



Utilizing Marketing Seminars to Build Your Business

Introduction

MSPs are increasingly using a wide variety of marketing tactics to engage prospects and attempt to speed up what can be a long and challenging sales cycle. One of the tactics that MSPs have used most successfully is to hold marketing seminars. Seminars are a great way to engage your prospects in a format that help you sell while also positioning you as a valuable educational resource.

Holding live marketing seminar events can be daunting for first-timers and there are lots of pitfalls to avoid, so MSP Coach has put together this guide to help you plan for and hold successful marketing seminars.

This guide consolidates the experiences of Coach Cooch and Coach Clifford along with their research on seminar marketing best practices and how other MSPs are using this tactic successfully (including some input from MSP Coach members!¹).

Good luck!

What are marketing seminars?

Marketing seminars are live events at which you meet with prospects to:

- **Educate** - Share useful information about something related to one or more of your services/products
- **Sell** - Pitch your services/products

A fatal mistake is to do one or the other; **it's critical that your seminars do both!** In our industry, the tendency is to make the event 100% focused on educating, without allowing for enough time and energy to give a good sales pitch. Every event you hold should have a compelling offer that is sold with enthusiasm while you have the audience gathered and receptive to what you have to say.

¹ Special thanks to MSP Coach members Ilene Rosoff of The Launch Pad and Bill Stucklen of Marathon Consulting

Marketing seminars take two primary forms: in-person seminars and online webinars.

In-person seminars

- These in-person events include a presentation, question and answer period and (sometimes) discussions
- Marketing seminars usually have small audience groups (10-50 people), but you could hold larger events that feel more like a conference
- *Pros:* Good for establishing relationships and engaging attendees
- *Cons:* Requires a significant time commitment from attendees; facility and refreshment cost can be high

Online webinars and teleseminars

- Online webinars are events held online via a webinar tool (i.e., GoToMeeting or webex) where you meet virtually with attendees. Audiences can be of any size.
- Attendees can view documents on your screen (i.e., PowerPoint presentations) and, via conference call connection, can hear you deliver your presentation.
- *Pros:* Cheap, easy to hold, cheap to market (typically market via email), people anywhere can attend, very scalable
- *Cons:* Not as good for engaging personally with prospects or for developing relationships

Both of these forms of marketing seminars are useful for engaging a select set of prospects so that you can pitch your services in a more personal and direct manner than through general marketing, and both should be utilized to increase the effectiveness of your marketing efforts.

Why use both?

To make sure you capture as large of a total audience as possible. Many people that will not take the time to leave their office and travel across town to attend one of your live events, will gladly log in to a webinar or teleseminar while sitting at their desk.

In addition, due to the cost and logistics around holding live events, you will only be able to offer a limited number, which decreases the odds that your prospect will be able to fit them into their calendar. By offering several webinars and teleseminars in between your live events, you increase the odds that your prospect will be able to attend something you are doing.

STEP 1: Formulate your plan

To hold a successful marketing seminar, you must carefully plan and prepare for the event. First, you need to get clear on why you're holding the event.

Determine the focus of the seminar

- Who is the target audience?

Ideally, target a niche audience. If your description of your audience starts with "anyone who..." you probably have too general of an audience! You can select your audience based on the product (i.e., people at companies that need backup systems) and/or based on a vertical market (i.e., attorneys who need backup systems)

- What topic will you inform the audience about?

Pick a topic that is timely, that is relevant to the audience and that is relevant to your service/product offerings. Think about it – your target audience of attorneys will never come to a general seminar on "How to make sure your office's technology supports your business," but they'll likely come to an event on "How to back up your law office's sensitive information in case of disaster."

- What product/service will you pitch?

Ultimately, you're holding this event to market your products/services so you should design the event not just to inform the audience but to SELL. Pitch the product(s)/service(s) that best relate to the seminar topic. You can also pitch your suite of managed services but this should be in addition to the focused product pitch.

