

Potential into Performance

Conducting Effective Meetings & Preparing Great Proposals Manual

Overview

This workbook covers part two of our three-part special sponsorship webinar series:
Conducting Effective Meetings with Prospective Sponsors and Preparing Great Proposals.

Some sales people believe that potential clients need "education" on their product or service. Others feel that a meeting should be where you explain to the prospect why advertise, how to advertise, when to advertise and what to advertise.

To be really effective, you need to see the sponsor meeting as an opportunity to uncover needs or opportunities you can possibly help with. Once you have uncovered them you need to follow up with an impactful proposal that clearly lays out the plan and makes it easy for the sponsor to buy.

The topics covered in this webinar include:

- Setting the agenda
- Your point of difference
- The meeting structure
- Great questions to ask
- When to raise the subject of price
- A simple proposal format
- Presenting tips
- Future study

At the back of the manual is a "letter" that you'll enjoy reading!

**“Be interesting, be enthusiastic.... and
don’t talk too much!”**

- Norman Vincent Peale (author on positive thinking)

Face to Face Meetings



Notes:

Some Research

Just _____ is all you have!!

_____ % of sales occur at the _____

An incredible _____ % of prospects check out _____

Stories and statistics? _____

Notes:

Building Confidence With Prospects

1.

2.

3.

4.

5.

6.



Why.....the WIIFM Factor



Notes:

