

ENTREPRENEURSHIP FOR ENGLISH MAJOR

LERISSA DANIELA, S.S., M.PD.

Business Pitching with Targeted Clients

Week 11

Business Pitching with Targeted Clients

1. Marketing = Sales
2. Position Yourself to Sell a Solution
3. Why Customers Should Buy from You
4. How to Make Your 30 - Second Elevator Speech Count
5. Try It!
6. Strategic Networking
7. How to Warm Up to Cold Calls
8. Landing Consulting Gigs
9. Presentation Do and Don'ts
10. Answering Questions

Marketing = Sales

1. Networking
2. Promotion
3. Publicity
4. Advertising
5. Sales

Remember it's the strategy you use, not the tools that ensure your success. Clearly defining your target clients, sending a clear message, and staying consistent are key.

Position Yourself to Sell a Solution

Uniqueness and Benefits

Uniqueness

Asking yourself questions such as:

- a) What do your customers praise most when they email, write, or talk to us?
- b) How do employees, customers, suppliers, and friends describe what we do?
- c) What do we offer that our competitors can't?
- d) What problems does your product or service solve?
- e) If my mother-in-law were buying a service like ours, what would she look for?

Then ask your customers questions like these:

- a) How would you describe our product to your friends?
- b) What would you say to recommend our service?
- c) What made you choose our service?
- d) What do we do that you haven't found at other similar companies?
- e) How can we improve our service or product line?
- f) Why do you visit our store/place of business often?

Position Yourself to Sell a Solution

Uniqueness and Benefits

Benefits

Find out by giving them a simple questionnaire and asking them these questions:

1. List what you like about our product or service.
2. What is the single most important reason you buy our product or service?
3. What convinced you to buy our product or service instead of a competing one?

Remember: Because others have similar products/services to yours, your primary product is actually how well and how consistently you reward a customer's confidence in you.

To grow your business, know what makes you unique and what customers perceive as the benefits of doing business with you. And keep delivering those benefits.

Why Customers Should Buy from You

The Importance of the Positioning Statement

The positioning statement, or 30-second elevator speech, has three components:

1. Your company and/or your name
2. A statement about how your product/service addresses the problem/need, as identified by your target customer
3. Your key point of differentiation (your niche)

Here are some ways to differentiate your business:

- An impressive list of clients
- A solid customer-service track record
- A unique approach that delivers better results
- Added value to your product or service
- A focus on specific deliverables in quality, service, or price
- A specific target markets

How to Make Your 30 - Second Elevator Speech Count

Format of Elevator Speech

- 1. Tell a Problem-Solution-Story:** People have a problem and come to you to help them solve it. Get their attention by describing a problem, briefly stating how you solve it, and painting a picture by telling a success story.
- 2. Say what you do best:** Give an example that illustrates this.
For example, Marketing Consultant: I get the word out about your business. Last week, a client called to say he got seven inquiries the same day his paper was published by a great publisher company!

Start by making a list of specific ideas you want to get across. Next, write one to three sentences using one of the formats above. Read it out loud. Refine and rewrite it. Eliminate extra words that don't add anything. Then, try it out with two to three people, get feedback, and revise it accordingly. You're now ready to try it out. Keep practicing your sound bite(s) until you feel confident and comfortable delivering it.

Try It!

- My company and my name are:
- I/We work with (target customers):
- They are/have (state problem or need here):
- Our product/service is:
- This provides (key benefit):
- What differentiates my service/product (your niche) in the marketplace is:

Give it a try. Start by making a list of specific ideas you want to get across. Next, write one to three sentences using one of the formats above. Read it out loud. Refine and rewrite it. Eliminate extra words that don't add anything. Then, try it out with two to three people, get feedback, and revise it accordingly. You're now ready to try it out. Keep practicing your sound bite(s) until you feel confident and comfortable delivering it.

