




# Powerful Sales Strategies

*Guaranteed To Fill Your Pipeline*



**SpeakerNet News**  
**March 31, 2019**

# SALES

Science - is **what** you do - the nuts & bolts

Art - is **how** you do it - the little extras



# The SCIENCE

A fluffy white dog is riding a red tricycle on a paved path. The dog is standing on its hind legs, holding the handlebars with its front paws. The background shows a stone wall and green foliage.

# SCIENCE

A LIFE OF ITS Own!

# SCIENCE

- Lays Out Your Plan
- What To Focus On
- What To Do
- When To Do It
- How Often



# NO

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- Lose Control Pipeline
- Lose Control Customer
- Lose Control Challenging Economy
- Lose Control How Often & Pay
- Just Plain Friggin LOSE Control



SHIFT YOUR PARADIGM

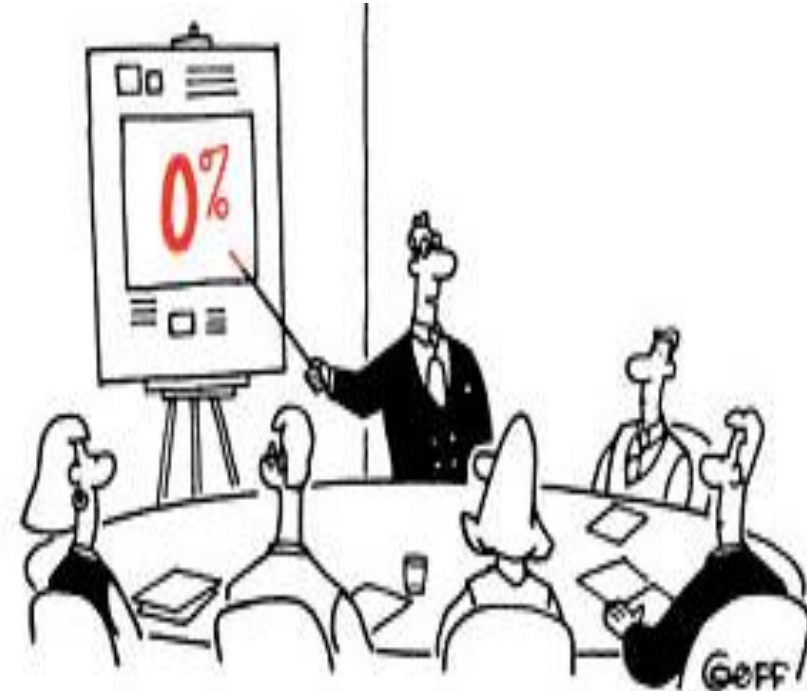
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**SALES**



# Creating Your Sales System

- How much do you want to earn from speaking?
- What is your speaking fee?
- How many speak gigs does that equal?
- Break that into months?
- How many sales calls do you need to make?
- 4:1 Ratio

