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# Marketing Strategy Kit

**REAL PEOPLE.  
REAL RESULTS.**

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[actioncoach.com](http://actioncoach.com)

**NETWORKING**

# ABOUT NETWORKING

Many businesses spend thousands of dollars each year on expensive advertising campaigns in order to attract more customers. But what they do not realize is that probably the most cost-effective way of generating new leads is through networking.

Network Marketing is one of the most effective forms of lead generation. Here are some of the basics ...

## **Obtain Contacts**

It is important to obtain a list of contacts from friends, associates, and networking group contacts where you can contact these people directly. Enter them in a CRM to track and move the contact from suspect to prospect and beyond. Utilizing a CRM can help you determine the lifecycle of your prospect and the lifetime value.

## **Qualify the Prospect**

Again, as a Coach, you will need to qualify your prospect to ensure they are the type of business you want to work with, and to ensure they have the necessary funds and infrastructure to sustain the a coaching program.

## **Set an Appointment**

Set an appointment with your prospect so you can discuss their business with them.

## **Send Out a Kit**

Send the prospect the 28 Questions, including a letter, brochure, and testimonials (Send via hard copies w/corporate folder or email)

## **Telephone the Prospect**

You will need to telephone your prospects within one week to confirm the appointment and that they have listened to the material you sent them.

## **Attend Sales Appointment**

You will need to attend the appointment to secure the sale. For this process, you will need to refer to the Sales Manual for more information on selling.

As you can see, the system repeats itself a number of times. It is a matter of following the system over and over again. Track this prospect so that you systematically maintain contact on a regular basis. This will increase your chances of conversion. Make use of a suitable tracking schedule so that nothing is left to chance.

There is a lot more to networking in today's marketplace... the following kit will give you steps and information to make your networking efforts most effective.

# YOUR NETWORKING STRATEGY

*The Tipping Point, Malcolm Gladwell*  
“The more acquaintances you have, the more powerful you are.”

It's important to have a strategy—and to ensure that strategy is aligned with your ultimate business goals.

For example, if your ultimate goal is to establish yourself as a thought leader in your industry, you would need a different strategy than if you were trying to increase your customer base.

- **Visibility-driven:** Visibility-driven networking is all about getting your name—and your business—out there and in front of the right people to increase visibility and establish yourself as a leader in your industry. This strategy may include things like speaking at industry events or creating content for well-known outlets in your industry.
- **Lead generation:** If your main business goal is customer acquisition and lead generation, you're going to want to build your networking strategy around connecting with as many new customers as possible. This could mean things like setting up a booth at an event that's likely to draw customers (e.g., if you're a healthy beverage company, you might set up a booth at a fitness expo) or hosting a live stream with your social media followers to connect in real-time, forge a personal connection, and answer any questions they have about your products or services.
- **Business insights:** As a successful business owner, one of the most valuable connections you can make through networking is connecting with other successful business owners. Professional development groups can be a great way to network with other entrepreneurs—and build relationships that can ultimately help you gain insights into the business world, and grow as a business owner.

# NETWORKING STATS YOU SHOULD KNOW...

- More than **95%** of professionals say that face-to-face meetings are necessary for business. This is because in-person networking offers more accurate first impressions than online meetings.
- While communicating with people, be mindful of your body language, facial expressions, posture, etc. Even something as simple as a handshake provides valuable first impressions for **72%** of the people who do in-person meetings.
- **70%** of communication is nonverbal, hence knowing how to interact with people during in-person networking can be crucial for establishing a connection.
- The best places for in-person networking are bars, events, job affairs, and places where people with the same interests as you interact the most.
- Forbes published a study showing the importance and benefits of in-person meetings over online meetings. The benefits included helping build stronger relationships, creating better bonds, and others.
- **77%** of the people who like to network in person say, that they prefer in-person networking because it gives them chance to read other people's body language and expressions.
- **80%** of B2B customers make decisions based on the experience they have with each other. This is a clear indicator of how important networking can be for business.
- Business executives disclosed that they would lose 28% of their business if they stopped networking.
- Business cards are still important. **72%** of people will get the first impression about your company from a business card and if it's tacky or looks cheap, 39% will decide not to do business with you.
- Companies that invest in face-to-face meetings for networking earn **12.5\$** on every dollar they invest.

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# HOW TO IDENTIFY BUSINESS NETWORKING OPPORTUNITIES

Now that you know the different ways you can network to meet your business goals, let's jump into how to find networking opportunities for your business.

When it comes to networking opportunities, you can connect in person, online, or a combination of the two. Here are some great places to look to find a variety of networking opportunities—both online and offline.

## ONLINE NETWORKING OPPORTUNITIES

- **Meetup.com:** There are events (known as meetups) for just about every topic under the sun—and as a business owner, you can leverage the Meetup.com platform to find opportunities (both online and off) that connect you with any type of group you're looking for (whether that's potential customers, like-minded business owners, or top talent in your industry).
- **LinkedIn:** LinkedIn has a huge variety of private groups that cater to a variety of industries, holders of professional designations (i.e., CPAs or JDs), and types of business leaders. It's also the world's biggest network of professionals—so if you're looking to network with potential talent for your team, consider LinkedIn your go-to resource.
- **Facebook Groups:** Unlike LinkedIn, Facebook isn't a professional website—but there are tons of professional connection opportunities through Facebook Groups. A quick search can help you find a variety of industry-specific groups or groups around more general business topics (like entrepreneurship or remote work) that can be great places to connect with other professionals and start building business relationships.
- **Quora:** If visibility-driven networking is part of your strategy, Quora can be a great way to get your name out there and establish yourself as a subject-matter expert. This question-and-answer site has questions on virtually every topic. And by finding the questions you (and your business) are qualified to answer, you can increase your visibility with the people who are asking and interested in those questions—people who would likely make great customers or clients.
- **Your business' social media platforms:** Social media is a great way to network—and if you already have an audience, it's probably full of potential connections that could help take your business to the next level (including potential customers, colleagues, business associates and mentors). So start conversations, build relationships, and look for ways to network and connect with your audience.