Strategic Networking

Networking Tips

- Networking is a valuable skill for many business purposes. Build relationships with your network contacts. Everyone networks, especially when looking for new business or consultants.
- A key building block is a well-prepared two-minute introduction or presentation that clearly and succinctly gets across what you have to offer. Customize your introduction to fit your prospect.
- Pursue leads systematically to obtain more meetings.
- Good follow-up is as important as good meetings. You will get results if you keep following up with your contacts. You will also stand out from the pack.
- Networking definitely leads to business meetings. Well-conducted informal meetings between your company and your targeted clients produce door-opening referrals, as well as insight into a particular client's needs and culture.

Strategic Networking

Here are 10 Systems to Help You Make Networking Pay Off

1. Research your target clients. Find out as much as possible about their problems and needs.
2. Talk to friends and colleagues to find contact with the client to build a good relationship.
3. If your client has a plan to buy your product for a long period it is important to develop an approach letter. Use a referral name, if you have one-it improves your chance of getting a meeting dramatically. In the letter, include some information that you gleaned from your research, and include a day and time when the time you will call.
4. Develop a 15-second phone script and follow up the letter with a call at the time you started. Request a time for an informal meeting.

Strategic Networking

Here are 10 Systems to Help You Make Networking Pay Off

5. After you schedule a meeting and plan what you want to cover in the meeting. The meeting outline can include:
 - A Brief Presentation
 - Main Discussion.
 - Generating Referrals
 - Handling Referrals
 - Ending the Meeting

6. Debrief yourself directly after the meeting. Write notes so that you remember the information; jot down questions and everything that the person told you about the client's needs and interests.

Strategic Networking

Here are 10 Systems to Help You Make Networking Pay Off

7. Follow up the meeting with a thank-you letter or e-mail, whichever is appropriate.
8. Follow up with each referral, using the same procedure.
9. Create a system for keeping track of each referral meeting date, connections, important information gained, and results of each referral meeting.
10. Follow leads and possible projects or contracts as far as you can with the targeted clients.

How to Warm Up to Cold Calls

1. Make each cold call a warm call
2. Choose a time of day when you are most energetic to make your calls.
3. Write a script for your calls.
4. Stay organized with a contact
5. Be a problem solver
6. Think about how you like to be "sold."
7. Don't forget to smile.

Landing Consulting Gigs

How to Stand Out and Win the Contract

- Be prepared to answer these questions clearly, concisely, and powerfully:
- What can you offer us? What are your values-added skills, industry company?
- How are your services unique? Why should we contract with your company?
- Given our expectations and our company culture, please explain how you plan to interact with our team so that you can solve our problem productively and efficiently?
- Who recommended you?
- Can we talk to some of your past clients?

Landing Consulting Gigs

After landing the contract displayed these highly valued competencies:

- Taking Responsibility for Your Performance
- Technological Savvy
- Analytical Problem Solving
- Fostering Teamwork
- Flexibility
- Managing Change
- Communication and Interpersonal Skills.

Landing Consulting Gigs

Here are some tips to be well prepared and confident in landing a consulting contact;

- Ask yourself: Which key product/service do I have?
- Do research on the client's interest before you meet with them
- Show what you can do for the needed of your clients
- Display confidence and composure
- Ask for the contract
- Be authentic.
- When you get the written contract, make sure that the scope of work and payment schedule are detailed

Landing Consulting Gigs

How Do You Stand Out?

- Describe exactly what you offer. What is your unique expertise?
- What success stories really show how you work with clients/customers?
- What solutions could you offer your ideal clients/customers that your competitors can't offer? What other solutions do you offer?
- What do your customers/clients say about you?



THANK YOU

Lerissa Daniela, S.S., M.Pd.
Lerissa.daniela@gmail.com



JAKARTA
INTERNATIONAL
UNIVERSITY

Original Source:

Allen, K. R. (2006). *Launching New Ventures, An Entrepreneurial Approach*.

U.S.A.: Houghton Mifflin Company.

Office of Career Services. (2020). *Resumes and Cover Letters, An Extension*

School Resource. Cambridge: Harvard University Faculty of Arts &

Sciences Office of Career Services.

Urquhart-Brown, S. (2008). *The Accidental Entrepreneur, 50 Things I Wish*

Someone Had Told Me About Starting a Business. New York: AMACOM.