



Using the “positioning statement”™

= The concept and outcome of working with you!

Template: (I like Mark LeBanc’s formula but add an outcome!)

“I work with organizations who want to _____ (concept)

so that they can _____ (outcome).

What would work for you?

Three marketing challenges to Book More Business!

1. **Look alike competition**
2. **Decision makers want to buy on their own terms**
3. **DM’s make decisions based on seeking out experts in the field**

Credibility Marketing: establishing your expertise!

... Creating evidence of your reputation as an expert in the field ...

Statistics bear us out:

2% national consumer publications

95% industry publications

---- where to go for industry publications

?? Encyclopedia of Associations

?? Who's Who in Association Management

?? Burrelle's – www.burrelles.com

?? Bacon's - www.baconsinfo.com

?? Gebbie Press – www.gebbieinc.com

?? Gale research – lists associations and their newsletters and publications

Formula for success: Going from invisible to visible!

Qualifying – the key to insuring that we are spending time with prospects most likely to buy, and, quantifying their interest in what we are selling.

“The System”

Level 1

Level 2

Level 3

Level 4

Ask the right questions

??

??

??

Verify the decision-maker!

Example:

“Joe, this is Sue Jones with Accounting Resources. I understand you are responsible for making hiring decisions. Is that correct?”

Do not ask.... “Are you the decision maker?”

10 Questions to Book More Business

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Asking For the Business

Key points to keep in mind:

? ? Assume the need

? ? State the purpose of the call

? ? After asking – listen! Silence is golden!

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Your two markets: they are very different!

Association

Corporate

Determine the decision-maker!

Corporate: go to three places

- 1.
- 2.
- 3.

After hours calls! A wonderful technique for us all!

**Postcard marketing – what would work for me?
- who should I send them to?**

Lois' Absolutes!

1.

2.

Fee schedule – what's working well now?

\$XXXXXX

\$XXXXXX

What's negotiable?

1-2-3- Follow Up

1.

2.

3.