Determine your goals for the seminar

You know us, we love to measure performance! How can you know if your event was a success if you don't know what you were aiming for?

Set goals for:

- The number of people/companies you want to attend
- The number of sales you want to make to the seminar attendees
Depending on the services or products sold, we have seen conversion range all the way from 0% to 60%. Our experience is that in a room of 20, you'll get 1 or 2 really good opportunities for a managed services contract
- The amount of revenue you want to generate as a result of the seminar

There is a formula for trying to maximize the amount of revenue you generate from an event:

Total seminar revenue = Product Sales + Service Sales + Registration Fees

Product Sales: Based on the number of sales you anticipate and the price of the products that you plan to pitch, estimate the total revenue you're aiming to capture. You may have decided that you are going to strategically use the event as a "loss-leader" and don't expect to convert many attendees to sales immediately but you anticipate that the event will lead to future sales. That's fine, just be clear about this assumption.

Service Sales: Based on the number of service sales (general managed services or other) that you anticipate and the average fees per customer, estimate the total revenue you think you'll capture from the attendees.

Registration Fees: You need to decide whether or not you are going to charge a registration fee for the event. You could choose to make it free to encourage attendance. Or, you could charge a fee to create high perceived value and to cover some of the seminar costs. **We recommend charging at least a nominal fee for in-person events**, as this weeds out people who are not really interested and it creates perceived value. If you are going to charge over \$35 or so, then you really need to make sure that you give good, meaty content – not just a sales pitch.

By consciously considering the possibilities to create revenue from all three of these sources, you stand a much better chance of having a positive ROI on your events.

Determine when you would like to hold this event

Now, you need to determine when and where to hold the event. **Make sure to pick a date that is far enough in advance to give you sufficient time to plan, organize and promote the event.** One of the biggest mistakes MSPs make with these events is not giving themselves enough time to properly market and promote the event.

In general, for in-person events, you should start planning at least six to eight weeks in advance. If the event requires attendees to travel, start planning at least 10-12 weeks in advance. As webinars require less logistics and less planning for participants, you can allocate less time, but start planning for webinars no less than four weeks in advance.

Picking the ideal date and time

- *Days of the week*: Avoid holding an event on Mondays and Fridays – these are busy days for people.
- *Time*:

For in-person seminars:

- In general, keep seminars to a maximum of 2-3 hours
 - Breakfast meetings are often effective – people don't have to give up time in the middle of their day
 - Lunch meetings are also effective – people have to eat!
 - Early evening events can also work – catch people on their way home

For webinars:

- In general, keep webinars to a maximum of 1 hour
- Anyone can join a webinar, so be careful to pick a time that works in all major time zones

Arrange the logistics

For in-person seminars: Determine where to hold the event and reserve it

You have a wide range of options for locations for your event –see the summary below.

Location	Pros	Cons
Your office	<ul style="list-style-type: none">• Gets people in your door and personalizes your firm• No cost for reserving location	<ul style="list-style-type: none">• Shows people what's under the hood – if you're trying to make the impression that you are a larger firm than you are, don't bring them your office• Don't hold it at your office if you're not in a decent space
The office of your co-sponsor (if you have one)	<ul style="list-style-type: none">• No cost for reserving location	<ul style="list-style-type: none">• Engages people at someone else's location
Meeting space (i.e., hotel)	<ul style="list-style-type: none">• Classy space• They handle catering	<ul style="list-style-type: none">• High cost• Can feel generic and sterile
Restaurant	<ul style="list-style-type: none">• Social feel with food	<ul style="list-style-type: none">• Can be noisy and not feel professional if you don't pick the place carefully and have a private room• Can be expensive

Be aware that many facilities will want to charge you for some things up front. These charges are negotiable – push hard to pay after the event occurs.

