

One Minute Magic

– A guide to crafting a networking speech that gets you quality referrals.

I'm a regular at networking meetings, I am a great fan of the concept, I enjoy the camaraderie, I get valuable connections that grow my business and I create lots of business opportunities for my fellow networkers.

Well actually - to be honest that last bit is not exactly true, what I should have said is that I create lots of business opportunities for some my fellow networkers, I've created a few opportunities for others and I'm yet to make a referral to a couple of them. (Funnily I have also noticed that the people that I tend to give the most referrals to also get the most referrals from the rest of the group so I'm not alone in my slightly polarised approach.)

So why don't we all work in the spirit of the network and promote everyone equally?

Other than the obvious fact that we see more opportunities and connections for some businesses than others the real answer lies in our guts.

The simple fact is that some people create gut reactions that are very positive, we are very happy to be associated with them, we understand their business, we're genuinely impressed by what they do, we want to help them realise their dreams and most importantly we know that we can confidently say to our contacts "Talk to Fred he's just the person you need".

For others our guts are less enthusiastic; we don't feel particularly inspired by what they do and consequently we're slightly nervous about recommending them to our contacts. In this case an honest referral would have to be something like "You could try Joe for this he's probably going to be OK"- it's not the same is it?!

Now here's a very important point – just because we're not all fired up about some people it doesn't mean that they aren't brilliant at what they do or that they don't deserve referrals, but it probably does mean that their message hasn't got through to us yet (even though we may hear it every week for months!).

So to put my speech writing hat on here's my guide to what people need to hear from you when you get your sixty seconds of stardom each week.

An ideal one minute presentation will

- ” impress us with your talent, products and services,
- ” explain to us why your customers choose you over your competitors,
- ” clearly define what it is that is unique about your products and services,
- ” convince us that you will look after the people that we refer to you,
- ” describe your ideal customer,
- ” help us to properly qualify the referrals that you are looking for,
- ” tell us specifically what we can do to help you succeed.

Now that's a tall order for sixty seconds and if you are only ever going to give one presentation to a group you should fallback on the tried and tested formula of Who I Am, What I Do, Who Want to Meet.

Here's a thought though – it's likely that we are going to hear your message on a regular basis, so why not plan an information campaign that answers the basic questions in a different way every time we meet?

Here then are six sets of prompts for you to consider that will fulfil the Who I Am, What I Do, Who Want to Meet, formula but will answer some other important questions as well.

All you have to do is

- ” Pick a set to work from,
- ” Capture your thoughts for each point
- ” Craft a sixty second speech based on the answers,
- ” Then practice it three or four times so that you have the key points clear in your mind – it doesn't need to be scripted - you know what you need to say.

Set 1 - Sixty Seconds of Stardom

- The big benefit that I offer my customers is
- This is how I make a dramatic difference for them
- A powerful reason to believe in me is
- Who do you know who

This set is designed to help clearly define the benefits of your offering from your customer's viewpoint as opposed to yours; it also gives you an opportunity to blow your trumpet and defines who you want to meet next.

Set 2 – The Winner

- What I'm brilliant at.....
- Why I'm unique.....
- My best - testimonial / most impressive client / fantastic result.....
- Something exciting and new that I'm doing right now.....
- The customers I'm currently looking for are

The business truism Differentiate or Die is the key to this set. This is your chance to say why you and only you do what you do and why your customers are impressed. We can refer people with far more effect if we can say "you can't get this anywhere else".

Set 3 – My plans

- Where I am now.....
- My Big Goal.....
- How I'm going to get there.....
- My ultimate £1m referral.....

How can we help you arrive at your destination if you don't tell us where you are going and who you need to meet to ensure that you arrive?

Set 4 - I won't let you down when you refer

- The results that I create for my customers
- Why they insist on me

- How well I take care of them
- My price position and risk reversal
- The referrals I'm looking for are

People will not refer you if they think that there may be an unpleasant surprise for their contact – this is your opportunity to demonstrate what you do, why people buy from you, your high standards of service, a guide price, your guarantees and of course the type of person who will appreciate all of this the most.

Set 5 - What I'm up to

- What I'm really good at
- My most important current project
- Who I need to meet to ensure it succeeds

Here you can share your plans for your next big win and ask for the referrals that support the initiative (customers and suppliers).

Set 6 - News Flash!

- The Breaking News
- What it means
- Why you might be concerned
- How I can help
- The people who need to know about this are

Accountants, IFAs and IT consultants can be very good at using this do demonstrate their expertise and you can use it too!

Please give these a go, you'll find that your networks know far more about who you are and what you do and consequently they will be far more likely to bring you winning referrals.

If you would like a free set of these prompts printed so that they easily fit into a business card wallet and a more detailed guide to crafting and delivering your 60 seconds for maximum effect please e-mail me at ac@speakers-academy.com