



The 7 Minute Mini - Meeting

It's a crazy busy world out there - for both you and your potential clients. How do you capture their attention? Propose an introductory 7 minute meeting in the form of a short phone call or skype conversation that will provide them with the opportunity to meet you and decide whether it's worth a longer conversation. Like your "Intriguing Introductions™" at the end of those seven minutes, you want that person to say, "Sounds interesting. Tell me more."

Here are steps to conduct an effective, efficient and compelling 7 minute mini - meeting.

It's all about them

Focus on their challenges. This is not the time to sell/promote your products or services. They want to know that YOU understand what's keeping them up at night and preventing them from achieving their goals and objectives.

Give examples of similar customers with similar challenges.

Share how clients have achieved results after working with you. Make sure you share some statistics of the "before and after." "Our most recent client, Company XYZ posted conversion rates from sales calls at just 37%. After working with them, the conversion rates increased the next week to 45% with a steady increase of 6% each week."

Pointed Questions

If you've done your homework, you'll know which areas to target. Use 2 or 3 open-ended specific questions that require some thinking before they answer. Don't wing it! Be prepared.

Validate the Answer BEFORE you ask the next question.

When you ask your question, pay attention. Take notes, use verbal affirmations such as "I see." "I understand" or "Absolutely" Then based on the answer, recap and move on.

Eg. Q1 "How important is new customer acquisition to your business objectives?"

"I understand." "So what you want to achieve is Correct?"

Q2 "What processes or initiatives are currently being deployed to achieve this?" "Great"

"Ok, you have abc working on

Q3 "With your current resources, how confident are you that you meet your or exceed your objectives?"

Recommend a Follow up!

It's up to you to suggest a follow-up conversation/meeting.

" This is most definitely a concern for you and your business. Let's set up a meeting to discuss this more thoroughly. I suggest that we include the Dir. of Marketing and Sales as this will encompass both departments."