***Tip:** Find creative ways to offset the costs of the facilities such as get a vendor to co-sponsor the event and cover these costs or host it in their building. Also, bring your own projector and screen if you can. Many facilities charge a ridiculous amount for these.*

For webinars: set up the webinar logistics

Sign up with a webinar service and schedule your webinar, getting the dial-in information and URL finalized. If possible, arrange with the service to have the event recorded so that you can review it later.

Manage the planning process

As with any project, you need to carefully manage the planning for a marketing seminar. Determine how you'll track the tasks and get it in place (i.e., set up a ticket in ConnectWise or use another project planning application).

Step 2: Determine your marketing approach

The biggest challenge of holding marketing seminars and webinars is **GETTING PEOPLE TO ATTEND**. You must have a well-planned marketing campaign to get people to join you.

We can't emphasize this enough. You may have a really interesting event planned, but if you don't market it to people you'll be talking to an empty room. Getting people to attend an event is rarely something you do by reaching out to them once; you need to have a plan of attack that incorporates multiple touches and formats.

So, how do you make sure your prospects attend?

First, understand how to market to your target audience.

Research your target audience

- What are the topics they are interested in?
- Where do they go to look for information?
- What type of marketing media do they respond to?
- How does the competition market to this audience?

Based on this understanding, determine which marketing approaches to utilize and develop your marketing campaign

IMPORTANT: You must more than one approach and reach out to prospects multiple times. Design a marketing campaign with several touches in multiple formats. **Most prospects need to hear from you 7 to 9 times before responding.** If you give up too soon, you won't hook them.

Sample campaign

- (1) Email
- (2) Direct mail
- (3) Phone call
- (4) Direct mail #2
- (5) Email #2
- (6) Email to all registrants reminding them 3 days prior, 1 day prior, and day of

Potential marketing approaches

Approach	Pros	Cons
Email	<ul style="list-style-type: none">• Quick• Inexpensive• Scalable	<ul style="list-style-type: none">• Can be filtered by recipient email systems• Email can be ignored by recipients
Direct Mail (i.e., postcards, sales letters)	<ul style="list-style-type: none">• Can easily be used to target geographically	<ul style="list-style-type: none">• Can be expensive, depending on the type of mailing
Post the Event on your Web Site	<ul style="list-style-type: none">• Quick• Inexpensive	<ul style="list-style-type: none">• Not proactive – dependent on people visiting your site

Approach	Pros	Cons
Online Marketing Utilize Pay-Per-Click marketing to drive people to a landing page about the event or the portion of your web site that advertises the event	<ul style="list-style-type: none"> • Targets the people who are already searching for what you're offering 	<ul style="list-style-type: none"> • Can be expensive • Dependent on search volume for the topic
Co-sponsorships/Joint venture relationships Arrange to have a company or organization pay for some or all of the expenses of the event and/or host the event at their location in exchange for recognition. The co-sponsor often has a prospect or customer list that they'll provide for marketing your event	<ul style="list-style-type: none"> • Lower costs • Possibly increased credibility depending on the co-sponsor 	<ul style="list-style-type: none"> • You have to share the limelight and the registration fees (For in-person events with registration fees, joint venture partners generally get at least 50% of registration fees that come from their list)
Affiliates Arrange to have another company/association/organization market your event to their list and gets a percentage of the revenue their list produces	<ul style="list-style-type: none"> • Low cost 	<ul style="list-style-type: none"> • Less control over how the event is marketed • You have to share registration fees (For in-person events with registration fees, affiliates typically get less than 50% of fees)
Local Promotion For local events, promote it like crazy with all of the local associations, biz journals, newspapers, etc.	<ul style="list-style-type: none"> • Reaches local audience 	<ul style="list-style-type: none"> • Takes time to market the event to local publications and issue press releases with no guarantee of publicity

Tip: Keep in mind that the first action you get these prospects to take will likely be just a baby step. In your marketing materials, direct them to your web site with information about the event. Get them to take this step. Capture their contact information and continue to market the event and your company to them.

