What Do You Do?

Sales Booster

30 Minute Sales Meetings

Theme

"What do you do?" A seemingly simple question, isn't it? The answer or "sound bite" may be the difference in whether your sellers get a chance to "tell me more" or cause people to snore! An effective sound bite (often called an elevator speech) engages and communicates how you serve and the value you provide. It's not about your product or service. As every contact is a potential new customer or referral possibility, a great sound bite answer to "What do you do?" can come in handy to grow your business. Let's engage others to watch our sales soar and not bore!

Approximate Preparation Time

- 20 Minutes

Materials

- Prepare 1 flip chart as per outline
- Flip chart and markers
- 1-2 Prizes for guessing the origin of Elevator Pitch
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- Expect robust discussion about Tip 3: Start with something other than We, I or the company name. There certainly are times where it is appropriate to begin with I, we, or the company. This tip is not firm, it is suggested. Because it is more difficult to write a sound bite this way, stick with this tip for this sales booster.

- At the end of 30 minutes, the Sound Bites most likely will not be as polished and complete as the sellers would like. Encourage sellers to work on the edits on their own. Consider at least one follow-up session (see Reinforcement Tips) to complete and practice their final Sound Bites.

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
30minutesalesmeetings.com • 561-482-8941

What Do You Do?

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
3M	**Opening** Welcome to today's sales booster – "What Do You Do?" First, a little bit of trivia. A show of hands if you have heard the term: Elevator Pitch or Elevator Speech. (pause) Any wild guesses on the origin of this term? (Encourage sellers to be creative in their responses. It's not expected for them to know the origin. Have some fun and distribute a prize to those who were willing to give a wild guess.) *Possible responses:* • *I don't know* • *Elevators were slow and people found excuses to talk to each other* Internet research finds one common answer: The origin of "elevator pitch" is from Hollywood. It is rumored, the only chance script-writers had to catch the attention of Hollywood producers was to pitch their idea in the elevator. They hung out in the lobby near the elevator banks and watched for producers to arrive. They jumped on the elevator with a producer to pitch their script in the time it took for the elevator to go from the ground floor to the penthouse, or about 30-40 seconds. Thus, the term "elevator pitch". The more common explanation is that in large buildings, it is common to run into important people in elevators. The Elevator Pitch becomes our short time to deliver a clear, concise bit of communication during the elevator ride. For our use, the "pitch" needs to answer the question, "What do you do?" and be so great that the person you are talking to responds with:	Large Group	

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

Time	Session outline	Dynamics	Visual
	• "Wow, tell me more." • "That's interesting, how do you do that?" • "I'd be interested in knowing more." • "I know just the person who could use that."	Large Group	
2 M	**Pitch To Sound Bite** Since we really don't "pitch" or throw something at anyone, let's make a slight change to the term from this point forward and call our response to "What do you do?" a Sound Bite. Sound bites are short phrases or sentences that capture the essence of what a speaker is saying. In what situations would it be helpful for you to have a great Sound Bite? *Possible responses:* • *Networking functions* • *Business functions where you introduce yourself and get to say what you do* • *Leaving voice mail messages* • *Cocktail parties* • *Social situations*	Large Group	
1 M	**5 Tips to Great Sound Bites** Let's look at your Success Achievement Plan worksheet to review 5 Tips to Great Sound Bites. The tips will be reviewed in 2 parts. Tips 1 - 3 in Part 1 and Tips 4 and 5 in Part 2.	Large Group	Success Achievement Plan Worksheet Page 1 Flip Chart The 5 Tips

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
1 M	**Tip 1. Keep It Short and Concise** Tip 1 is Keep it Short and Concise. It's important to engage the audience immediately. This might be one person or a group of people. • Concise is the optimal word here. You can say about 100 words within 30 seconds. • The focus of your message should be a singular, high-level concept. Details can always be filled in later if you get to continue with your discussion with this person. • Details at this point may end your opportunity by having people tuning you out and feeling like you are "selling them". • Your sound bite should be so intriguing it inspires a level of interest for more conversation.	Large Group 	Success Achievement Plan Worksheet Page 1
2 M	**Tip 2. Focus on a WiifT** The Sound bite should focus on the WiifT is Tip 2. What is a WiifT? *Possible responses:* • *What's in it for them* • *The benefits they receive* A WiifT is What's in it for Them. It's the opposite of What's in it for me – which is the common focus when someone answers "What do you do?" They make it all about themselves. WiifT's give the other person a reason to listen more. They concentrate on: • The benefits the contact derives from your products or services. • The uniqueness of your products or services to do something for them. • A point that makes you unique from your competitors or unique within your business category.	Large Group 	Success Achievement Plan Worksheet Page 1