# HOW TO IDENTIFY BUSINESS NETWORKING OPPORTUNITIES CONT...

## IN-PERSON NETWORKING OPPORTUNITIES

- **Conferences:** Conferences can introduce you to a wide network of people—especially if you're able to get on the schedule as a speaker. When you speak at a conference, attendees will actively seek you out to talk about your presentation or expertise, which can help you make new connections (it's like networking comes to you!). And if you can't present, signing up as an attendee can also be a great opportunity to network (since most conference itineraries include built-in networking activities).
- **Trade shows:** Trade shows are well-known for their opportunities to network, connect, and drive new business. (In fact, according to a survey from Oxford Economics, more than half of business travelers said that 5 to 20% of their company's new customers were a direct result of their participation in trade shows.)
- **Professional organizations:** Professional organizations can be a great way to connect with other people in your industry—including other business owners and top talent to recruit for your company.
- **Referral clubs:** If you want your networking efforts to lead to new business, try a referral club, where members refer clients to each other's businesses—and which can help drive a higher number of referrals than a standard professional organization. Depending on the club, they may be open to any business owners in your local area (like Rotary International), or may limit membership to one member per industry.

Networking improves  
your social well-being...

# HOW TO IDENTIFY BUSINESS NETWORKING OPPORTUNITIES CONT...

## Choosing a Networking CLUB

There are a number of factors to consider when choosing a professional networking group.

- Do they have an opening for someone in your field?
- How comfortable do you feel with the members of the group and with the organization's policies and standards? Remember, you will be recommending these people to family, friends and business associates. Make sure they are a solid business group.
- Do they promote the group in a positive way?
- Do they have a regular emphasis on new members?
- Do they stress loyalty within the organization?
- Membership fees are something to consider, but they will in most cases be insignificant compared to the advantages of the contacts you'll make. If in doubt, ask some of the members how long they plan to continue as members. The longer the period, the better they feel about the return on the investment.
- Do they offer networking skills training? Even if you are experienced in networking, it is a significant indicator of the likely success of an organization. Look carefully. If you're not experienced, does it make the process clearer for you? If you are, does it match the things you feel are significant? Does the organization stress the honest approach, or do they leave grey areas open? Most of the organizations will stress honesty and helpfulness, as will a majority of local and regional networks.
- Also, look closely at the groups 'style'. Is it a clear-cut business format or a looser social style? Neither is right or wrong. It is important that you feel comfortable with the style of the group if you are going to develop the kinds of relationships that will lead to the greatest benefit for yourself and the other members.
- One final consideration is the level of press coverage the group looks for. People will be comfortable with different levels of public exposure initially, and you should be aware of what is expected of you in this area as all others prior to taking the first steps.

Once you have made the decision on which group to go with, give it 100%. The initial effort is the greatest and will have the most impact on your long term success and that of the group.

# HOW TO MAKE THE MOST OF BUSINESS NETWORKING (AND DRIVE THE MOST LEADS): BE PREPARED

Just like you wouldn't lead a board meeting or pitch a client with major potential without doing the necessary prep work if you want to drive the best results from your networking efforts—online or off—you'll need to prepare.

In order to make the most out of your networking opportunities, you'll want to make sure to:

## **DO YOUR RESEARCH**

As mentioned, you wouldn't walk into a potential client's office and pitch them without doing your research. The more you know about who they are, what they need and how your company can provide a solution, the better poised you are to close the deal.

It's the same idea with networking. If you want to be a successful networker, you need to do your research—and figure out who you're networking with, the issues they're struggling with, and how you can provide them with some sort of support or solution.

For example, if you're attending an industry conference, look at the attendee list and see if there are any companies there that you'd like to collaborate with. Then, figure out who is going to be representing the company at the event, connect with them on LinkedIn and come up with some talking points.

That way, when you do connect with them at the event, a) you'll know what you want to say, and b) they'll know you did your homework and prepared for the conversation—both of which can help you drive better outcomes from the opportunity.

Networking helps you  
exchange ideas...



# HOW TO MAKE THE MOST OF BUSINESS NETWORKING (AND DRIVE THE MOST LEADS): BUILD RELATIONSHIPS

## **BUILD RELATIONSHIPS:**

Even though your goal with business networking is to grow your business, whether your efforts ultimately lead to growth all boils down to your ability to build meaningful relationships. So instead of focusing on your end goal (whether that's landing a new customer or getting a better deal with a vendor), focus on building those relationships.

When you're networking in person, don't go into the conversation thinking about what you can get from it; instead, take a genuine interest in the person you're connecting with. Use the 80/20 rule—and spend the majority of your time listening to your new connection versus talking about yourself or your company. When it is your turn to talk, avoid aggressive sales pitches—and instead, talk about your business from a place of passion and authenticity.

