



SpeakerNet News Teleseminar

"Finding and Cultivating New Business: How to Qualify and Interest Decision Makers"

Using the "positioning statement"™

= The concept and outcome of working with you!

(Or, "why should a customer do business with me?")

When to use above?

Growing Your Business!

Qualifying – My system

1-2-3 and maybe 4.

Questions to qualify

1. Do you use paid, professional speakers?
2. Who have you used in the past?
3. Do you have a program date?
4. Do you have a venue?
5. What type of meeting is this?
6. How is the decision made regarding speakers?
7. When do you begin planning your meeting?
8. Is there a theme or focus?
9. Is there a budget I should be aware of?
10. What else do you need from me?

What are you doing every day to bring in new business?

Samples of follow ups that work!

- 1. Handwritten note to past client**
- 2. Fax testimonial**
- 3. Clip and article and send**
- 4. Letter to editor for trade publication**
- 5. Leave a compelling voice mail**
- 6. Call a client you haven't spoken to in years**
- 7. After hours call technique**

Sales Objections

Be prepared to answer!

Targeting – are you target marketing?

Is it time to think of a new area to market?

1-2-3 Follow Up!

- 1.
- 2.
- 3.

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