

## **The networking introduction**

### ***Accompanying audio***

What do you do when you have to introduce yourself and your company quickly and unexpectedly? Or when you are addressing a larger audience? Or when you are still getting to know a prospect and it is not yet the right time to try and sell them a specific product or service?

That's where the networking introduction comes in. It's a way to qualify your audience and raise their general interest in what you do. The aim is to get them wanting to talk to you and find out more. This may be as a result of a general quick talk you have made, or because your introduction during a conversation or on a phone call interested them enough to want to find out more.

The structure of this introduction is as follows:

1. Address your target audience
2. State their typical pains
3. State how you solve them
4. Say what makes you different
5. Have a call to action

For this script I have chosen the following details:

- Type of company: Local printshop
- Target market: Local restaurants
- Pain: Managing effective promotions, for instance through wide format graphics, commercial leaflet printing and direct mail, and multi-channel marketing solutions
- Difference: Working with 53 other restaurants in the area
- Call to action: Speak after the networking event

You will need to adapt this script to work for your company and situation:

*Hello, I am MYNAME from COMPANY. We specialise in working with independent local restaurants. In fact, we also work with {name of local restaurant client} and {name of local restaurant client}.*

*Many of our clients were struggling to get the word out about their latest promotions. This is a particular problem because they often cannot finalise the details until really near the time of the promotion.*

*We help you get more customers through the door with a variety of marketing devices. In fact, three of our customers' recent promotions we helped with were completely sold out.*

*Why choose us to help you? What makes us different is the fact that we know your market extremely well. We work in 53 restaurants in the local area.*

*If you are a restaurant business I'd love to have a quick chat with you during this networking session and see if there are ways in which we can help you. I also have a list of three practical strategies that help restaurants win more events customers that I'd be happy to share with you when we speak.*

**Notes:**

Firstly, make sure that you address your audience very specifically. Say exactly what type of company you work with. If appropriate, namecheck some of your clients in the sector.

When it comes to talking about pain, make sure you do not suggest that your prospect is suffering from the issues you talk about. Instead, make it less direct by saying that this is what your other clients suffer from. The prospect will soon say if they are encountering similar issues! Note also that I use the language of pain by saying struggling.

Keep the solution section short. You can tell the prospect more about your products and services once they show an interest.

Remember that many people do not really understand the idea of 'difference'. It is really important to state that you have a difference and what it is.

Finally, make sure you have decided what the call to action should be. Generally, you will be asking for a follow up conversation, either in person or on a call. However, you may also have a free resource, such as a case study or some print samples, that people can receive in return for their contact details. Then you can use this to follow up with specific service or product scripts.

**What channels to use:**

This works best at live networking events and exhibitions. But it can also be a very effective introductory phone call. I cover both in the accompanying audio.

**After you send this message:**

Make sure you make a follow up note in your sales diary. You can use the follow up script here.

## **Done For You Sales Scripts:**

**What to say on the phone and what to write in e-mails, letters and on social media**

"I've no idea how to handle a conversation like this!"

"I'd love to send a sales letter to prospects but I just don't know what to say"

There's a simple secret to successful sales call and letters

Many people think that creating the right wording is horribly complicated. But it doesn't have to be this way. The best sales calls and letters are based on simple formulas that can be adapted time and time again to different situations.

If you found this script useful you will find plenty more in "Done For You Sales Scripts". It covers exactly what to say to prospects and customers in a whole range of situations. It includes phone calls, e-mails, sales letters and social media.

The premium version also contains MP3s where I talk through how I approach these scripts in conversations as well as a book of bonus sales strategies

It is available from

<https://profitableprintrelationships.com/online-training-resources/done-for-you-sales-scripts/>

The book has a 30-day money back guarantee

**There's a special 20% reduction in price for Where The Trade Buys Rockstars. This applies to all premium and platinum versions purchased before Friday 12th June. Simply enter the code WTT20 at checkout.**