

Dental Consultant Master Academy

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Transcript - Week 43
Five Step Process to Speak and Sell: Part II

Hello and welcome to this week's dental consultant master academy training video! Last week I started to talk about a five-step process to speak and sell. I know I was getting a bit long-winded and I decided to break this up into two parts. This week will not be as long, I promise.

In last week's video, I mentioned something really important and I want to mention this again today, because it is one of the most important facts you need to know about speaking and that is: when you get up in front of your audience you have only approximately eleven seconds to engage these people. I want you to be thinking about what you will say in only eleven seconds to grab the attention of you audience. By now you should have three course titles written. You should have begun to write your three no more than six course objectives down after you write your HOT Topic title and a course outline which is approximately fifty words. I say no more than six objectives because I usually try to keep it at one objective for each hour that I speak. If you have more, you will find you can't dive into each topic to really be the expert when you are up there speaking. Next I want you to actually write out your first eleven seconds to grab your audience. Many times when you are speaking for a big dental meeting they will ask the course outline to be about fifty words so I tell you that many words for this reason. Write everything out and even begin to now put together your course. Write is all out in an outline form to begin with. You may choose to write out exactly what you want or think you will say but I don't write my entire presentation out. I will talk about this more another week but you will always practice, practice, and then practice before you give your speech. Practice your speech in front of a mirror, make a video of yourself and definitely record yourself when you practice.

In a few days I am going to be speaking in front of the senior dental students at OHSU and I have been thinking for the past week, what I will say in eleven seconds to grab their attention. I am having Baja Fresh Mexican food delivered for their lunch and I bet most of the students think they are just coming to get a free lunch so pressure is on me to grab their attention!

Since last week I was thinking more about this five-step process and I bet many of you are wondering where I came up with crazy idea about how to remember the five steps. Well, Dale Carnegie has a course and I believe a book on how to remember people's names. You know he is the man who wrote those books many years ago "How to Win Friends and Influence People. I recommend his books if you haven't already read them. Memorizing peoples names is something he talks about and the technique he teaches is similar to what we are doing here to remember the five step process.

So just to recap the steps so far: Step 1 is at the front of the stage a planet and you need to plan your speech. Step 2 is on the left side of the auditorium and you want to book your speeches. Then step 3 is at the back of the room the window where the projector room is located, imagine smashing Kraft Mac and Cheese all over that window. That is so you can remember you need to craft your speech so it is engaging, interactive and you captivate your audience.

On the right side of the wall is a huge rock and this is step four which stands for Rock your speech! And step five is the seats in the middle of the auditorium and you see money all over them. Imagine hundred dollar bills everywhere the seats are located. This means you will make money.

Where I left off last week was having a leader in the room when you speak. That is YOU. You need to command the room. Now let's continue with this five-step process where I left off last week. If you want people to say YES to working with you engaging your audience is extremely important.

So I am going to give you some power here if you don't already feel it. If you are at the front of the room then you need to lead and command that room! I am certain by this point in your life you have seen someone command the room. You have seen a speaker who has the people laughing and leaning forward in their seats and maybe you thought this was easy to do. This is a skill and this is about a specific method to breakdown peoples barriers.

There are simple things you can do to turn people into someone who will say "Yes" to working with you.

So for step four you need to be committed to rocking the room! You must be committed to learning the skills that will help you rock that room. What was your answer last week when I asked you if you were committed to rocking the room? On a scale from 1-10 with 10 be absolutely committed, where are you on the scale? You best be close to number 10. You need to be sky high excited about giving your talk if you want to get people to want to continue working with you. You need to be excited about what you say. You need to make the audience feel you are really into what you are saying. This is when you can feel that person is committed to what they are talking about.

Now let's talk about step five and this is cash in and repeat it. Let's talk about how you can capitalize on this talk and how you can close the audience. Number one is that 90% of the people who start speaking make this one mistake and this is that they didn't have an offer. This is what I didn't have for probably the first ten years of speaking. This is so irritating because as I mentioned last week I knew I had to get out there and speak but no one told me I need an offer or service to sell. I wanted to be in-office consulting and I really was just spinning my wheels thinking that if I talked about some great products – YES! I did do a lot of talking about new products for the dental hygiene department. I mean I got paid honorariums to do that but no one in the audience ever wanted me to come work with them in their office. You only know what you know and no one told me I have to have a specific offer so I will tell you that one of those products or services that I have previously walked you through the process of developing, well now you get to offer this to your audience. Not all of the products but at least your weekly newsletter opt-in and hopefully you have a product you can offer those in the audience. You can give away a gift certificate like I talked about a few weeks ago.

