



Creating the “Perfect” Introduction

We’ve all heard the expression: “You only get one chance to make a first impression.” So how do you make sure it’s a good first impression? The first step is to take the focus off yourself and put it on the other person.

I’m sure you’ve been to networking events where “that guy” (or gal), is walking around passing out business cards in such a hurry that it appears as though they’ll win some prize for giving out the most business cards. The prize, they believe, is having all those people be so intrigued by their 20 second fly-by that the prospect will immediately go home and follow up with them, just begging to buy their product or service.

Does this work? Of course not.

As Bob Burg, the renowned author of *Endless Referrals, The Go-Giver and Go-Givers Sell More*, profoundly states: “People do business with people they know like and trust.” Your introduction, 60 second commercial and opportunity to make a lasting first impression must be designed to have your prospect get a “sense” of who you are, how you can help them and how they can find out more about working with you.

In order for you to effectively prepare your “Perfect Introduction,” there’s a little background work to do first.

1. Stating the “Benefits” of your products or services NOT just the “Features.” Perhaps you’ve heard of the popular station that all prospects tune into ... “WIIFM” What’s In It For Me?

When you’re introducing yourself for the first time, the other person doesn’t really need to know (just yet) that you sell used cars (and doesn’t that statement conjure up all sorts of not so favorable images and feelings). What they do need to know is that you “take the stress and headache out of the car buying process.” “Yes, please - tell me more!” is their excited response.

Similarly, if you’re in the financial services industry, letting the prospect know that you “sell life insurance” will immediately create a pre-conceived notion of what that means and more likely than not, they will tune out the rest of what you are saying. An introduction such as “Hi, I’m John and I provide peace of mind for you and your family in the face of the most devastating circumstances.” Wouldn’t you want to know more about John and his services?

2. Finding the “WIIFM” about your product or service. While it is imperative that you be well versed on all the features, specifications and details about your products and services, the use of that information will come after you have started the relationship with your prospect. Getting to the core benefits of your product or service and sharing that first with your prospects will open doors quickly and effectively to lead to building a long-lasting relationship with your client.

Next ... my favorite marketing exercise!

3. Write a testimonial letter to yourself. Pretend that you are your client and write out a detailed testimonial that touches upon how the use of your product or service impacted your life. Focus on the tangible and intangible benefits, such as:

“Thank you Nancy! I have been a client of yours for just 30 days and am already experiencing huge results in my business. I took your advice and clearly defined my target market and began spending my time networking in a full fish pond! Now, rather than wondering whether I’ll meet any potential clients at networking events, I’m wondering how I’ll fit them all into my schedule. Having you as an accountability partner keeps me focused and achieving my goals. I also love the weekly group coaching calls which give me new ideas and great support. I don’t feel like I’m all alone in this business anymore.

Since starting to work with you I can see improvements in all areas of my life. Because I’m not wasting time on the wrong target market, I now have more time to spend with my family and friends. And I’m finally relaxed and confident that the business will continue to flow – I’m working smarter instead of harder. Oh, yes – I forgot to tell you. From all the new business I got this last month, I now have enough money to take my dream trip to Europe this summer! Thanks again Nancy, I just love working with you and living my life to the fullest!”

4. Review testimonials you have received from existing clients.

NOTE: If you have not been getting written or video testimonials – now is the time to start asking for them. The next time a client calls to “thank you” for being so wonderful, simply ask “Would you do me a favor and send that to me in an email?” You’ll be surprised at how eagerly people will be willing to do this for you. After all, we all like to make others feel special – that’s why they called to say thanks in the first place!

As you review the testimonials you have received (including the one you wrote to yourself), keep a pad and pen nearby and write down the common phrases, benefits and statements. I promise, you will find a common thread throughout. There is something unique about the way you deliver your product or service that caused this client to work with you and it is absolutely you’re special gift that you want to be able to share with potential clients.

5. The next step of the process to gather all the information for you to prepare your “Perfect Introduction” is to let your prospect know why you are the best person for them to work with. Yes, this is the time we’ll spend focusing on teaching you how to toot your own horn and to do it with style and confidence, rather than ego and boasting.

While this may be, in part, due to the fact that you’ve had “x” years of experience in your industry and earned certain degrees, the focus of this conversation is more about “WHY” you chose your business.

Ask yourself the following questions and be sure to write down the answers:

- a. Why did I choose this business (product or service)?
- b. What do I love about my business?
- c. What personal talent and background do I bring that makes me “perfect” for this business?

In exploring and answering these questions, you will get to the “heart” of the matter of WHY you do what you do, and making “heart” connections with your customers is what success is all about.

6. The final phase of this background work is to develop a clear and concise directive to share with your prospect as to how they can learn more about you (your “call to action”). When you only have 60 seconds or a few minutes to create a lasting first impression, you want to be sure to give your prospect an easy way to follow up with you and an incentive to do so. For example:

“I’m John Smith and I provide peace of mind for you and your family in the face of the most devastating circumstances. No longer will you have to ask “what if” questions regarding you’re the future of your family should something happen to you. I have been helping families for over 15 years and understand the challenges you face, both before something actually happens and afterwards. Go to my website: www.JohnSmith.com – for my free article “Peace of Mind, Yours for the Asking.”

NOTE: For this to be effective, your website must have a “lead capture” feature that requires the visitor to give you their name and

email in exchange for the free article. (If you don't have one, get your current web master to do so.

This is a critical step to building your business and your customer base, do not leave this piece out!

If you don't yet have a website, your call to action could be "See me after the meeting and I'll send you the free article" or, "Raise your hand right now if you'd like to receive my free article."

What follows on the next pages are forms that you will now use to create your own "Perfect Introduction" using the information you developed in the previous exercises.

Creating The Perfect Intro

My name is

I am a(n)

Specializing in

What You Do

Why You're the Best

Your Call to Action

Samples:

I am Nancy Matthews and a word wizard specializing in magical marketing makeovers making you a client attraction magnet – attracting the RIGHT clients. The ones you love to serve and the ones who love to pay you! My passion and gift is in getting to the heart of your message so you can get into the heart of your customer – which is where they make their buying decisions. Start your Magical Marketing Makeover today with a free consultation. Simply go to NancyMatthews.com and let's get your magnet activated!