

How to Pick a Winner; 3 Simple Strategies for Winning with Your Client

It's really quite simple, you close your eyes, turned around three times, step backwards once, then turn to your left, then to the right, then pick a name off the long list of names pertaining to your topic of choice.

WAIT Meeting Professionals; there is a better way to pick a winner for your client. Not saying that you take this ancient and sometimes scary and risky method of choosing your next Speaker. When opportunity knocks it's too late to prepare, the key is to be ready and know right where to go to pick a winner. It's not at the track, it's by referral. There are many ways to define "Referral". In this message I'll share three simple strategies for winning with your client by referral.

"Winner" can also be defined in many ways, depending on what you think a win is for your client. The most important factor is what your client feels is the win with their group. There are many ways to find this out, but the simplest is to just ask. Do your home work; ask direct questions related to your clients expectations of your speaker and what they believe to be the expectations of their group. When the session is over and the people are walking out the door, what are they leaving with? What will they do differently or implement from your talk, when they go back to work with their clients and daily agendas?

Our business is very unique, we offer our talents and contacts as the Meeting Planner and as the Speaker by giving the group what they want, not just what we think they want, or what we have to offer. To add value to someone we must first know what they value. There is no win or lose, it's all about the expectations, and can we fill the expectations with the right Speaker and message.

So how do you pick a winner for your next client? Simple, just include these three simple strategies for winning with your client:

- 1). Always look to build your network by implementing an "Information Network" of people and resources.**
- 2). Always seek out your next Speaker by referral from a trusted and respected "Support Network".**
- 3). Always build a strong and reputable "Referral Network" that will refer only the best and trusted.**

These are the three most important ‘Networks’ to help you build a powerful and trusted network to support your clients and win with your clients. Your ‘Information Networks’ are there to help you when you need information or need to know where to go get information to best serve your clients. Your ‘Support Network’ is where you go for support of topic expertise or when you need to win with your client in a moments notice. This is the place you go because you trust in their judgment and experience. Your ‘Referral Network’ is where you build more business by referral business. This is where you practice the ‘Golden Rule’. This is where you help others first, your giving will lead to your gain, the ‘how to’ to building a solid foundation for your business.

The world is a big place. Your referral networks can help you narrow the playing field to win with your clients by being able to offer the best information, your support contacts, and by helping others build their business and win with their clients. How do you pick a winner? No more closing your eyes and hoping, or turning around three times and pointing to a name on a site, the answer is right in the palm of your hands, the power of your three simple networks.

Start today by acknowledging your three key networks, who, what and where and then how to... begin right now to make a strong business for your clients. Winning is just part of the game, playing the game, the journey is the fun part. Success isn’t a destination but a journey. Incorporating these three simple strategies can help you win with your clients and by doing that you will see more referral business come your way. That is something that you’re interested in, isn’t it?