Approaching networking from this place won't necessarily lead to instant results (e.g., you're probably not going to sell anything or get a fellow business owner to agree to a joint marketing venture). But it will build trust and rapport, and lay the foundation for a long-lasting relationship (which is where the real results come from, anyway).

Networking helps you meet  
people at the right levels  
of influence.

# 7 TIPS FOR NETWORKING EFFECTIVELY...

## **Tip #1. Network Genuinely...**

When attempting to build trust, credibility and business relationships, you need to present yourself in a genuine light. You should only attend networking events if you genuinely wish to help others. If you attend networking events or situations with the intention to sell, you will come off as self-serving and fail to connect with other attendees, wasting your time and theirs in the process.

## **Tip #2. Define Your Goals...**

Do not arbitrarily select a networking event. Before you go anywhere, take a moment to figure out what you are hoping to accomplish through networking. Different networking events have different focuses, like education or database growth. Knowing what aligns with your goals is the key to getting the most out of networking. I hear from coaches there are no business owners there. Remember networking is about finding prospective clients and referral sources. Everyone knows someone who ... If you are at a networking event it is likely the people in the room are out in your community and know a lot of people. You might even find a great coach ... remember your ML is always looking for great people to join the team and willing to pay you a finders fee as well.

## **Tip #3. Visit Multiple Groups...**

Like when buying a car, settling on the first networking group you stumble across is usually unwise. I suggest going to sites like eventbrite.com, meetup.com as there are heaps of new events and networking events added daily. Make sure you subscribe to all your Chamber Of Commerce's newsletter lists as they have regular events. Go to a toastmaster evening or charity golf tournaments. Call the local Mercedes dealership and see whether they have invitation-only functions when newest models comes out - and make sure you are on that list to be invited next time round. When creating your 90 day plan (if you have strong goals to increase your client numbers) make sure you put "Attend a new networking event every week" that way you will meet an entirely new group of people in a truly leveraged way. Once you find a networking group that works for you, give it your full attention.

## **Tip #4. Ask Open-Ended Questions...**

Successful networking hinges upon your ability to ask the people you interact with a series of open-ended questions, as opposed to simple yes/no questions. If you rely solely on yes/no questions, your networking efforts will fail to encourage any sort of meaningful dialogue. Furthermore, an open-ended question conveys more sincere interest in someone. Questions like "How is the recession treating you and your business?" is a great question to ask once rapport is made.

# 7 TIPS FOR NETWORKING EFFECTIVELY...

## **Tip # 5 – Make sure you exchange cards...**

The question in Tip #4 followed up by “Yeah I hear what you are saying. A client of mine last year faced the exactly the same thing – but we were able to turn that around. He’s doing really well despite the economy. Never know – I might be able to help you too. I wouldn’t mind popping in and checking out your business. Can I have your business card?” Notice the language is conversational, non-threatening? I have been to too many networking groups where people are so stiff and intense. Don’t be so serious. Remember our slide “Business is Fun”. If you are a business coach – then part of your role is to bring some fun to the table. If you can get a complete stranger to laugh at a stiff business networking event – you’ll get the card, no worries.

## **Tip #6. Understand Your Business...**

In order to maximize your networking efforts, you must have a clear understanding of what makes ActionCOACH unique. “I help business owners make more profit when they are out of the business, rather than in it ...” is a great introduction. Most business owners are going to be curious enough to say “Huh? How do you do that?”

## **Tip #7. Follow-up with People...**

After successfully connecting with someone – you need to follow-up with them through drip marketing campaigns. Like a postcard (people have forgotten the art of the handwritten note). Shoot them an email. Look for them on Facebook and LinkedIn. But don't just call them and ask, "So, are you ready to do some business together." Building trust, credibility takes time. By taking this approach, you will not only put more prospects in the sales funnel but also help nurture your future sales. A good email might be “Hey was thinking about your business the other day ... I wanted to pop in under the guise of a customer and see it for myself. Sort of like a free secret shop. I might find something that is costing you money or could make you some more. I’ll report back with my findings. Do you mind?”

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# TYPES OF NETWORKING ORGANIZATIONS...

## BNI

BNI (Business Networking Institute) BNI is "the world's largest referral organization" with chapters in 42 countries worldwide. It is unique because it works by creating a group of people from various industries and encouraging regular passing of referrals. Each BNI chapter can only have one business coach who must be approved via an application process. BNI's philosophy is "Givers Gain" – members are expected to focus on giving referrals to other members to build relationships and receive referrals in return.

BNI draws a distinction between a "referral" and a "lead." A lead is contact information for a prospect for a member's business, while a referral occurs only when the prospect has already expressed interest in the business in question, and is ready to be contacted by the referred BNI member. If a BNI Chapter is available in your region, without an existing business coach, you can usually attend the first meeting for free. If there are multiple chapters in your region – it is advised that you attend all of them to see which chapter you gel with the most. Chapters have specific rules regarding required attendance in order to cultivate the relationships needed to create a comfort level in referring business. In addition, BNI Chapters track the monetary amount of business referred ... so make sure you ask the Chapter President some of the metrics of the Chapter when researching which BNI Chapter to join. Factors you should consider when looking for a BNI Chapter:

Location is important BNI meetings are usually conducted in the early mornings. Travelling too far will mean that the referrals you receive will most likely be in the Chapter region.

