

**Dental Consultant Master Academy**  
evolve ■ emerge ■ influence

**Action Sheet – Week 46**  
**Crafting Your Speech Part III**

**Always Provide**

- ◇ A clear schedule
- ◇ A clear Special Offer with a Tonight Only aspect
- ◇ A registration form
- ◇ A pen...Not a joke!

**1) A clear schedule**

If you are offering workshops, classes or anything that involves a schedule, make sure you provide a handout that clearly outlines the schedule and how it works. I have seen many presentations that lacked an easily accessible, understandable schedule.

10 things to include in your schedule:

1. Name of conference
2. Name of your course
3. The day and dates (Thursday, June 26 through Saturday, June 28)
4. Start and end time each day
5. Location, city and state. Note: You may want to avoid listing the specific location if it's the kind of training where you only want paid attendees to show up. You can provide specifics after they register
6. Your company name, web site and phone number on each handout (some of the national dental conferences do not allow you to add your personal information. Crazy I know!)
7. Anything else specific to your classes, courses or workshops that you want them to know

**The Perfect Handouts**

The goal is to give potential clients the information they need to make a buying decision now without overwhelming them with details they don't need. **DO NOT** make them stand in line or raise their hand to ask a simple question like, "What time does it start?"

Show off what you know in your hand out and during your course. You are a resource for the attendees but do not spend a lot of time telling the audience **how** to do it. This is time to tell them what needs to be done to create success or overcome their pain, etc. This is the reason **WHY** they will want to work with you.

If your course curriculum is complex and contains a lot of pre-requisites, I suggest using a diagram in your handout or in the front of the room. The same recommendation applies for curricula that can be put together in different ways or that contain multiple elements, whether you draw a visual on a whiteboard or hand out a piece of paper with a diagram or flow chart. People need to understand how it all fits together.

**2) A clear Special Offer with a "Tonight Only" aspect.**

You need to have an Irresistible Offer (also referred to as Special Offer) and it should be in the hands of prospects on a form that allows them to simply check a box to say, "Yes! I want that! "Don't leave it to chance that: 1) you will remember to make the special

offer and 2) that your audience will understand it when you say it. Including your special offer in a handout puts it right in the hands of your prospects and creates the best opportunity for them to take action when the inspiration hits. In the live examples below, I will share with you a story about what can happen if the offer is not written down. It's not pretty.

### 3) The registration form

Here are two important practices for facilitating registration:

- A. Put the registration form in their hands
- B. Combine the registration form and your Irresistible Offers

Put the registration form in your prospects' hands I've been to a lot of seminars and dental conferences where people need to go to a back table to get a registration form and register. I don't know about you, but nothing drives me crazier than having to wait in a line to get a form! And worse is that I have to go to their website when I go back home to get what I really want. I can tell you from personal experience, you may save a few dollars by not handing out another piece of paper, but it will cost you in the long run. I recently witnessed this at a wonderful seminar my husband and I attended on *Handling Family Finances*. While the presenter was announcing the specials, my husband became inspired to buy the company's big package, which included a year of courses. He went to the back table to get a form so he could buy this \$2,600 package. Thankfully (for me), the line was long, so my husband couldn't get the form he needed. The presenter called the lunch break and 2,400 people rushed out to lunch. It was just the lucky break I needed to give him a cooling off period...enough so that he didn't buy the package. The truth is, if my husband had bought a package I would have ended up buying something for myself too. I'm bad huh? lol

In my opinion, one of the key elements for that sale to have occurred was NOT HAVING THE REGISTRATION FORM AVAILABLE and IN OUR HANDS! Nothing happened because we didn't have a registration form and the little window of inspiration closed as my husband waited in line.

My recipe for success is to have two or three specials on the top of the page with checkboxes next to each and a place for registration information on the bottom. Put your Special Offers on the registration form like to see a registration form and offers on one page. If you have a lot more to offer, you can have a separate page with an a la carte menu.

Have two or three specials on the top of the page with checkboxes next to each and a place for registration information on the bottom. It gives your audience everything they need in one place. This has worked wonders for all of the different conferences where I applied this format.

**4) Last but not least...A PEN!**

As silly as this may sound, I have seen many a time where someone, usually a woman, was searching through her purse for a pen to register, ran into a friend, started talking, decided to go to lunch with that friend and come back to register LATER.

All I can say is....this is a missed opportunity that could so easily be corrected! A few months ago I was speaking to about 20 dentists at a dental lab and when I started the course, I had my handout and my offers all laid out beautifully in front of them. I was so happy as I started my first intro story to GRAB their attention. Not even ten seconds into speaking a man in the front asked "Do you have pens for us?" I was HORRIFIED that there were not any pens on the tables were each of them sat. It really created a negative start to a great day that I had planned out so carefully AND I felt so embarrassed that I didn't know there were no pens. These were a group of all men, and the last thing on their mind that morning was to bring a pen. AND obviously, the last thing on the mind of the hosts of the course was to provide pens although they did have pens branded with their lab information. DUH! Why wouldn't they think to have pens available to the attendees?! I never did figure that out!

**Your Live Presentation "Cheat Sheet"**

Reminders and pointers to make the most of your live presentations. Remember: follow up work is good, but your true window of opportunity for sales conversion is at the live presentation.

**Start on time.** This honors those that were there on time and gives your audience sample of how your company does business.

**Tell your audience** what's going to happen, how to get the most out of the event, a little about you and the inception of the product and give immediate value. How will this change their life? How will it stop the pain they may be experiencing today?

**Seed wherever possible.** Give pieces of valuable information and then show your audience which of your products would provide more of the value you just gave them.

**Create tension.** Learn to create the gap of where your audience is now without your product and where they would be if they had it. There has to be some pain in the gap—enough to have people give up their resource of time, money or energy in order to purchase your product.

**Have a hook** that has them come back after the registration break—for example, give a secret web site where your audience can download notes from the evening or offer a free product. Tell them something you'll be covering that you know they really want. Make it worth coming back for.

**Sample Timeline for Three-Hour Live Events**

8:00 am Start on time  
 8:00 – 9:15 am Teach for one hour, 15 minutes (People usually need a break at one hour, 15 minutes)  
 Seed while teaching  
 9:30– 9:45 am Tell your audience you're going to take questions and do so  
 Seed the course offerings and products while answering questions so the audience guides you into presenting the next part.

**Watch your time here!**

9:45 – 10:15 pm Walk the audience through the course offerings and/or product lines and how it fits together  
 10:15 – 10:40 pm Walk the audience through the Special Offers and how to sign up  
 Leave them with a strong hook about what you'll be covering after the break. Make sure it's something they're dying to know so they come back  
 11:30– 12:00 pm Depending on the size of your audience, schedule about a 20-minute break and opportunity to for people to register. Leave at least 60 minutes of teaching time at this point and make a great hook for people to return after. If you don't have a great hook, you will lose a lot of people at the break and miss your second chance to convert them in the second half of your course.  
 12:00– 1:00pm Lunch Break  
 1:00 – 2:15 pm Deliver the content you promised and continue to provide valuable information.  
 2:15– 3:00 pm Afternoon break. Offer another bonus for those who do come back. Maybe a drawing for one of your prizes at this point.  
 3:00 – 3:45 pm After teaching for the last 45 minutes, remind them of the Today Only specials (or tonight if this is an evening course), say something very inspiring  
 3:45 – 4:00 pm **END TWO TO THREE MINUTES EARLY.** Give away more prizes (related to your course - not something unrelated to your services, which really provides no value for their future relationship with you), and then you will invite people to register for the *Today Only Opportunity and Bonuses*.

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