



How to create a stronger one-minute sales pitch

Referrals and personal introductions are powerful ways to win business and networking is an excellent way to make this happen. But if you're going to spend fee-earning time and hard-earned cash at networking events, give yourself the best chance of getting a good return. If you're giving a 'one minute' sales pitch, make sure it's a good one. Need help? Get L.O.S.T.!

Who's LISTENING?

When you network make sure your 'one minute' appeals to the person you want to attract at that particular event. The chances are it'll be someone who can refer you. What would encourage them to do that? And how would they recognise a potential client for you? On the other hand, if your networking colleagues themselves are your potential customers, what is it that will move them towards buying? Here's an example ... If your business is growing and you need to expand or refit your premises, then what you want from an office refit company is not simply a good deal on the furniture – or even good quality installations. The thing that will really make you buy is finding someone who can manage the headache of it all too! What's the underlying issue for *your* customers? Talk about it – and you'll attract new business.

Focus on ONE thing only

Keep your message to the point and get ONE thing across. That way it won't get lost in everything else you might be tempted to say. Imagine a large bunch of flowers – a mixed bunch made up of all the colours of the rainbow. What colour are they? Well ... a bit of this and a bit of that. Now imagine a stunning bouquet of crimson tulips. You'll remember those much more easily. It's the same with your 'one minute'. Focus on one thing. It's easier for everyone.

Be SPECIFIC

This is similar to keeping focused and it reminds you to be very specific in what you're asking for. It helps people respond to your request. Suppose you say you're looking for "anyone who might need your service". How easy is that for your networking colleagues to identify with? It's tough. But if you say you're looking for "marketing managers in the construction industry with at least 50 employees and based in and around London" it's MUCH easier for people to find contacts for you. Tell them exactly what you want and, you never know, you might get it!

TEMPT, tease and tantalise

Include something that hooks their imagination, makes them smile and/or gives them an incentive to respond. Something free ... or something funny ... or a time-limited offer ... or a very good reason to visit your website perhaps. There are all sorts of possibilities.

**So ... get L.O.S.T. – and notice the difference. If you need some help
creating your sales**

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