# MORE ABOUT BNI...

## **Steps in joining a BNI Chapter**

Visit [www.bni.com](http://www.bni.com)

Click Find a Chapter

Visit the Chapter website and verify that the “business coach” classification is available

Contact the President via phone to introduce yourself and let him/her know you would like to visit.

## **BNI Fees**

As a BNI Member you will be required to pay a one-off joining fee, an annual membership fee, and a weekly meeting fee to cover room hire and refreshments.

## **How to get the most out of your BNI Chapter**

Once you have made the decision to join – you will be required to give a 60 second introduction speech to BNI members about you and your business.

As an outline – your BNI 60 second pitch should contain:

- 1. Name, Company & what you do – 10 seconds*
- 2. Why members can refer you with confidence – 15 seconds*
- 3. What should they listen for and how should they respond – 20 seconds*
- 4. What are your target clients – 10 seconds*
- 5. Name, Company & a MEMORY HOOK (your catch phrase) – 5 seconds*

# USING A MEMORY HOOK...

## **What is a Memory Hook?**

Memory hooks can be in different forms with different functions. In his book, *"Seven Seconds Marketing"*, **Dr Ivan Misner** shared 7 different types of Memory Hooks.

### **1. Draw Attention to Your Name Getting Them to Remember Who You Are**

eg; You can expect to get more with Les – (Realtor)

### **2. Highlight Your Company Name Connecting Who You Are with What You Do**

eg; When you need a phone, think Executone – (Telecommunication)

### **3. Communicate Your Profession Reminding Them of What You Can Do for Them**

eg; My paintings say a thousand words, so you don't have to – (Artist)

### **4. Tell Them Quality is Important to You Showing Them You Are Serious About Your Work**

eg; We don't just sweep things under the carpet, we clean them. – (Carpet Cleaner)

### **5. Educate As You Sell Telling Them What Your Business Does**

eg; Would you rather pay taxes on your interests, or earn interests on your taxes? – (Tax Consultant)

### **6. Rhyme It or Sing It Making Them Hum Your Ad for Hours**

eg; Before the problems hit Your foyer, call Julie your friendly lawyer – (Legal Services)

### **7. Play With the Words Getting Them to Laugh as They Hand Over Their Business**

eg If you feel like shooting your relatives, call XYZ Studio – (Photographer)

# LOCAL CHAMBERS OF COMMERCE AND ASSOCIATIONS...

Local Chambers work on the local level to bring the business community together to develop strong local networks, which can result in a business-to-business exchange. In most cases, local Chambers work with their local government, such as the mayor, the city council and local representatives to develop pro-business initiatives.

As an ActionCOACH, it is important that you belong to your local Chamber of Commerce. This will require a yearly membership fee.

**Step 1:** Search for your local Chamber of Commerce to locate a website and contact information.

**Step 2:** Fill out an application for the Chamber of Commerce in your community. Most chambers have a website that promotes community businesses, as well as membership in the organization.

**Step 3:** Attend events sponsored by the Chamber of Commerce and prominent businesses in your community. Job fairs, open houses and business mixers allow you to network with other business leaders, in an informal atmosphere.

**Step 4:** Ask to be featured in Chamber of Commerce publications as a new member as soon as you join the organization. Most local chambers publish a monthly newsletter that highlights services the organization provides. A small introduction in the newsletter or the chamber website gives you maximum publicity early in your membership.

**Step 5:** Develop a promotional package that you can submit to the Chamber of Commerce when you join. These promotional packages are usually displayed at the Chamber of Commerce. Make sure you visit the local Chamber for ideas on your promotional packet – and to grab other members packets as a way to develop your database. Make sure you keep promotional packets on hand so that the Chamber has plenty in stock.

**Step 6:** Look over the list of local companies that are members of the Chamber of Commerce in your city. Since the role and goal of your local Chamber is to promote member companies, you should be able to go to the website and look up member profiles.

**Step 7:** Ask to host or speak at a Chamber sponsored event.

# OTHER ASSOCIATIONS AND ACTIONS TO IMPROVE VISIBILITY...

There are likely other influential organizations in your community that can help you gain additional visibility, and improve your networking abilities. These organization can include typical business groups or nonprofits that serve a segment of the marketplace.

Becoming a supporting member or volunteer is a great way to expand your network. Consider running for a board or committee seat to enhance your visibility and access to all levels of the organization.

If you can't join the group consider speaking engagements and or conduct workshops or seminars for members at no-cost.

- Junior Achievement
  - United Way
  - The Boys and Girls Club
  - Marketing Associations
  - Cultural Groups including Urban, Latino, and LGBTQ+ organizations
  - Museum and Performing Arts Centers
  - Rotary Clubs and Toastmasters Groups
  - College or University Alumni Organizations
  - SCORE
  - Young Entrepreneur Groups
  - Economic Alliances or Work Force Development Organizations
  - Mastermind Groups
  - Church Groups or Religious Councils
  - Professional Groups (ie; Law, CPA and other industry specific groups)
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# THE EXTRAS...