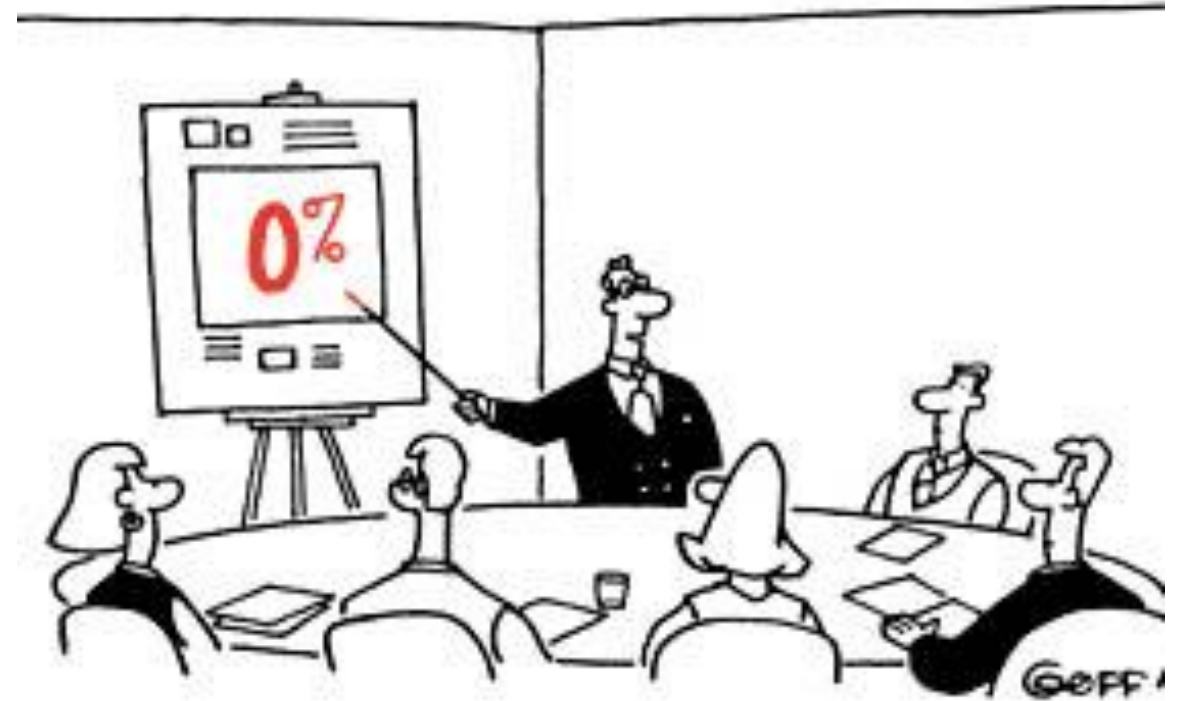


"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part"



# EXAMPLE

- \$500,000
- \$10,000 cookies
- 50 speaking gigs
- 5 per month (10 month)
- 200 sales calls (20 per mo 4 wk)
- 4:1 Ratio



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."



# Your **GOAL** GROUP Work

# How Will You Get There?

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- **Sales Calls**
- **Sales Follow-up Calls**
- **Proposals Written**
- **Proposals Closed**



# How Will You Get There?

- **Sales Calls – 10**
- **Sales Follow-up Calls - 10**
- **Proposals Written - 6**
- **Proposals Closed - 5**





# Your Plan

## GROUP Work

# Your Client Avatar Your “Niche”

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- **Top 10 Clients EVER**
- **Themes**



## Mere's Niche

- Financial Services
- CEO/C-Suite
- Top of Their Game
- Confident – Cocky – Laugh
- Respect Input Advice
- Sales/Leadership Driven
- Involved/Engaged
- Looking for Cutting-Edge
- Risk Takers
- Weekend Athletes – Buff
- Women and Men
- Want to shake it up





# Your Avatar

# GROUP Work





# The LEADS

# Top ? Leads

- Your Niche
- Brainstorm Who
- LinkedIn Search
- Get Referrals From Current Speaking Gigs
- Follow “Like” Speakers
- Association Executives
- Ask Current Clients
- Form Speaker Swap
- Name, email, phone, snail mail





# Your Sales System

Putting It Together

# Sales System

**Leads**

**Speaking Gigs**

**Sales Calls**

**Sales Follow-up**

**Proposals**

**Proposals Closed**

***Activate***



# DRIP CAMPAIGN

## LAW Of Left Field





# QUESTIONS

**MERIDITH ELLIOTT POWELL**  
INSTILLING OWNERSHIP AT EVERY LEVEL. INCREASING PROFIT AT EVERY TURN.



# The ART

**PPAI**  
The Mark of a Professional.®



# ART

- **Mindset**
- **Look The Part**
- **What To Say/How To Say It**
- **Work Every Opportunity**
- **The Value of Networking**



# MINDSET

- Belief System
- Most Important Sale





# Why Should I Choose You?

# Look The Part

- Website
- Video
- Social Media
- Get Above The White Noise





# Get Above White Noise?

# What To Say - **How To Say It**

- The COLD Script
- The F/up Sales Call Script
- The F/up Keynote Script
- The “You Heard Me” Script
- Referral Script
- The Conversation





# THE CUSTOMER

## WORK EVERY Oppty

- Before The Keynote
- During The Keynote
- After The Keynote
- 2 Keynote Rule

**Build  
Your  
Network**

**End  
Your  
Cold Calls**

Write down:

