

Prospecting Workshops: Pitch and Presentation

Workshops require planning and preparation. When you are committed to these actions, the results can be surprising remarkable. What's more, once you develop competence in orchestrating these events, success becomes repeatable.

Ideas

Here are a few tips to consider when planning a prospecting workshop.

1. Make a Pitch

After identifying a group you'd like to address, reach out to them.

"Hi, I'm Phil, from (your town). Many of our small business owner clients have been impacted by (the topic of interest). I have shared our unique view with them on this subject and they found this information extremely insightful. In fact, 'relieved' is the word I hear most often. May I provide this same free no-obligation 30-minute presentation to your group?"

You'll be amazed at the response you get. Such groups desire relevant speakers.

2. Presentation

You'll only have 30 minutes. Make it count!

- Introduce yourself, be straightforward and leave the buzzwords at the office
- Start with a short yet interesting story
- Highlight one, two or three topics; just remember to stay focused
- Keep topic points simple, show passion, and make the conversation relatable
- Always allow time for Q&A

Give your audience a reason to reconnect with you.

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