**Make sure your materials reflect the 'best' image of your brand and company.**

- Ensure your business cards are up-to-date and on upgraded card stock- Make the font easy to read and ensure that the coating isn't too reflective
  - Offer to share your contact information electronically or via mobile phones
  - Update social media photos and bios regularly
  - Create simple 'leave behind' one-page materials for additional inquiries
  - Always have pen and paper handy, make notes to remind you who you met
  - Hand sanitizer is also a necessity if you are doing in-person networking
  - Check your breath, mints and spray will give you a refreshed feeling; Keep a mirror handy to check for food in the teeth...
  - Make sure you're dressed for the event - too formal or too casual can turn off potential contacts
  - Make sure your appearance is sharp, clean and pulled-together, be professional and approachable
  - If appropriate wear a name badge if provided
  - Be mindful of people's meeting preferences. Handshake, fist pump, etc... read your audience
-

# AT EVENTS...

- Participate in photos and group activities
  - Engage with different groups
  - Use Hashtags # and actively post on social media throughout the event
  - Don't over indulge in cocktails
  - Take time to just listen and observe
  - Don't record unless you ask permission
  - Take notes and gather other's materials or cards for follow up purposes
  - Don't be shy
  - Pay it forward, don't forget to connect others
  - Ask for specific introductions
  - Respect boundaries
  - Network just to meet people not to sell
  - Keep your energy consistent throughout the entire event
  - Watch for body language cues
  - Keep eye contact
  - Thank the host
-

# THE ELEVATOR PITCH

## WHY YOU NEED ONE...

### **Elevator Pitches / 60 Seconds or less**

At networking events, you have an opportunity to make a great first impression if you practice your Elevator Pitch to generate interest in what you do.

At some events, you will be given 1 or 2 minutes to address the group or maybe 10 minutes to give a presentation about what you do as a coach but most of the time you need to mix and mingle to make connections.

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use it to create interest in a project, idea or product – or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

It should be interesting, memorable and succinct. It also needs to explain what makes you – or your organization, product or idea – unique.

### **Sample VERBIAGE lines...**

"As a Business Coach, I work with business owners, some are looking to improve their profits, revenue or teams and while others are doing well but know in their gut that their business has not reached its full potential. I work with them to achieve their potential or dreams by bringing together three things that I've found are critical to success for any business..."

1. Focus – which is all about setting goals and specific actions or strategies that work for their business – so they gain clarity and also work on the right things.
2. Knowledge – providing them with proven strategies and tools along with the support to actually implement them
3. Accountability – meaning someone to hold them responsible for doing what they commit to doing

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### **If asked how I go about this...**

"While it sounds complicated, I make it really simple and use a 6-step system to take a business from mastery, which is nothing more than building a strong foundation, through to RESULTS, which represents FREEDOM...the freedom to diversify, turn it over to a general manager or even sell it if you choose. The key is NOW, you as a business owner is in control."

# WHEN TO USE AND HOW TO CRAFT AN ELEVATOR PITCH...

Some people think that this kind of thing is only useful for salespeople who need to pitch their products and services. But you can use an elevator pitch in other situations too.

For example, you might use one to introduce your organization to potential clients or customers. You could use one in your organization to sell a new idea to your CEO, or to tell people about the change initiative that you're leading. You could even craft one to tell people what you do for a living.

## Key Points

An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your organization does. You can also use one to create interest in a project, idea or product. It needs to be succinct, while conveying important information.

To craft a great pitch, follow these steps:

- **Identify your goal.**
- **Explain what you do.**
- **Communicate your USP.**
- **Engage with a question.**
- **Put it all together.**
- **Practice.**

Try to keep a business card or other takeaway item with you, which helps the other person to remember you and your message.

Networking improves  
your confidence.

# HOW TO CRAFT AN ELEVATOR PITCH...

## 1. Identify Your Goal

Start by thinking about the objective of your pitch.

For instance, do you want to tell potential clients about your organization? Do you have a great new product idea that you want to pitch to an executive? Or do you want a simple and engaging speech to explain what you do for a living?

## 2. Explain What You Do

Start your pitch by describing what your organization does. Focus on the problems that you solve and how you help people. If you can, add information or a statistic that shows the value in what you do.

Ask yourself this question as you start writing: what do you want your audience to remember most about you?

Keep in mind that your pitch should excite you first. After all, if you don't get excited about what you're saying, neither will your audience. Your pitch should bring a smile to your face and quicken your heartbeat. People may not remember everything that you say, but they'll likely remember your enthusiasm.

### **Example:**

***Imagine that you're creating an elevator pitch that describes what your company does. You plan to use it at networking events. You could say, "My company writes mobile device applications for other businesses." But that's not very memorable!***

A better explanation would be, "My company develops mobile applications that businesses use to train their staff remotely. This results in a big increase in efficiency for an organization's managers."

That's much more interesting, and shows the value that you provide to these organizations.

# HOW TO CRAFT AN ELEVATOR PITCH CONT...

## 3. Communicate Your USP

Your elevator pitch also needs to communicate your unique selling proposition , or USP. Identify what makes you, your organization, or your idea, unique. You'll want to communicate your USP after you've talked about what you do.

### **Example:**

***To highlight what makes your company unique, you could say, "We use a novel approach because, unlike most other developers, we visit each organization to find out exactly what people need. Although this takes a bit more time, it means that 95 percent of our clients are happy with the first version of their app."***

## 4. Engage With a Question

After you communicate your USP, you need to engage your audience. To do this, prepare open-ended questions (questions that can't be answered with a "yes" or "no" answer) to involve them in the conversation.

Make sure that you're able to answer any questions that might come back at you, too.

### **Example:**

***"So, how does your organization handle the training of new people?"***

### **Ask Yourself...**

What motivates this person?

