

Boulder Chamber of Commerce Leads Group
11:30 Thursday's
www.BccLeadsGroup.Com

Guidelines for presentations and leads

12 minute presentation:

You may choose to do an informational presentation or a marketing presentation. Both are explained below.

Informational presentation

The purpose of this presentation is to help people get to know your work and what type of client works well with you. It is to help jog our memory so that we think of someone we know that we can give you as a lead.

The key to an effective informational presentation is balancing:

Providing information about what you do

Allowing time for questions so that we can clarify

Letting us know what a good lead is for you.

Signs of an effective informational presentation:

Someone has an "aha" moment..."so that's what you do"

During your presentation, people come up with new leads.

Marketing presentation

The goal of a marketing presentation is for you to leave the presentation with concrete marketing ideas and goals.

The most successful marketing presentations are ones that:

- o Require preparation
- o Have a specific focus or goal (ie, a new market you want to expand into, a certain type of client to target, a marketing piece that you want feedback on)
- o Enough information is given in order to spur on the group, but that allows as much time for brainstorming as possible.

30 second commercials

Each meeting we introduce ourselves and give a 30 second commercial. The purpose of the commercial is to introduce yourself and make sure all of us know what you do and what is a good lead for you. It is important to balance repetition with creativity.

The 30 second commercial is a powerful marketing tool – if you treat it that way and spend some time on it regularly you will see its impact and will have an opportunity to refine it for other networking opportunities.

If you don't already have a 30 second commercial this is a great place to work on one. Draft one, use it and see the reaction of the group, make changes and try again next week. Once you have one that you like, use it for a time and then make changes to keep it fresh.

Leads

Best lead – connecting the two people either by phone, email, or in person.

Better lead – passing along a potential client's name and contact information.

Lead – Giving a potential client someone's card, and following up with them.

Weak lead – Giving a potential client someone's card.