Next, develop the marketing pitch for the seminar that you'll use in all your marketing materials

Pick a catchy and powerful title for the seminar. Your seminar title is arguably the most important factor in driving registrations. A good title tells exactly what you'll be teaching and what the benefits will be. The best titles help the audience self-identify - "To the dentist that needs more leads..."

Determine the benefits of attending. To get people to attend your event, you must sell them on the *benefits* they will receive by attending, not just explaining what will be taught. To identify these benefits, do the following:

- Create an exhaustive list of everything they will learn; look for common topics or big picture themes
- Identify the biggest takeaways
- Answer the "so what?" question to capture the specific benefits

- Determine the benefit that will be had by the employer, not just the employee. The attendees are often employees that need budget approval from business owner

Consider using discounts. If you are charging a registration fee, consider using one or more of the following types of discounts to increase registrations:

- Early bird discounts
- Group discounts
- Discounts for a package of multiple seminars or products
- Discounts for past customers or current customers of other products
- Discounts for members/customers of joint venture or co-sponsor

Consider other ways to build more value:

- Provide a **STRONG** guarantee. A guarantee is one of the most effective ways to reduce the perceived risk of spending time and money to come to your event. Statistics prove over and over again that a strong guarantee results in a higher ROI for the event, even after the cost of people taking you up on your guarantee is factored in.
 - i) Better-than-money-back guarantee
 - ii) Lifetime satisfaction guarantee
 - iii) The longer the period of the guarantee, the less likely it is to be invoked
- Offer free e-mail or phone support for X days after your event
- Offer free follow-up coaching
- Offer free information products
- Offer free audiotapes or videos of seminar
- Offer free critiques on their current situation (i.e., current technical state)
- Offer free "hot seats" - one on one work with them at event
- Offer free private meeting with speaker
- Offer free networking event
- Offer free products or services from another company
- Offer free attendance for spouse (if this is an event that requires travel)

Step 3: Develop marketing materials

Once you have your pitch and offer solidified, you need to develop the marketing materials that will bring them to life

Write the copy for your emails, postcards and other direct mail pieces

The three most important variables impacting responsiveness are:

- i) Your copy
- ii) Your list
- iii) Your offer

We know, you're not marketing whizzes, you're MSP professionals. BUT, you need to pay attention to the copy that you write for your marketing materials. It's important!

Things to include in the copy of your marketing materials:

1. Clear and powerful headline. The headline needs to grab their attention and make them interested in learning more. Use the headline to grab their attention, then use the body copy to answer your prospects logical flow of questions:

- (1) "Is this seminar for me?"
- (2) "What do you mean by that?"
- (3) "Can this person really help me?"
- (4) Put yourself in the prospect's shoe and listen to your internal dialogue. Then respond.

The headline should use the following structure:

- (5) Pre-head - use to identify the prospect by name
- (6) Headline - Usually printed in different color, larger size, etc.
- (7) Post-head - use to expand on the headline's main point

2. Clear statements about WHO should attend

People want to know if this event is designed for *them*, they don't want to go to an event that is geared toward another industry or another type of employee. Be super clear about who will get the most value out of attending the event. Create a "Who should attend" section in your sales letter

3. Clear statements about WHAT attendees will learn and what BENEFITS they will receive

After the headline, statements about the benefits of attending probably sell the event better than anything. This information sets attendees expectations properly and gets them excited about attending.

Don't make this section too brief. Give yourself room to tell the full story! This section should comprise about 25-30% of your marketing material space. Think about using a bulleted list - people don't read marketing materials, they scan them.

Make this section compelling. Identify what they will learn and what specific benefits they will get out of attending. Add more color and description and tease them a bit by adding things like "The secret 3 step process used to..."

4. A clear call to action

You need to tell your prospects exactly what you want them to do! Tell them more than once, in more than one place. Tell them to register and how to do it. Give them multiple ways to register: Email, Web site form, Fax, Phone, Mail and make the registration process easy.