What is important to them?

What energizes them?

What do they love to talk about?

What shuts them down or closes them off?

What do they value?

# HOW TO CRAFT AN ELEVATOR PITCH CONT...

## 5. Put It All Together

When you've completed each section of your pitch, put it all together.

Then, read it aloud and time how long it takes. It should be no longer than 20-30 seconds. Otherwise, you risk losing the person's interest, or monopolizing the conversation.

Try to cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

### Example:

***"My company develops mobile applications that businesses use to train their staff remotely. This means that senior managers can spend time on other important tasks."***

***"Unlike other similar companies, we visit each organization to find out exactly what people need. This means that 95 percent of our clients are happy with the first version of their app."***

***"So, how does your organization handle the training of new people?"***

## 6. Practice

Like anything else, practice makes perfect. Remember, how you communicate is just as important as what you say. If you don't practice, it's likely that you'll talk too fast, sound unnatural, or forget important elements of your pitch.

Set a goal to practice your pitch regularly. The more you practice, the more natural your pitch will become. You want it to sound like a smooth conversation, not an aggressive sales pitch.

Make sure that you're aware of your body language as you talk, which conveys just as much information to the listener as your words do. Practice in front of a mirror or, better yet, in front of colleagues, until the pitch feels natural.

As you get used to delivering your pitch, it's fine to vary it a little – the idea is that it doesn't sound too formulaic or like it's pre-prepared, even though it is!

# ADDITIONAL LINES TO CONSIDER...

Straplines:

**The following strap lines could be added to your 60 seconds Elevator Pitch;**

- *Business Coaching - Bringing out the greatness in others."*
- *ActionCOACH Business Coaching - Because being in Business should give you more life - During and after work!*
- *It's Not What You Know; It's What You Do With What You Know.*
- *ActionCOACH, in business revenue is vanity, profit is sanity, I help business owners increase their sanity.*
- *When You're Ready to Have the Business You Deserve let's talk.*
- *We coach business owners how to own businesses that works without them.*
- *Positive thought without positive Action leaves you with positively NOTHING.*
- *ActionCOACH here to help the owner work ON rather than IN their business.*
- *If you've ever come across a business owner who's returned from vacation....they had a team of employees minding the store while they were away.... and they had the profits to pay for it..... I make them that way.*
- *Your business might be surviving, wouldn't it be great to be thriving?*

80% of lead gen  
done on  
social media is done  
via LinkedIn



# THE ART OF FOLLOW-UP..

When you connect with someone, whether online or at an in-person event, you have the opportunity to lay the foundation for a business relationship. But in order for that relationship to develop, that one conversation isn't going to be enough—you need to stay on their radar and continue to foster the connection.

Or, in other words, you need to learn the art of the follow-up.

When you meet someone at a networking event (online or offline), make sure to follow up with them in some way within 24 hours—and make sure to reference something specific about your interaction. Chances are, you're not the only person they've connected with, so you may need to jog their memory of who you are and where, when, and how you connected. For example, if you sit next to someone at a conference and start a conversation, follow up with a LinkedIn request letting them know it was great to talk to them. If you connected with a speaker at a virtual event, follow up with an email letting them know how much you enjoyed their presentation.

Then, look for ways to continue building the relationship. Did you network with a business owner who mentioned their company was struggling with a particular issue? Offer to get together for a meeting to share your insights and ideas for solutions. Did you meet a job-seeker you think could be a great fit for your company? Offer to review their resume and have them come in to meet your team.

The point is, using networking to connect with other people is great—but if you want your efforts to grow your business, you need to follow up with those connections and continue fostering those relationships.

Posts on LinkedIn with the best conversion rate are 248 characters in length or less.

# TRACK YOUR LEADS...

## Track Your Networking Leads

If you want to maximize your networking efforts, you need to understand what's working, what's not working and what's leading to the most—and the highest quality—leads. And the way to do that? Tracking your networking efforts.


Anytime you make a connection, you'll want to collect as much data about the connection as you can, including:

- Where you made the connection
- What kind of connection it is (potential customer, potential employee, potential partnership, etc.)
- When and how often you follow up
- Any business outcome that comes from your efforts (e.g., after two follow-ups, did that potential employee schedule an interview—and ultimately accept an offer at your company?)

Tracking all of this data will help you get a better understanding of where to focus your networking efforts—and how to maximize them in the future. For example, you might find that a huge percentage of your new customers in a quarter came from a single trade show—which means that, moving forward, you want to make that trade show a priority.

# TOOLS & SCRIPTS



- 28 Questions Flyer
  - First Contact Script
  - Script for Follow Up Calls
  - BNI Script Template
  - Bold Calling Focus Sheet
  - KPIs to Measure
  - Recommended Reading List
- 
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# 28 Questions:

Here's how the team at **ActionCOACH™** can help you solve your Top 5 Business Challenges ...

*Pick your top 5-7 most important business priorities and return this form to your ActionCOACH ASAP...*

## Sales & Marketing

- ☐ Marketing turn-key, persuasive and inexpensive ways to generate more leads and prospects for my products or services.
- ☐ A step-by-step marketing plan that significantly increases my new customers, revenues and profits without taking all my energy away from day-to-day business.
- ☐ Creating customer focused advertising and online marketing strategies to draw willing buyers to my business every week.
- ☐ The most effective sales appeal for my products and services that uniquely sets my business head and shoulders above my competition.
- ☐ To build a more motivated, professional and profitable sales or telemarketing force that creates a far stronger sales conversion and average sale value.
- ☐ Having a strategy that will compel my former and even inactive customers to come back and buy from me again and again.
- ☐ Boosting the average sale value and creating a far better sales result from every customer we are already doing business with.
- ☐ Introducing new and more profitable product lines or services to both win new customers and extend the value we provide our existing ones.

