

SEMINAR SELLING TIP SHEET



A Better Process + Better Ideas = Better Results

> TIMING

- Dinner Seminars at 6:30 are highly effective in turning out the most attendees.
- Lunch and early dinners can work for older seniors (70+)
- Tuesdays, Wednesdays and Thursdays usually are the best days of the week to host your event.
- Be mindful of obvious holidays, major sporting events, election days etc.
- Do not expect working people to leave work to attend your event. They won't.
- Call your attendees when the day before the event to remind them.

> LOCATION

- Restaurants will always draw more crowds than your office, the library or a hotel.
- To help select a restaurant, go to www.maps.google.com, pull up your town and click, "locate businesses." Next search for banquets or restaurants. Call and visit possible locations to ensure suitability.
- Select a place where your prospects will most likely already frequent. Italian food and steakhouses have had above average results.
- 5-6 miles or a 15 minutes drive is a reasonable distance for your prospects to travel.
- Both local and national chain restaurants can be effective if they have a reputation for good food. It doesn't have to be a budget buster.
- Set a pre-fix menu with 3 choices to help keep the costs in-line. Do not offer alcohol.
- Ask the restaurant for a discount for the free advertising they will be receiving. Their logo can be printed on your invitations.

> MAILING

- If you are planning on a recurring campaign of seminars, consider breaking your area into 3 or 4 distinct zones so the same people will not be getting your mailer every month.
- Alternate between different mailers to ensure maximum effectiveness if a repeat mailing will be done in the same area.
- Avoid using your logo or adding your company website to the invitation. It can create the impression of a sales event in your prospect's mind and may decrease your responses rate.

> PRESENTATION

- Have your assistant check people in as they arrive.
- Be respectful of those who showed up on time and start your presentation on time.
- Try to keep your speaking time to about an hour.
- Try not to give a boring financial lecture. The more stories and levity you can use will help increase your effectiveness. Getting them to like and respect you is extremely important; don't talk over their heads.
- Deliver your presentation first and then serve the meal. You don't need any distractions such as people eating and servers buzzing around the room. All eyes should be on you and your presentation.
- Audience interaction always makes for a lively and well received event.
- Make sure your handouts are packages in an organized folder with your business card, brochure, etc.

> APPOINTMENTS

- Setting appointments right at the seminar will dramatically enhance your appointment ratio.
- Provide giveaways as an incentive to get audience members to fill out an evaluation form which will double as an appointment request form (ask us for a sample)
- Give each person who sets an appointment a card with the appropriate date, time and directions to your office.
- Personally call all of your appointments the next day to thank them for coming and to confirm the appointment.

* Once you have established at date and location for your seminar, contact us so we can run a demographic report to determine how many prospects are in your area.