20 people  
Spoken For  
Work With  
Like

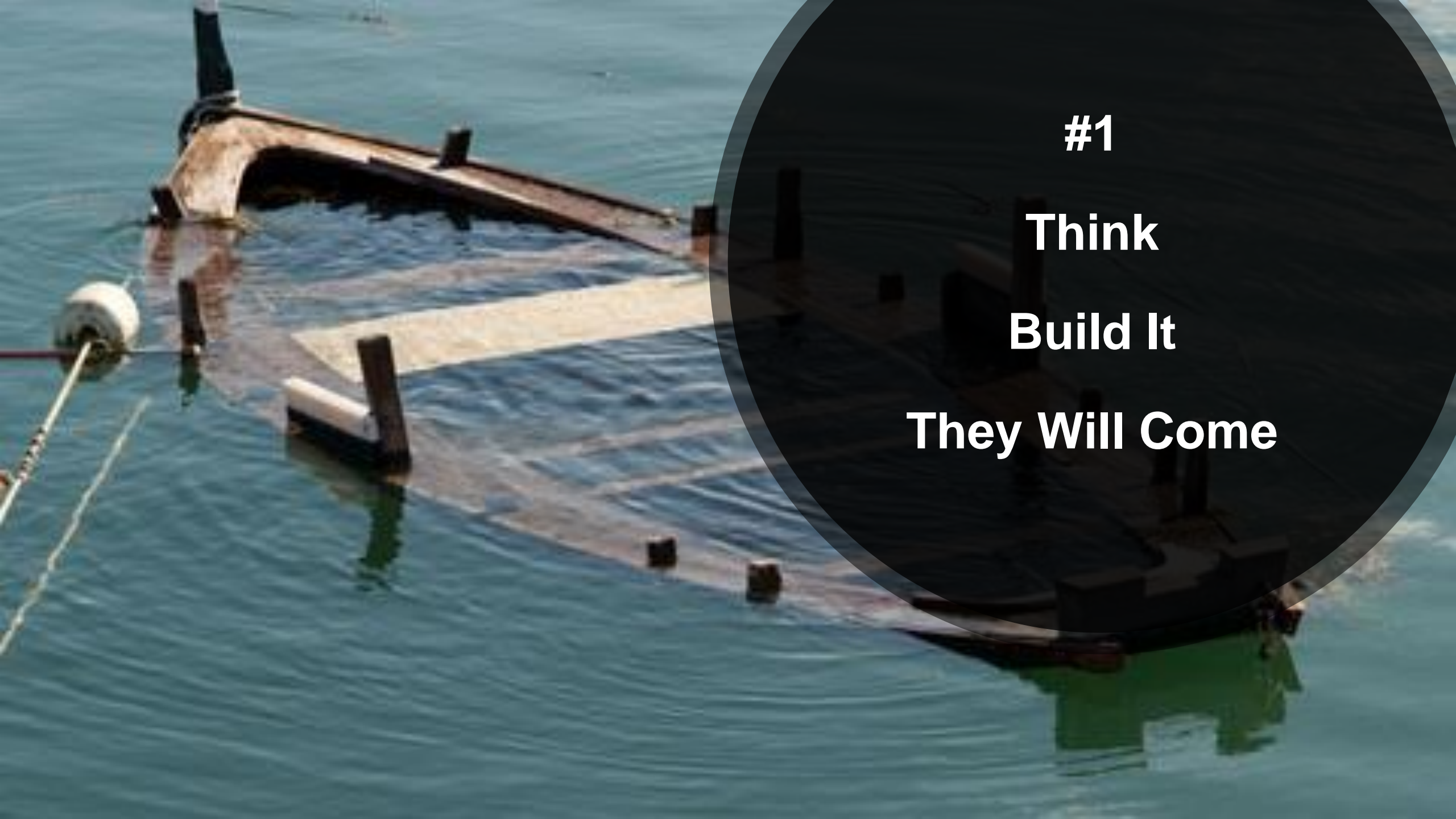


**GROUP Work**





# **Top 5 Biggest Mistakes**



**#1**

**Think**

**Build It**

**They Will Come**

#2

Do Not Have A Plan





#3

HIRE SOMEONE ELSE

# #4

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## Take Advice From Speakers Who *Don't* Get Paid





# #5

## Don't Follow-UP



# QUESTIONS

Slides

16 Ways

Drip Campaign

What/How Say

How We Work Together

Quick Review Template

**MERIDITH ELLIOTT POWELL**

INSTILLING OWNERSHIP AT EVERY LEVEL. INCREASING PROFIT AT EVERY TURN.



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# THANK YOU

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# 16 WAY To Follow-Up

*Studies show that opening doors and closing sales is more challenging than ever. While getting in front of a customer is tough enough, it can feel like forever before you actually close the sale. If you want to turn your prospects into customers, you have to stay in the game. In other words, you have to follow-up, remain visible and follow-thru. But how do you stay in front of your customer, without feeling pushy and annoying. How do you stay top-of-mind without feeling like a stalker?*

*Here are some ideas! This list is in no order, so use what feels right for you! This is a working list – so keep in touch to receive updates, changes and new ideas! Plus I would love to what you're doing. Connect with me on LinkedIn, FB and Twitter!*

1. **Invite Them** – To a Chamber of Commerce event, a Rotary meeting, or to see you speak!