Even if you have a free offer because sometimes you will be told that you can't sell so do offer your newsletter opt-in so you can build your list. I always offer that! And give a gift certificate for a practice analysis or a look at x or y if x or y is your service that you provide.

Now the antithesis of this is having too many offers. Some of you may be thinking I can offer them x, y and z. No, No, No!

A confused mind does nothing and offering more than your newsletter which by the way I do put a value on my newsletter. I say it is worth \$350 annually. So add that to your form for people to complete at your speaking events. No matter what my offer is when someone orders a product or provides their information to work with me after the speech, I let them know that they will also receive my weekly newsletter which I call Dental Profits Newsletter.

So when my audience walks into the room in the beginning they do have a handout and at the back of the handout is my form to complete which I have given you an example of in the guides and forms section for this week. You will see that I give people an opportunity to just get the newsletter which has a value of \$350 and then they can get a coaching session at no charge or get into one of my programs. The people always check off at least the newsletter. Your talk should lead to one offer. Only a product or service.

So at the end of your speech you will have them complete the form while they are there in the room. So while you are speaking maybe half way through your speech where you feel it is appropriate to say something, let the audience know that if they like what you are saying and want more that you will have one and only one great offer to continue working with you. If you stop at about 5 minutes before your speech is to end, you will now tell them to complete that form with the offer. I always have a prize or a few prizes that I give away at the end. This is something that is related to what I do. For example I have a 7 day Dental Hygiene Department Profits Program so I will give away a few of those and this is worth \$97.00 Occasionally I have given away a higher end program worth hundreds of dollars. I collect the forms before I actually do the last end of my speech and we have a drawing so I can give my gifts away. The give away is what keeps people in their seats because everyone wants to win – right?

Now I want you to write down what you will offer to people in your audience? I know you have developed or you have thought about developing products or some services. This is what we have been talking about since week three so at this point in time you need to have something concrete to offer. Write that down in this weeks action plan.

What is the best way for people to get a chance to work with you? Write that down. Imagine yourself out there speaking. Did you imagine speaking every week? Or was your answer once a month? Whatever answer you put down for what you want your speaking business to look like, imagine that you are able to close 25% of the room. If you are doing straight consulting with dentists I will say 25% of the room will buy your product.

If you have a high end product which I talked about in week 4. I mean Gary Kadi goes out there, has these events for free, gets doctors in the room and after he speaks closes \$50,000's in consulting. And I understand the consulting process is I believe all online through SKYPE. The higher your price tag the longer it can take a dentist to decide but I know for sure at least 90% of your room will opt-in to your newsletter especially if you have a name for your newsletter and a value to it.

That form can also ask if they know another organization who would like to hear this talk. Or maybe you will ask if they have a dentist who they believe needs your service or product. Never be afraid to ask for referrals. When you speak ask the program director for a testimony. Add that to your website. And always ask for testimonies from the audience. You may want to pass out index cards and ask people to turn these into a basket you have at the front of the room or you can just leave a space on your product form for people to write their testimony and return to you.

Ask for the program director to refer you to their colleagues who also put on dental conferences.

Imagine how much fun you will be having changing lives and making money while you are at it! And if you love to travel like I do imagine you are getting paid to travel to fun place. There was a period of eight days where I flew from Buffalo, NY to Las Vegas and then to Alaska. I love to travel so to me this was all very exciting! It was also a crash and burn feeling after traveling to all these different time zones but was an experience that no one can ever take away from me!

Let's review the important aspects of speaking to sell:

You must step up and even if it seems scary to be talking to an audience you must step up! As we talked about your plan that you must have a plan in place and how much money you want to make and how often you are willing to go out there and speak. If you don't have this plan in place then you will never really get out there speak and make the kind of money you want to make. You also need to monitor your results. Then we talked about booking and you need to be the one who is on the phone with the meeting planner when you are booking your speaking. The fastest way to do this is with a well crafted script for making calls. We have also talked about picking a hot topic title and topic and know you will structure this to sell. You can't create a talk and then at the end talk about selling. This is done throughout your speech. We talked about Rocking it which means that you are going to be certain the room is engaging with you and if you need to change up the seating then you are the leader in charge of your room and you have the power to change things how they need to be changed so you are in charge of your room. If you need to change the temperature in the room, then you do that so you can keep these people in the palm of your hand. You want the people to be comfortable so you can serve them in a really big way. This is how they are more willing to take the next step with you.

Remember you are the go to expert when you make a commitment to command any room that you get in front of.

Remember to get out there, speak your purpose and share your mission.

So next week we will talk more about your speaking business and until next week everyone have a great week and I will see you on the next video. Bye for now.

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