Always include your phone, email address, web address, and mailing address on every marketing piece in case they want to follow-up or have questions.

5. Testimonials from current clients

People like to know that others have found your services useful and that your customers would vouch for you. Include powerful testimonials from clients (ideally, about the products/services you're pitching in the seminar). To give the testimonials added credibility, make them long and detailed and include pictures of the person giving the testimonial and their actual name, company and title.

Capture more testimonials at your event! Give them an evaluation form to fill out that makes it easy – include questions like: "Tell me the three most important things you learned today."

Here are some things we've learned (and researched!) about how to do copy writing

Writing copy can be intimidating and challenging. The BEST way to write your seminar copy – particularly if you are a beginner – is to find an example of somebody's else's copy and use that as a template. We highly recommend that you start what is referred to in the direct mail industry as a "swipe file"; a collection of direct mail pieces and advertisements that you can refer to when you are creating your copy. This will dramatically reduce the challenges of creating your own materials and will give you a better chance at success.

Once you have a template that you would like to emulate, go through the process outlined below to make sure that the copy you write is specifically tailored to your event:

- Method for creating copy
 - Before you start writing a specific piece, determine the specific action you want them to take
 - Then write a list of content that will be covered in the event. For each item in the list, fill out three columns:
 - Lessons
 - Benefits
 - So what? Why should prospects be interested?
 - Write out the content of this table
 - Write the registration form
 - Write the close of your sales letter
 - Write the guarantee
 - Then write the headline and intro
 - Stand back and look at what you've written and edit to pull it all together
- Write in the second person
- Throw out the typical grammar rules
 - Write short paragraphs
 - Write short sentences
 - Bold, underline, use exclamation points

- Use an active voice
- Use words with punch
- When you're ready to write, sit down and quickly write up the words without any editing - just go fast! You can always edit
- Write your copy with personality and don't use stiff "corporate speak". Include your picture and bio
 - Start a "swipe file" of good copy. Think of all the marketing emails and direct mail pieces you receive. If something is especially effective, file it away for reference

Design your marketing materials

The visual design of your marketing materials is important but should take a secondary role to your copy. Never let design be a distraction from your message but invest enough in professional design to make your materials look polished.

When selecting a designer, make sure they're on the same page with you. Avoid designers that are going to agonize over the aesthetics and push for a more elaborate design that you need.

Keep in mind that the way a printed piece is designed has a big impact on cost.

- The more colors used, the higher the cost
- Photos increase cost
- Paper quality increases cost
- Larger size increases cost

We're not saying that you shouldn't use these things, just be aware of the impact on budget and results

In general, use a serif font for printed materials and use a sans serif font for email marketing. Use a sans serif font for headlines and sub-headlines both online and offline.

Develop the registration form (online or hard copy)

The registration form is an extension of your selling process, not just a place to collect contact information and billing information. When developing your registration form, keep in mind the following:

- Restate the benefits of attending just before asking for registration/payment
- Describe the bonuses and guarantee again
- Consider also including a brief survey to capture specifically what they hope to learn
- Consider offering a vehicle for those who can't attend but would like info about future events (i.e., "if you can't attend this event but would like to learn more,....")

Step 4: Implement marketing plan

Now, it's time to put your marketing plan into action.

Identify leads to reach

Market to your current prospect and customer lists. The best marketing list is one that you've grown over time and that is full of people who have had some sort of contact with you.