2. **Show Up** – Where they network, do business, or socialize. Choose an event they frequent, and say hello, keeping the conversation casual.

*Your prospect does not attend “traditional” networking events? No worries, everyone goes somewhere, so find out where they do go –Favorite restaurant for lunch? Big golfer? Maybe your kids play on the same sporting team?*

3. **Handwritten Note** – stand out after the meeting by making it personal. Take pen in hand and let them know you enjoyed meeting and talking – relay something you remember from the conversation - make it personal

4. **Connect Socially** – always in addition to the handwritten note, connect on LinkedIn, Twitter or FB, whatever site works for them. And remember, personalize your message to connect

5. **Make a Connection** – for them. Introduce them to someone they should or want to know. Expand their network – in person or online.

6. **Refer Business** - to them, and send a quick email or make a call to let them know you sent them business (even if the business never goes their way, you still get credit!)

7. **Company Updates** - Newsletters, Videos etc - If you follow Meridith's 70-percent rule (70% of the follow-up about them, 30% about you) then you can follow-up with a newsletter or a video about your company now and then

# 16 WAY To Follow-Up - Con't

8. **Research** – Find the trends in their industry, changes, new opportunities – then look for and send an article that would be of interest to them
9. **Celebrate** - Holidays that is – Valentine’s day card saying “we love what you do”; honor them during National Small Business Week or give thanks for them during the Thanksgiving holiday. Make-up your own customer appreciation week!
10. **Information Connection** – Invite them to a seminar or special session that you host or one that you attend. Again, online or in person, whatever works. Example, special session on how to integrate marketing and sales; or how to set financial goals.
11. **Status Comments** – You are connected on social media, so comment on their status updates (ex – looks like a great trip, congratulations on your 5K etc.)
12. **Casual Connection** – Invite them for coffee or lunch (or make a quick phone call) just to get an update on what is going on with them (at least 4 to 6 mos after the first contact)
13. **Watch to Congratulate** - Newspaper, television, radio, Linked In or newsletter articles for any news, award, or mention of their business – send a note congratulating them – yep you got it – handwritten.
14. **Invite Them to Network** – If you can’t bump into them anywhere, then invite them to your event – your Rotary Club, National Conference, Online Chat Place
15. **Webinar** – Invite them to a brief thirty-minute webinar where you are answering questions, sharing ideas, and taking questions to learn more about your product or service. Or share a Youtube video, a podcast – something that you think would be of interest to them. You get BONUS points if you send something in response to a question they had, or a challenge they are facing. Even if it is about a better way to train for a marathon, or how to cool on the fly. Staying visible does not have to be all business.
16. **Share Your Good News** – we all have amazing things happen – testimonials, awards, new opportunities. Send a note to your prospect and thank them – let them know things would never happen if it were not for more amazing customers like them,

# DRIP CAMPAIGN

**Choose 50 prospects you want to focus on, and commit to contact 20 each month for one year. Work a staggered schedule, a twelve-month strategy – this is my strategy which you are welcome to use, or customized and create your own.**

## **January**

Light intro emails – introducing who I am, what I do and the value I can add to their organization. Three lines – one video and a link to my website.

## **February**

Follow-up phone call – ask if got email. If I get a voice mail, I leave a message and let them know I will follow-up with an email. Phone call – leave message – then email

## **March**

Send article of interest, preferable one I published in one of their trade magazines or FASTCOMPANY, INC, FORBES, Huffington Post

## **April & May**

Personal LinkedIn connection comment on one of their posts. May National Small Business Week- send US contacts a thank you card for being in small business. Send international contacts post card - top 5 business trends

## **June**

Another phone call - just touching base and asking if they got my card – leave message and let them know will follow-up with email.

## **July & August**

July 4<sup>th</sup> of mailer for all US contacts. Personalized video on business tips for international contacts. August - Connect again on LinkedIn – share a blog post, comment on their work and share with my contacts

## **September**

End of the year special pricing booking mailer combined with article on 4<sup>th</sup> quarter strategies to make your business grow

## **October & November**

Phone call inviting them to a webinar I am hosting in November - Follow-up with email invite. Do the webinar Follow-up with a thank you for attending and the links

## **December**

10 tips to start the New Year strong (early December)

**Then I do an end of year review to see where I got responses, where I did not, change up the list and start again!**

# What To Say - How To Say It

*Sales Scripts can be used in email or phone – best done in combination*

## **The COLD Script**

***Subject Line: 2018 Consultative Selling Conference***

Good Morning Debbie,

I would love to learn more about your **2018 Consultative Selling and Negotiations Conference**. As a professional speaker and financial services consultant, I have been working quite a bit in the Insurance Industry, and I am very interested in learning about your members, your association and your events.

