

March Newsletter

How to Turn your Audiences into Clients

We've all heard that Public Speaking is one of the best ways to showcase our expertise and to win new clients. The fantasy runs like this: Stand in front of a group, deliver an interesting talk, tell them about your company and then stand back while they mob the podium and beg to be signed up, right?

Wrong! To many of us, public speaking seems like a lot of effort for little results. Sure, we get the applause and everyone tells us what a great job we did, but then where is the business? How can we get them to sign up for our program, buy our books, agree to a meeting or take advantage of our offer without wandering away after the speech? Is it possible to do a good job speaking and still sell something? How can we "close the deal" from the podium?

Today's issue contains some great tips on how to "git 'er done" from the podium! Read on...

The Five Step Process

There are 5 proven steps that will guarantee your success winning clients from the podium....if they are ALL followed and completed in the correct sequence.

1. Diligent Preparation
2. Deliver Great Value
3. Demonstrate your Expertise
4. Detail your Offer
5. Demand Their Business

Diligent Preparation means Know your Audience in detail before you speak. This includes a multitude of factors such as age, geography, sex, political affiliation, job titles and responsibilities, social habits, groups they belong to, etc. When this is completed, you will then prepare your speech. To do this, you will need to define in advance your "end result." When you are done speaking, exactly what do you want the audience to do? The end result defines what type of speech it will be: to inform, to persuade, to educate, to motivate, or to confuse (the political speech).

Deliver Great Value means you better have some interesting, compelling, worthwhile information to convey to your audience. They are paying to attend (either cash or in time) and you must tell them something which justifies their investment, or at least provides amusement. This is where your Speaking Skills must be finely tuned. If you're in need of a tune-up, I recommend Toastmasters International (www.toastmasters.org) or Dale Carnegie (www.dalecarnegie.com).

Demonstrate your Expertise means showing them how you (or your company) were able to solve problems, create revenue, improve conditions, or accomplish whatever you set out to achieve. This requires stories, facts, visuals, testimonials, and references. You will need to build a strong connection with your audience and allow them to participate in your stories and enjoy success alongside of you. They must come away from the speech with a strong conviction that you are an expert at what you do!

Close from the Podium

Detail Your Offer: means explaining the details of whatever you are selling. This will include exactly what they will receive, what it means to them (benefits & value), any guarantees, the price, the timing, and any sense of urgency. Remember that you have to complete the prior three steps before you embark on your offer. If you don't prove to the audience your value and expertise, any attempt to present an offer will be a complete failure. However, if you HAVE delivered great value to the audience, then you have earned the right to present what you're selling (or recommending). You can make it a hard offer (special price, buy now) or a softer offer (e.g. fill out a form requesting a consultation).

Demand Their Business: means asking for the order! Did you know that 60% of all sales fail because the salesman didn't ask for the order? The same applies to speaking. After you have presented your offer, ask for their business. Recap the key points you made in your speech, tell them what you want them to do and recap the benefits of doing it. Tell them their next step, and encourage them to take it right now!

Finally, if time allows, take their final questions. Monitor time closely, and end the Q & A with enough time for your finish. Now is the time to become a powerful orator, deliver your concluding remarks and bask in the glory of thunderous applause.

Next time you speak, try this 5 steps out, and you'll be amazed at your results!