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
	Bottom-line, the WiifT answers the listener's unspoken questions: • So what? • Why should I care? • Why should or want I do business with you? or • Why would I want to refer you?	Large Group	
2 M	**Tip 3: Start with Something Other than We, I or the Company Name.** For Tip 3 it is suggested **not** to start the sound bite with We, I or the company name. Instead of starting with I do, or my company does - here are a few examples of what you might say: • 95% of people use Google® to search. Our SEO plans gear our client's messages to get at the top of page 1 in that Google search. Imagine what that does for leads! • Sales Managers who want to hire right the first time, find our hiring tool gets them the best candidate to bring in new business development right out of the gate with the least cost in time and money to the organization. • It is said that 80% of all training fails, which is why many companies are reluctant to train. Our customers say we are a training solution that is in the 20% where there is an immediate sales and productivity increase of 5-35% with continued increases for months and years to come. Who wouldn't want that! How are these different from: • I sell search engine optimization, or • I sell a recruiting tool, or • I sell training seminars *Possible responses:* • *These have more information* • *Are more about what it does, than the product itself* • *They are more interesting*	Large Group	Success Achievement Plan Worksheet Page 1

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
	Yes. That's the goal of the Sound Bite. Many of you may be thinking, "There are times I need to say my name or company name first." And yes, you can add this after the WiifT. For example, if you are at a business function and you need to stand and introduce yourself… you may say, • 95% of people use Google® to search. Our SEO plans gear our clients messages to get at the top of page 1. Hello, I'm John Smith with Exceptional Marketing. Everyone else is saying, "Hello. I'm John Smith with Exceptional Marketing." This simple reversal helps set you apart.' Let me make an additional point here. Often we are asked, "Tell me about you." Of course omitting your name or company name isn't exactly appropriate for a response to that question. That's an entirely different question to have a prepared Sound Bite. We can work on that at another time. Today, we are going to write our Sound Bite to answer the question, "What do you do?" Reminder: it is *suggested* not to begin with we, I, my company. We're going to use that suggestion today.	Large Group 	Success Achievement Plan Worksheet Page 1
	Writing Our Sound Bite Use the Success Achievement Plan worksheet to write the first draft of your Sound Bite using Tips 1, 2 and 3. (Allow 5 minutes) Before we share our Sound Bites, let's look at Tips 4 and 5 to make our Sound Bites even better.	Individual 	Success Achievement Plan Worksheet Page 2

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
2 M	**Tip 4: Convey Enthusiasm and Passion** Tip 4 is all about enthusiasm and passion. Enthusiasm is contagious. • Are you excited to get up each morning and connect with people? Are you passionate about what you do and how it helps companies or individuals? • Being exciting helps you to be memorable. Passion - the dictionary describes passion as: • A strong and barely controllable emotion • A state or outburst of such emotion • An intense desire or enthusiasm for something How can someone detect your enthusiasm and passion? *Possible answers:* • *Tone of voice* • *Inflection* • *From voice to body language to twinkle in your eyes*	Large Group	
1 M	**Tip 5: Practice, Practice, Practice.** Tip 5 is all about the Practice. Being prepared makes a difference. Many of us have experienced the time when we tried to "wing it" for an answer and it didn't go well. To actually hear how the sound bite sounds and get feedback is part of our practice. Besides practicing right now, what are some other ways to practice? *Possible responses:* • *Call your own voice mail and record your message* • *Try it on people at home or acquaintances who don't really know what you do and get feedback*	Large Group	Success Achievement Plan Worksheet Page 1

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

What Do You Do?

