



When You Are the Speaker

This is your **BIG opportunity** to generate referrals. Bring examples of your work or samples of your products. Arrive early to visit as each person arrives. You are presenting/selling both your product and yourself. Keep in mind...people buy a product or service for the benefits they will realize such as the fulfillment of a desire and/or the solution to a problem. Members receive many referrals the week **after** they speak so check your calendar when you are scheduled to insure your attendance.

The following questions were developed to help you prepare:

How do you help businesses or consumers make or save money? What benefits do you offer?

Who are your ideal prospects? Describe your target market. Can you suggest four or five specific businesses that would be good prospects?

What is your primary Product/Service? Secondary Product/Service? Other?

Consider using support materials (handouts) to allow fellow members to know you as well as your product/service.

How are you different and better than your competitors? What's your big selling point?

Do you have a trial offer members can bring up when mentioning you?
(Seminar, consultation, free sample?)