## Team Building & Leadership

- ☐ Helping me develop and build strong leadership skills and attributes so I can, not just manage, but truly lead my people and my company.
- ☐ To help me find or re-find my passion and get my heart and mind back focused on enjoying running and building the business again.
- ☐ Using a recruiting system that is both efficient and effective to help me add the right, motivated, great people to my team.
- ☐ Developing an ongoing training system so people are more effective and more productive at their jobs and, some are ready for promotion as the company grows.
- ☐ Training my team so they deliver superior levels of customer service and create raving fans and repeat buyers time after time.
- ☐ Helping me and my team get better use of our time and stop working reactively, putting out fires, and become more pro-active about building the company.

## Running Your Business

- ☐ Developing a clear and powerful set of both personal and business goals and having a vision for my company.
- ☐ To get myself the freedom of more time away from the business, still knowing it is growing and creating more and more profits without me there.
- ☐ To help me understand how to re-invest my profits back into the business or how to take profits and invest them for passive income outside of my business.
- ☐ Getting a solid business and my people to a stage where they can run it profitably so I can take some time out each week and vacation each year.
- ☐ Developing a straight forward succession plan so I can replace myself with the right people, at the right time and allow them to run it without me.
- ☐ Expanding the operation to multiple outlets or multiple territories so I can take advantage of an already solid and profitable business model.
- ☐ Creating a franchise system that both sells and creates profitable franchisees who can afford to pay me serious royalties.
- ☐ Assistance with taking the company international to profit from global markets, global costs and global currency values.

## Systems

- ☐ Having a system for controlling, managing and reporting the company finances so I can know I am building real profits.
- ☐ Working *ON* my business rather than *IN* it and create a systems dependant company rather than a people dependant one.
- ☐ Developing an organizational chart and position descriptions and getting the company administration handled.
- ☐ Building consistency of delivery into my products/services giving better levels of service and more rewarding customer experiences.

## Coaching

- ☐ Having a hotline to a great Coach who can help me stay focused, answer my most important business questions and help me grow the business.

### Contact Information:

(Insert Coach contact info)  
(Insert Coach contact info)  
(Insert Coach contact info)  
(Insert Coach contact info)

actioncoach.com

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Tel: \_\_\_\_\_

**ActionCOACH™**  
business coaching

# First Contact:

## ActionCOACH™ The First Contacts at Networking

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Understanding the purpose and outcome of the first contact with prospects leads to a much greater conversion rate.

So let's talk through an initial contact through Networking...

### The objective is Connection and Permission...

Connection is done by asking 'dumb' questions... the definition of a 'dumb' question is one that I know the prospect knows the answer to... and because they can answer they feel really good about themselves and by association—you.

So ask series of Questions something like:

**Intro:** Hi, Bruce Wilson with ActionCOACH Business Coaching. *(shake hands)*

*They usually reply with their name and Business*

**Q:** So, **(name)**, what brought you along here today/tonight?

**Q:** Are you in business for yourself or do you work for someone else?

**Q:** Well done! What exactly do you do?

**Q:** Excellent... How long have you been doing that?

**Q:** Wow! How many people do you have working with you? *(We have now determined whether they are in our target market or not)*

**Q:** I guess in that time you have seen a few changes?

**Q:** What would you say is happening in your industry now?

**Q:** That's interesting... and what's been the impact of that on you personally?

**Q:** Wow! Hey, **(name)**, we've had quite a lot of success working with **(type of business)** to sort out **(how they are being affected = issue)**—how about we get together sometime and have a chat about what we have found makes a difference to **(type of business with that issue)**?

**Q:** Excellent! Do you have a business card?

**Q:** What is the best day and best time of day to absolutely make sure I get through to you?

**Q:** OK, **(repeat day and time)**... and which number will guarantee I talk straight with you?

**Q:** Awesome! So, **(name)**, I'll call on **(day)** at **(time)** and sort out how we'll deal with **(issue)** and set best time to get together. How does that sound?

**Q:** Great! So, **(name)**, there is a couple of people I need to meet up with before I go is it OK if I go and grab them now and I'll be in touch on **(day)**. Is that OK?

Awesome great meeting you!

*Next week, the follow up call...*

# Follow Up Script:

## ActionCOACH™ Follow-Up After a Networking Event

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**F**ollowing on from my last article, I mentioned that the objective of our conversation at the networking event is **QUALIFYING, CONNECTION and PERMISSION**.

- **Qualifying**—by asking background questions on business type, length of being in business, number of employees
- **Connection**—by finding out their point of growth/issue
- **Permission**—by getting their agreement that I phone them to discuss what we might do about their point of growth/issue

The follow-up call is to build **TRUST, CREDIBILITY and ANTICIPATION**. You **MUST** aim to have this follow-up call within 24–48 hours of meeting. **Remember... speed matters!**

### The Call Flow:

*Remember, you are making this call on the day and time that you identified at the networking event is the **BEST** time to catch the business owner..*

**Coach:** “Hi **(name)** it’s Bruce Wilson from ActionCOACH Business Coaching... how’s your day going so far?”

**Coach:** “Excellent! So, **(name)**, we met at the **(networking event)** last night—it was where **XXXX** talked about **YYYY**. Do you remember that?”