30 Minute Sales Meetings

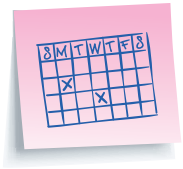
Time	Session Outline	Dynamics	Visual
9 M	**Practice In Pairs** Working in pairs, we will practice for 9 minutes. **The first 3 Minutes** the first person in your pair will say their Sound Bite. Then together you'll discuss whether it met: • The litmus test of the other person saying: Oh really, tell me more, and • Did it meet Tips 1 – 4 criteria. **The second 3 Minutes** you'll repeat the same steps for your partner. During the **third 3 Minutes** we'll use the time to edit or re-work your Sound Bite based on the feedback you received. I'll call time at the end of each 3 minutes, let's begin. (Allow 3 minutes for each step in the practice for pairs)	Pairs	Success Achievement Plan Worksheet Page 2
1 M	**Closing Point** You are more than half way there with your Sound Bite. Your Sound Bite may still need some editing or re-working. Take the time to review what you've written and work on perfecting it. Call your voice mail and record it, play it back, listen to how it sounds and make any necessary changes.	Large Group	
1 M	**Success Achievement Plan Worksheet** Sellers complete the last two items on the Success Achievement Plan worksheet Page 2.	Individual	Success Achievement Plan Worksheet Page 2

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
www.30minutesalesmeetings.com • 561-482-8941

Reinforcement Tips

30 Minute Sales Meetings

What Do You Do?



Reinforcing the Message

- First opportunity: 1 week later
- Repeatability: Two times a year.

Facilitation Ideas

1. Use a new sales booster meeting to practice the revised versions of their Sound Bite answer to "What do you do?" Allow time for feedback and rewriting. If needed, set a second or third sales booster meeting, to practice.
2. Request sellers to phone each other and give their response to "What do you do?" and receive feedback on how it sounded, was there enthusiasm and passion, etc.
3. Assign sellers to ask other professionals "What do you do?" over the next 2 weeks. Ask sellers to notice the answers and be prepared to share their observations at the next meeting.

   Additional questions to lead a discussion are:
   - What resonated with you from others' answers to "What do you do?"
   - What did you observe about the quality of the sound bite answers?
   - What adjustments would you want make to your sound bite?

Next Sales Booster

- *The Feature to Benefit Link* or *Success Integrators* found at www.30minutesalesmeetings.com

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Success Achievement Plan

30 Minute Sales Meetings

What Do You Do?

5 Tips to Great Sound Bites

Tip 1. Keep It Short and Concise

Short: 30 seconds or about 100 words to make your point.
Simple: Focus on a singular, high-level concept. The detail can be filled in later.
Sound-bite: Make it so intriguing that people will want to spend more time talking to you.

Tip 2. Focus on a WiifT

A WiifT answers:

- What benefits does my audience derive from my products or services?
- What makes it unique?
- Does it answer the listener's unspoken question is "Why should I do business with you?"
- Does it get the listener to say, “Oh really? Tell me more. That’s different.”

Tip 3. Start with Something Other Than We, I or the Company Name.

Response 1: I own a Laundromat downtown.
Response 2: Our customers are green-minded urban professionals who come to our eco-friendly Laundromat that is the only one in Boston.

Tip 4. Convey Enthusiasm and Passion

- Enthusiasm is contagious.
- Are you excited to get up each morning and connect with people? Are you passionate about what you do and how it helps companies or individuals?
- Being exciting helps you be memorable.

Tip 5. Practice, Practice, Practice

1. Write it down.
2. Recite and rehearse it.
3. Memorize it.

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Success Achievement Plan

30 Minute Sales Meetings

What Do You Do?

My Sound Bite

- What benefits does my audience derive from my products or services?
- What makes it unique?
- Does it answer the listener's unspoken question, "Why should I do business with you?"
- Does it get the listener to say, “Oh really? Tell me more. That’s different.”
- It is **suggested not** to start with We, I or the Company name.

_____

_____

_____

_____

_____

_____

The Specific Action I will take to increase my success this week:

_____

_____

_____

The resources I may need to implement the Specific Action: (people, time, dollars)

_____

_____

_____

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.