



SpeakerNet News

P R E S E N T S

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

A teleseminar with Lois Creamer


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Lois Creamer.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Handout prepared for this program.

SpeakerNet News

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Finding and Cultivating New Business: How to Qualify and Interest Decision Makers with Lois Creamer

The selling of business services has changed. You used to be able to cold call prospects, and have a good chance of talking to them and then garnering their interest. Now you get voicemail and no one calls you back. What if you had a compelling introduction, whether talking to someone live or leaving a message? What questions can you ask that qualify them without your seeming intrusive? How do you politely uncover if this is the decision maker?



Lois will share proven strategies for building a successful speaking practice. She works with professional speakers to help them book more business.

You will learn how to:

- Develop a positioning statement to capture your prospect's attention in seconds.
- Use Lois' qualifying system which ensures you only spend time with those most likely to buy.
- Get to the real decision maker.
- Ask questions that uncover if you are a good fit.
- Gain the competitive edge so you close more sales, make more money, and attract loyal customers and prospects.

About Lois Creamer:

Lois Creamer works with professional speakers who want to book more business and make more money. Her background in corporate sales and as staff to a nationally recognized speaker led her to form her company, Book More Business. She has a proven track record of success in growing a speaker's business. Her client list consists of speakers early in their careers as well as CSPs and CPAEs earning seven-figure speaking incomes.

Her expertise in this industry has led her to be called upon to participate in several programs for the National Speakers Association, including programs at national conventions and workshops and chapters all over the country. She is the author of *Working Smart, Not Hard—A Business Manual for the Professional Speaker* as well as several audio programs.

www.bookmorebusiness.com

SpeakerNet News Teleseminar
**“Finding and Cultivating New Business:
How to Qualify and Interest Decision Makers”**
with Lois Creamer
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert, Lois Creamer. Lois specializes in helping professional speakers, as well as consultants and trainers, “Book More Business.” That’s how she came upon her company name.

She gained knowledge and experience from corporate sales and as staff to a nationally recognized speaker. Lois knows what it’s like to sell services and do so effectively, which is why we invited her to share her techniques with us all today.

Lois, thank you so much for being with us.

LOIS: Thank you. My pleasure!

REBECCA: I know we have a lot to cover. The first question I have for you is, “Where do we start?” I know that I’m not alone in knowing that I need to make some calls to prospects or even former clients, and yet I get paralyzed some days when picking up the phone.

I know you have some great techniques for knowing what to say after, “Hello, this is....” Where do we get started?

LOIS: Getting started. One of the biggest reasons that people have that call reluctance that you referred to, Rebecca, is a simple one, I think. It’s because they always say, “What do I say?” “What do I say to this client?” “What do I say to people in this market or a different market?” The reality is that sometimes we make this harder than it should be.

I want you to consider the use of a well-crafted positioning statement. I hang my hat professionally on creating positioning statements because they are absolutely key—the foundation of anyone’s business. They describe the concept and outcome of working with you. That’s my definition of a positioning statement.

REBECCA: Could you give us yours so that we have a good example?

LOIS: Yes. I’m going to give you two actually.

My positioning statement for Book More Business is: “I work with professional speakers who want to book more business and make more money.” Note that I said, “I work with professional speakers” because this is a highly targeted group that I am going after who want to book more business. That’s the concept. So that they can make more money. That’s the outcome.

A good positioning statement uses an economy of words. A good positioning statement has a concept and outcome that can be used alone.

For example, if I met you, Rebecca, I might say “Rebecca, I work with professional speakers like you who want to book more business.” Period.

That’s the way that I talk about a positioning statement in terms of concept and outcome.

Let me give you another example. This is a positioning statement that I use for my sales training business that I call Fast Forward Selling. For that my positioning statement is this: “I work with organizations that want to fast-forward their selling so they can be more successful at what they do.” So fast-forward