**Coach:** “Great!... and you mentioned that you were **(Point of growth/issue)**. Have I remembered that correctly?”

**Coach:** “OK... and I mentioned we have had some success in moving business owners in the **(business type)** through that point and we thought it would be worth sitting down and seeing how that might apply for you. Is that correct?”

**Coach:** “So **(name)** when you mentioned **(issue)**. Could you just expand a little on what’s actually happening so I am sure we are on the right track?”

**Coach:** *Dig Deep to find what is of most value to prospect in order to impact of the issue on them...* (Following the pattern of question/listening for keywords... reflect back their keywords and ask a question about their keywords... process)

**Coach:** “So what you are saying, **(name)**, is if we could get a handle on **(summary of key points)**, that would be worth sitting down and sorting out?”



# Follow Up Script continued:

**Coach:** “Great! When would it suit you best to meet, **(name)**... earlier or later in the week?”

**Coach:** “Excellent! I have a couple of spots on **(day)** at **(offer 2 time slots)**. Which would suit you best? Awesome! Now, if you could block in an hour—or better still—90 minutes so we can really nail **(their issue)**. Does that make sense?”

**NOTE:** *The date is within 10 working days. Keep them hot!*

**Coach:** “And is there anyone else who you look to when you are growing your business?... Who you would like to be there—like your wife or...?” *(silence from coach)*

**Coach:** “Ok, great! Now, **(name)**, in order to sort out **(issue + impact)**, it makes sense for me to come well prepared doesn't it? What I would like to do is send a short questionnaire to give me some extra depth on your business. It only takes 10–15 minutes to fill out and once I have that I can do my research and come fully prepared. Does that make sense?”

**Coach:** “Now, one thing I know is that sometimes it is easy for life to take over and things like this get left behind. But that's not really going to move things along. So, could I ask that you commit to prioritising filling it out as soon as you get it so I can get going on **(their issue)**. Is that OK?”

**Coach:** “Excellent! What suits you best... fax or email?” *(This is just to give a choice as 90% of people will ask for email)*

**Coach:** “Great! I'll also send through my bio with the questionnaire so you know a little bit more about me and that you are dealing with a reputable company. Is that OK?”

**Coach:** “Excellent! I'm really looking forward to catching up on **(day and time)** and I am sure we can nail **(their issue)**. In the meantime, have an exciting and profitable week.”





# BNI Script Template:

60 SECOND PITCH

1. NAME, COMPANY & WHAT YOU DO - 10 SECONDS

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2. WHY MEMBERS CAN REFER YOU WITH CONFIDENCE - 15 SECONDS

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3. WHAT SHOULD THEY LISTEN FOR AND HOW SHOULD THEY RESPOND - 20 SECONDS

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4. WHAT ARE YOUR TARGET CLIENTS - 10 SECONDS

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5. Name, Company & a MEMORY HOOK (your catch phrase) - 5 SECONDS

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After you have scripted your 60 second pitch ... make sure you practice it in front of family and friends. Practice it in front of the mirror, making sure you smile and enunciate all words clearly. Then when it is time to give your speech - do not take your script with you.



# BOLD CALLING Focus Sheet

actionCOACH<sup>®</sup>  
BUSINESS COACHING

## Bold Calling Focus Sheet

01

### EVENT TRACK

#### Invite To VIP Event

Yes - They What To Do This!

Register them now & get:

- Business Owner's Name
- Email Address
- Mobile / Cell Number
- Business Name



If Not Interested – Go To Track #2

02

### STRATEGY MEETING TRACK

#### Invite To First Meeting

Yes - They What To Do This!

Set date, time & get:

- Business Owner's Name
- Email Address
- Mobile / Cell Number
- Business Name



If Not Interested – Go To Track #3

03

### NETWORKING TRACK

#### Invite To Networking Marketing

Yes - They What To Do This!

Tell them date, time & get:

- Business Owner's Name
- Email Address
- Mobile / Cell Number
- Business Name



If Not Interested – Go To Track #4

04

### NEWSLETTER TRACK

#### Invite To Your Special Newsletter

Yes - They What To Do This!

Get their details:

- Business Owner's Name
- Email Address
- Mobile / Cell Number
- Business Name



Thank them for their time

# Measuring Effectiveness

It is critical to know if your networking efforts are paying off.

Measuring the key performance indicators weekly is important to track effectiveness of your strategy.

## KPIs

# of Associations or Groups Researched

# of Memberships

# of Meetings Attended

# of Online Connections

# of Relevant Contacts

# of Informal Meet Ups Book

# of Informal Meet Ups Attended

# of Follow Up Calls

# of Sales Meetings

# of DIAGs Booked

# of DIAGs Completed

# of New Clients

Spend on Networking Activities

Lifetime Value of Client



# Recommended Reading:

Jeffery Gitomer, *Black Book on Connections*

J. Levinson, *Guerrilla Networking*

Dale Carnegie, *How to Win Friends and Influence People*

Scott Gerber and Ryan Paugh, *Super Connector*

Dereck Coburn, *Networking is not Working*

Adam Grant, *Give and Take*

## **Web Resources:**

<https://blog.hubspot.com/sales/elevator-pitch-examples>