

FOCUS PRESENTATIONS

Each meeting one or two members of our group will give an 8-10-minute presentation. *This time includes your question and answer period, so choose with care how you would like to spend your time.*

When you have the opportunity to speak in depth about your business, be sure you are making the best possible use of that time... don't talk about how you got into the business or what is going on in your personal life (you can talk about these things in your individual dance card meetings, if you'd like to). The focus in this presentation is on how your referral partners can help you get more quality business. Your job is to educate them so they can determine what is a good referral for you and then to know what to say so the potential customer is interested in talking with you.

Because this is an investment in your business success, please take it seriously and come prepared. Write down what you want to say, rehearse it, time yourself and (ideally) get feedback from someone else. If you have visuals, set them up ahead of time. If you have handouts, put them out at each place ahead of time. Don't use your valuable presentation time passing papers or setting up.

SECTION 1: 1-2 MINUTES

Talk about yourself

How long have you been doing this?
What's your background?
Do you have credentials?

SECTION 2: 1-2 MINUTES

Talk about your company

What products and services do you offer?
Where do you do business?
What makes the company stand out in their area of expertise?

SECTION 3: 5-8 MINUTES

Share 5 types of referrals you are seeking

List the 5 types of referrals
Give example stories of people you have helped in each category: What you did, how you did it and what were the results
List the 5 types of referrals again

Consider sharing what is NOT a good referral for you.

WRAP UP: 1-2 MINUTES

Briefly review why people would want to work with you and your company. Then close with your name, company name and tagline.

QUESTIONS AND ANSWERS

* For even better results, prepare a handout that people can take with them.
This helps everyone remember what you shared.