencer?

Volume, speed, and quality are the differentiating factors that separate their results.

A salesperson struggles to get the attention of the targeted decision maker and that's why it takes a long time and a lot of effort to create a relationship needed to get the sales process started with the sought-after client.

In addition, decision makers of big companies are approached every day by so many salespeople that in most cases it is slow to further the sales process.

This leads to lost sales and reduces sales conversion to such an extent that sales-

people are forced to turn to the decision makers of smaller but less profitable companies.

A business influencer bypasses all the salespeople competing for the decision maker's attention as his messages, calls or invitations are quickly responded by the decision makers.

That is what makes them business influencers.

As a result, a business influencer can very quickly make a connection with many sought-after decision makers in companies of all sizes.

That is why results of business influencers are much higher in quality and volume and are delivered much faster than what the salespeople could deliver the same results.

In addition, the business influencer is the key to getting the decision maker to properly study the offering of his client.

Are there different kinds of business influencing?

Absolutely. Some decision makers can be influenced remotely, while others require one or more personal meetings.

It all depends on the client and the offering.

If the client is known and the offering is easy to understand and accept, and the proposed deal is relatively small in value, remote influencing will be enough.

The further away the situation is from the description in the previous paragraph, the more personal the business influencing must be.

At the same time, so are the rewards of business influencing for the client.

What kind of industries can benefit from the services of a business influencer?

Any industry where the dream client's decision maker makes sizable purchases. There is no point in utilizing a business influencer

for low value, single purchases.

Small value, single purchase influencing is what consumer influencers like Kardashians do – they just do it for tens of thousands of consumers at a time to achieve high overall sales.

What size of business can benefit from the services of a business influencer?

The size of the business does not matter – in fact, startups and small businesses should use business influencers as they could speed up their growth very quickly.

For example, I myself receive 10-20 calls a day from startups and small businesses needing my business influencer services.

Does a business influencer just create relationships with decision makers?

There are of course many approaches to business influencing, but for example, my approach starts with defining the client's offering, selecting the dream clients for the offering and making sure that messaging conveys the offering properly to those selected dream clients.

An initial consultation is always a part of my services as I want to be certain that my client will close the deal and my own reputation will remain intact.

If a decision maker I have connected with does not make a deal with a client I have personally endorsed, I will also be branded with a failure.

Is business influencing a new thing?

Actually, it is not. Business influencing is a very old trade that most businesspeople have forgotten.

Nowadays businesses put their efforts on creating nice marketing and sales materials and blasting those to pretty much anyone who could buy their offering.

They do not put as much effort on making sure that their offering is endorsed so that it will be consumed properly by the correct decision makers.

Building a trustful relationship is the key to high sales conversions on sizable deals.

Can anyone become a business influencer?

Yes, as you only must be able to influence business decision makers.

There are many ways to reach that position. For example, I myself achieved my business influencing effectiveness via blogging.

Since the beginning of 2015, tens of millions of businesspeople around the world have been reading my texts about growth hacking and business every month.

That built the name recognition for me and associated my name with methods of increasing the sales of businesses.

As a result, only very few business decision makers today will not respond to my messages and requests to have a phone call or a meeting with me.

Is it expensive to use a business influencer?

Business influencers are the fastest way to increase the sales of businesses on a large scale. That itself explains that business influencers will bring in much more sales than their services cost.

Some business influencers will charge for their services on an hourly, daily, weekly, or monthly basis. Some will charge a fixed fee per project.

There is also a group of business influencers that will charge a commission for sales and costs that have occurred. I myself do both time- and commission-based deals.