“Secret” Meeting Ingredient

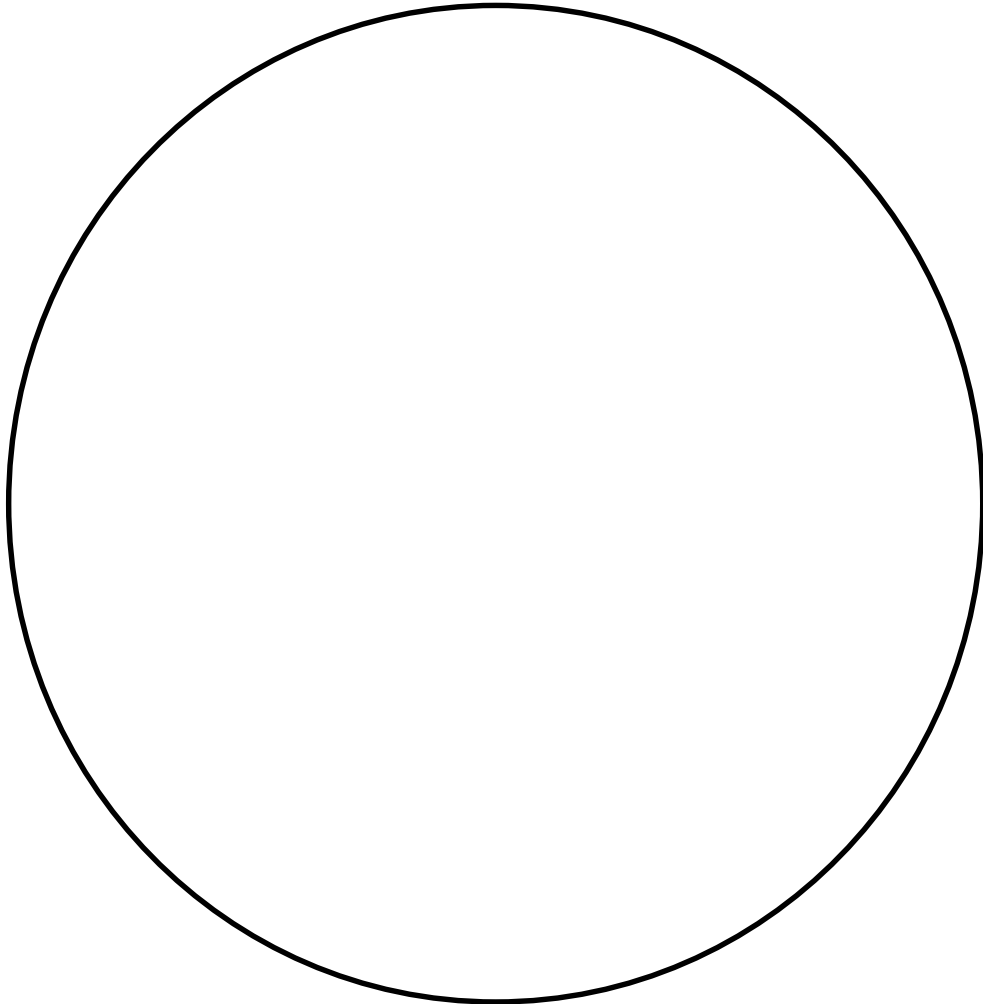
They

_____ and you _____



Notes:

Structure - Customer Needs Analysis



Notes:

Great Questions

B - _____

A - _____

C - _____

C - _____

T - _____

U - _____

Notes:

Creating “Winning” Proposals

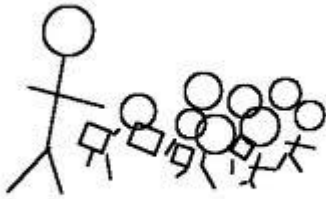
Remember the KISS principle!



Notes:

Presenting Your Proposal

Always present your plan or proposal _____



Notes:

The Next Step

It's time to _____!!

- * Review your notes from this webinar - or _____
- * As a team or individually work on the tonight's subject
 - Role _____ or _____
 - Incorporating them into your _____
 - "Test" and measure / _____ if needed

Additional reading material:

Notes:

What Did You Learn?

Training is only effective if you can take something away and *immediately* apply it.

What **three** things did you learn today that you will use tomorrow?

1. _____

2. _____

3. _____

Notes:

A Letter from a Prospect to ALL Salespeople

Dear Salespeople,

You have come into my office and told me.....

- We're the largest.
- We're the niche provider.
- We are the best
- Our product comes in every colour in the rainbow.
- Our company specialises in certain products (services).
- We are the pioneers of our industry.
- We are the leading-provider in our space.
- We are a family-owned business.
- We are a publicly-traded company.
- We've been in business 25 years.
- We provide great service
- We are locally-based.
- We have offices around the globe.
- We serve the community
- We are the fastest.
- We have the best quality.
- We are inexpensive

Some of your sales colleagues even grouped these statements into an elevator pitch for me.

- "We are the largest provider offering products in every colour in the rainbow. We are the pioneers of our industry and are family-owned. We are locally-based and have the highest quality lost cost products"

By telling me these information nuggets, you thought you differentiated yourself from your competition, but you didn't. We finished our meeting and I still don't know why any of the information you presented matters to me.

If you truly want to stand out from your competitors, I want to know one thing and only one thing:

Why your service or product matters to me or assists with my specific needs, wants and desires?

You're big... Who cares? You're family-owned... So what? You've been in business for 25 years... And?

None of these tidbits means anything unless you connect the dots for me. Share why those aspects should matter to me and I'm captivated. Lob those marketing anecdotes at me and don't be surprised to never hear from me again.

I also offer you some words of caution when presenting differentiators:

- Maybe I want to work with a small provider because I don't want to be just another account.
- Perhaps being family-owned concerns me because I don't have visibility to your financial stability.
- Years of experience don't mean anything, but industry mastery means everything.

I also ask that you stop calling me "customer" if you want to stand out from your competitors. Have you ever looked up the meaning of the word "customer" in the dictionary? It's merely someone who buys goods or services from another. I know you don't like being called "vendor," as it is defined as nothing more than someone who sells. You can't expect me to believe that you build partnerships when you view us as customers.

I want to buy. I truly do. I just need to understand why buy from you given all of my choices — including the choice to do nothing. Help me to see the relevancy in what makes you unique and you are well-positioned to get my business.

Sincerely,

Your prospect