Please let me know when your schedule allows.

Looking forward to connecting

Meridith

PS - I have attached my Signature Events, which includes my most requested ***Defy Marketplace Gravity -Sales Strategies To Succeed No Matter What This Economy Does***

## **The F/up Sales Call Script**

***Subject Line: 2018 Reach Conference***

Good Morning Melissa,

Hope you had a great weekend! Really enjoyed our conversation earlier this month, and the new networking event you are adding to your conference sounds amazing.

I wanted to follow-up regarding the keynotes that we discussed, and the Signature Events that I shared with you. Let me know what questions you have, and what else you need from me.

Looking forward to connecting. I have also included a few testimonials from my last event.

Have a great week

Meridith

# What To Say - How To Say It

## The F/up Keynote Script

**Subject Line: 2018 Women In Banking**

John,

What a great event! From everything I heard this was the best conference so far – congratulations.

I so enjoyed speaking for your group, and working with your team. So many of your members have reached out to me – which is something I just love.

Again, I wanted to thank you, and share this wrap-up video with you. Please share with your team and your members. Just my token of appreciation and thanks.

Also, I have a brand new keynote that I just released on sales and sales leadership. I will have video for it in a week or so, and will send your way.

Looking forward to staying in touch, and working together again!

Meridith

## The “You Heard Me” Script

**Subject Line: 2018 South Carolina Realtor’s Annual Conference**

Tom,

Thank you! I really enjoyed meeting and talking with you at the 2018 South Carolina Realtor’s Conference. What an amazing event!

I wanted to follow-up on the conversation we had on your upcoming conference. I would love to set up a time to talk a little more in-depth to find out about your goals and your members.

I have some time this week:

Monday – 10 and 2 & Tuesday - 10 and 2

Looking forward to connecting

Meridith

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# What To Say - How To Say It

## The Conversation

**Keep it open-ended, and remember to ask questions from a place of power. Trying to determine if this is in your niche.**

Tell me about your association or company.

Tell me about your conference. What are the goals? How long have you been having it? What do members enjoy most?

What are the biggest challenges your attendees are facing?

What is the state of your industry, and how is this economy impacting it?

Help me understand the mindset of your conference attendees – are they excited about things, worried or some combination of the two?

What is the message you most want them to hear?

Where do you see the biggest opportunities in your industry?

Tell me a little about your competition, and your strategies for success?

Who is your ideal customer?

## Referral Script

Hi Becky,

Hope you had a great weekend. A few of your members, John Biedmaster with Zion Bank and Susan Ledford with Federal Home Loan Bank suggested I reach out to you. They both saw me speak at another conference, and felt my message would be perfect for your association.

As a former banker, I would love to learn more about THIS CONFERENCE (Google and look up on their site), your goals and members.

Would love to connect when you have time!

Meridith

PS - I have attached my Signature Events, which includes my most requested - ***Defy Marketplace Gravity - Strategies To Succeed No Matter What This Economy Does***

# How WE Work Together When You Can't Pay My Fee

## 16 Ways We Can Work Together

1. Four meeting planner and staff video testimonials
2. Testimonials on LinkedIn
3. Email introduction to your state and national Conferences
4. Take photos and blog about me on social media – pre, during, post event
5. Email introduction to other conferences you attend in or outside of your industry
6. Provide video of my event and edits
7. Connect me with local media and secure radio and television interviews
8. Interview me on a FB Live and share with your membership and across your social media channels
9. Provide me with a list of names, email addresses and phone numbers for your association membership
10. Target four of your attendees that my services would be a good fit for, and facilitate those introductions
11. Do an email introduction to your vendors positioning me as an expert and the perfect fit for their events
12. Video testimonials live at your event with participants. You ask, you do the interview
13. Introduction to 5 members of your association – my choice
14. Buy no fewer than 100 of my books at no less than \$20 a book
15. Hire me for a paid event (at my fee) within one-year of this free event
16. Make me an offer – come up with your creative ideas on how to make this worth my while

# Sales System Review

**A review of your sales behaviors will go a long way in ensuring you keep your sales strategy up-to-date and effective.**

How many sales calls did you make? And to whom?

What were the results?

- Proposals Written

- Proposals Closed

- Business Lost

- Deals moved forward

- Interest shown

What did you do well last week in terms of sales, what was effective?

What was not effective, what did you do or not do last week that did not work?

What will you do differently, if anything, this week, month or quarter?