If you need additional leads, you can purchase direct mail or email marketing lists. Response lists are generally more productive than compiled lists. Compiled lists are lists of people that fit certain demographic characteristics, such as age, income, location, etc. Response lists are lists of people that have already responded to a certain type of offer. For example, if you were selling camping equipment, you could rent a list of people that subscribe to outdoor magazines, increasing your chance that you are hitting the right audience. You could even rent a list of people that have purchased camping equipment online. As you can see response lists can give you much greater insight into the likely buying habits of the people on the list. Rent multiple lists and test portions of each to find the best one quickly

- If you know you are going to have multiple mailings, make sure to place an order for multiple usage in advance as you will get a discount
- You need 20-30 responses per list to have a good test of its value. Rented lists will often not generate more than 1 or 2 responses per 1000 names
- Most lists should cost between \$100-\$150 per thousand names

Rather than renting or buying lists, you could partner with a co-sponsor of the event or an affiliate who will let you market to their lists of customers or prospects.

Market to leads

Put that marketing plan into action! Send out emails, send out direct mail, make phone calls, etc per marketing campaign plan to your leads. Be persistent and fully implement your multi-step campaigns. **DON'T GIVE UP EARLY IF YOU AREN'T GETTING IMPRESSIVE RESULTS RIGHT AWAY.** As we said earlier, it can take 7 to 9 contacts for a prospect to respond; if you give up too early, you will fail to realize the potential of your campaign.

Implement non-lead based promotion

Send out press releases and market the event in local publications that are relevant to the audience.

Step 5: Keep in touch with registrants

Keep on selling to registrants – they haven't attended yet!

Just because they signed up doesn't mean they'll attend. Stay in touch with registrants all the way until the event to keep their enthusiasm high and make sure they don't back out or forget.

Send several emails and/or make phone calls to registrants to:

- Confirm their registration
- Provide event details
- Provide logistics details - where to park, etc.
- Survey what specific things they'd like addressed in the event

A trick we learned from one MSP: About a week in advance, send them the menu from the restaurant that you're having cater the event. Let them pick the food they want to eat - this can dramatically increase attendance!

Be aware that the longer in advance you get registrations, the more likely it is that you will have participants with scheduling conflicts by the time the event arrives. Make sure you keep this event in their mind and on their calendar by staying in touch.

Step 6: Prepare for the event

First, figure out the flow of the event

How long will you allocate to the presentation versus the pitch versus Q&A? Will you provide breaks? If so, how long? Once you know the flow, you can develop a presentation with the appropriate length.

Develop a professional looking presentation

Your presentation doesn't have to be fancy, just professional-looking. Put some time into developing it and make sure it's polished. Have someone else (or two people!) review the presentation to make suggestions and look for errors. Make sure you don't have any misspellings or inaccuracies!

Best practices

- Start with a story or joke to get their attention
- Tell them what you are going to tell them, tell them, and then tell them what you told them
- If the point of your event is to sell, then really sell!
 - i) The pitch should be about 1/3 of the presentation.
 - ii) Don't wimp out!
 - iii) Give incentive for people to buy today
- If you're using PowerPoint slides, stick to one main idea for each slide and don't try to cram in too many slides. A general rule of thumb is no more than 25 slides per hour.

PRACTICE your presentation

Practice it several times before the live event! Make an employee, a friend, your spouse, whoever sit through a practice round or two and give you feedback. You need to know the material inside and out before the live event and you need to be very comfortable with the delivery of the presentation.

Develop handout materials

It's often helpful to provide handouts to attendees, particularly at in-person events. Handouts can be used to engage people during the event, remind them of the value after they leave and provide reference materials to them for future use. These handouts can simply be informational or require some engagement from attendees, such as fill-in-the blank worksheets of the key takeaways.

You also need to develop the order forms that you'll hand out (and hopefully collect!) at the event. Just like the registration forms, make sure the order forms keep selling!

Finalize and confirm logistics

For in-person events

- Confirm the facility reservation and arrange for the facility to post signs with the name of the event and your company, not just the name of your company, to direct attendees to the correct room
- Remind registrants of the location and time and provide directions
- Purchase necessary materials such as name tags, markers, flip charts, and refreshments

For webinars

- Confirm the webinar logistics (login information, etc)
- Arrange to have the webinar recorded in case you want to listen later

- Remind registrants of the webinar login information and email worksheets to them (if you're using them during the webinar)

Step 7: Hold the event:

The big day arrives....

