

Lead Generation Seminars--What Works-What Doesn't?

By [Bill Caskey](#) on Jan 03, 2008 | [Creating Demand](#)



Seminars are outstanding ways to generate "conversations" with prospects---and ultimately leads. But if done poorly, they can ruin your brand. If you're a sales professional and you are asked to do a seminar, then take these into consideration.

FACT: Every company has expertise that lends itself to sharing at a seminar (telephone, webinar or face to face). I'll post later on some ways to organize your material, but for now, we'll talk about DO's and DONT's.

What To Do

Here are some tips on what to do when presenting a seminar designed to generate leads (or conversations):

1. Find Out Customer Objectives

This can be in the form of a PDF you send out on an autorespond when they sign up. Or you can pass out a brief questionnaire when people sit down. Remember, in our sales approach, we sell to the pain--to teh problem. How will you know how to convey your knowledge if you don't know the pain of the group.

This also gives you a chance to talk abotu what you WON'T cover in a seminar upfront so people don't leave disappointed. I always say, "John, that's a great point. Because of limited time, I won't be able to address that fully here. If you'll mark on your business card, I'll make sure we talk later."

2. Tell Stories

People don't want to see PowerPoints. They want to hear stories--stories of real people solving real problems. If you don't have 5-10 good, short stories, then you're probably boring your audience.

If you are not a story teller by nature, then do 3-5 short Case Studies. Remember, a case study should follow the following format: a) What was the problem you're client was having? b) What impact was that having on their business? c) What solution did you

bring to them? and d) What is life like now for the client. That's the ONLY format to use.

3. Never Answer The First Question

This goes for salespeople on a call as well. The question the prospect asks you is never the real question. It is a "poser" for a deeper question. Consequently, you should find out what's the question behind the question.

Barb (attendee): "Bill, how do you handle it when a prsopect tells you they don't have the money to buy?"

Bill (me): "Good question--did everyone hear that? (then repeat the question). Before I answer that, give me a little more data -- what exactly did you say that caused that reaction?" You see, if I answer the question as posed, I may miss something that she said to cause the prospect to respond in that manner.

Once I know that, then I can answer the question. EVERY QUESTION HAS A DEEPER QUESTION BEHIND IT. You do the prospect a severe disservice if you merely answer the question asked.

OK-Now What NOT To Do

1. Stop Reading Your Freakin' PowerPoints

Every good presentation book says this yet no one apparently is reading those books. If you're in professional sales and you have to rely on a PowerPoint on a projector, then you're making too much money.

2. Never Let People Out Without A Commitment

I am not looking to close someone from the front of the room. But you must never, ever let someone leave, after you've worked with them for the length of the seminar, without a clear future on what to do next. It frustrates your participant too. If you've done a good job upfront, finding out what they're pain is, then why shouldn't you close for a future action?

3. Don't Spend More Than One Minute on How Great You Are

I was at a seminar earlier this year. The introducer spent 10 minutes on the qualifications of the main speaker. Come on....one minute is enough. It was laughable. I know you're proud of your accomplishments, but did you know 'they don't care about you?' They only care about you to the extent that you can help them to a better future.

If you don't do lead generation seminars, then find a reason to start doing them. But if you do them, follow the very-simple tips above for a magical outcome.

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