

Day 5



Don't interrupt

Put out your right hand to shake hands, hand them your card as shown with your right.

“I'm John from the Radio Station Thank you for not throwing me through a window yet”

If you give a compliment make it genuine

Relax!

Who am I

What am I doing

When I am going to do what

Why I'm doing this

“I have done some preliminary research on your business and I believe that by working together we can both come out of this with a few more coins in our pockets”

If we want to build a rock solid marketing bridge with measurable results, we have to go through a process. I have already done quite a bit of research on your business. My goal today is to set up a time when we can spend 15 minutes together where you can help me with some specific knowledge I need to get us to the next step

Why am I doing this?



Opening Objections:

We rely on word of mouth

We tried radio once and it didn't work

I hate your owner

I'm moving my advertising to Social Media

We are set until Spring

The great _____ button has been _____

This is a time of unprecedented _____

My guarantee:

I will not waste you _____

I will not waste your _____