Get there early (whether in person or online in the webinar) and make sure everything is set up properly and ready to roll. Test the projector or the webinar functionality, review your notes again, and make sure the handouts are ready. This will help ensure that you're calm and prepared when people start to arrive.

For in-person seminars – Bring all your materials and get them ready in the room

- Worksheets for attendees to fill out during the session and other handouts (if applicable)
- Products to sell (if in physical form)
- Order forms/purchase contracts
- Name tags/markers and pens and paper for people to write with in case they didn't bring their own
- Hard copies of the presentation (useful for them to refer to and it's a back-up if the projector doesn't work)
- Evaluation forms
- Laptop with presentation and power cord
- Video camera (it's helpful to review the event later to see what you can improve)

For in-person seminars – Let people get settled before starting the presentation

When people arrive, greet them and have them fill out a name tag and grab handouts. Let people network for 10-15 minutes before starting (gives stragglers a chance to get there, as well). Once everyone is there, have everyone introduce themselves (if you have less than ~15 people) by saying their name, their industry and the #1 reason they came to the event.

Give your presentation and sales pitch

Now is the time to deliver that well-practiced presentation and sales pitch.

Be confident and engaging. Don't just stand in one place and don't be a stiff, boring presenter. Try to get the audience involved throughout the presentation – asking questions, providing input, etc. Set expectations at the beginning of the presentation that their questions are welcome.

DON'T WIMP OUT! You're there to sell, so do it!

Some people are reluctant to really sell during a marketing seminar because they're worried that attendees will feel uncomfortable and may not come at all. Sure, no one wants to come and sit through a pure sales pitch. Your marketing event will instead provide valuable information on a topic that is important to their business and will introduce them to products that will help them address this issue. The sales pitch is just part of the event. Your attendees are not so naïve that they don't expect you to host the event out of the goodness of your heart. They know you are doing it to market your company and your products and EXPECT you to sell. If you don't, they'll wonder why not!

The pitch should be about 1/3 of your total presentation. **Have products ready to sell at the event and have an offer prepared especially for this event and for this audience. Ideally, the offer will have an incentive for them to buy TODAY.** Strike while the iron is hot. Don't let them walk away and forget about you and your product.

***Tip:** If you're unsure how to confidently sell at an event like this, try to watch people who are really good at it. In our industry, Robin Robbins is great at selling her products at her seminars. Try to watch her in action. Or, attend one of the hundreds of sales seminars given in your local area that group different speakers together. For example, there was recently a national series of events that grouped together Donald Trump, Anthony Robbins and others. Each pitched their products, programs, books, etc. Watch these people to see how they confidently sell, making people WANT to buy on the spot.*

For in-person seminars, hand out the order sheets as you are making your pitch, not before. You don't want them to be looking it over before you can pitch the benefits of the product.

Answer questions

Be sure to leave sufficient time for Q&A. People don't want to just be talked to, they want a dialogue and often have questions specific to their business that they need answered before they are willing to buy. This time is often a great time to really connect with the audience – be personable.

Thank them for coming to the event and ask for feedback

Thank everyone for coming and provide an evaluation form so that you can get their feedback and collect testimonials.

***Tip: Giveaways** - Some people do giveaways at their in-person events (a small ticket item that is fun and less than \$200). It's up to you whether to do the drawing at the beginning or end of the session. If you do it at the beginning it's a nice, high-energy way to kick it off. If you do it at the end, you can end on a good note.*

Step 8: Follow up after the seminar

You're not done yet!

Immediately after the event, send a "thank you for attending" note to attendees - preferably hand written.

For attendees that did not buy at the event, nurture them over time to convert them. Use email marketing campaigns, phone calls, salesperson visits, etc.

Ask for referrals from attendees, particularly those who purchased from you. The best time to ask for referrals is immediately after the event when they are still fired up.

Good luck!