

— MASTER YOUR —

# EXCELLENCE

 2022 NACE EXPERIENCE CONFERENCE 

GET THEM BEYOND ASKING ABOUT PRICE

# Stop Selling Your Service & Sell the Experience

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Stop Selling Your Service &  
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# WHO AM I?

- Entrepreneur Warrior & The Olivia Pope of Events
- Over 17 Years of Industry Experience!
- Founder of
  - The Signature CEO Conference,
  - The Executive Mentor Program, and
  - The National Society of Black Wedding & Event Professionals
- Passionate about all things Business and Educating my Peers
- Not a fan of the phrase - "Fake it till You Make it"
- Proud HBCU Graduate - Aggie Pride!
- Southern Girl living in the City!
- An Introvert with a Big Mouth!
- Passionate about living a life of Serenity, and having a healthy mind, body, and spirit
- Can't come to grips with eating seafood, chocolate or anything with an odor!
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- My eyes say it all!
- My Family is Everything!
- A steward of Bourbon
- Lover of Dogs!



# LEARNING OBJECTIVES

- How to change your narrative from selling a product/service to selling an experience
- Create your value proposition to be the anchor in the conversation; the conversation becomes about the experience and not about the price
- Overcome your top customer objections with role-play scenarios
- Create a level of assertiveness because **CONFIDENCE SELLS**
- Truly knowing what you are offering your clients to answer Who, What, How, and Why



# LET'S TALK ABOUT THE OBVIOUS

- We are SALES PEOPLE (selling ourselves & a solution)
- At the end of the day, price is not a deterrent, when people want what they want
- Clients are seeking your service/product either to feel good or to solve a problem
- If we create VALUE first, PRICE is not the main focus of conversation...it becomes what YOU are bringing to the table and what YOU can do for them
- "Why you should do business with me!"
- Know that clients have almost said YES to you by accepting a consultation with you!





# CHANGING THE NARRATIVE

- Be Prepared at each interaction/level of engagement
- Rehearse the Objections so you can turn them into OBJECTIVES!
- Be sure your responses solve a solution
- Build your confidence! Know who you are and claim who you are!
- Don't Run or be Annoyed! with objections - now is time for your comeback!
- Know your competitive landscape! SWOT!



# THE PREPARATION

- Rehearse & be prepared
- During the meeting, be sure to do the following:
  - Listen
  - Clarify/Re-state
  - Engage (question/get buy-in)
  - Summarize (what is important to them - it let's them know you are listening)
  - Engage - (question/get buy-in)
  - Solve - (give the solution that benefits them)
  - Engage - (question/get buy-in)
- Create a list of ample questions, primarily open-ended, to elicit the information you need!
- Have solutions that provide "**benefits**"
- Determine the 3-Whats!
  - What is important to them?
  - What need(s) are they trying to satisfy?
  - What result(s) are they trying to achieve?

# THE VALUE PROPOSITION

- Value Proposition - the primary reasons people buy your product/service
- Value Proposition offers the following:
  - Relevancy - how your product/service solves a solution
  - Quantified Value - offers "specific" benefits
  - Differentiation - the obvious why to work with you; how you differ from your competitors
- Think Strategic and create the appropriate approach
  - Determine the decision-makers
  - Determine the influencers
  - What do YOU want to accomplish
  - Find the area of opportunity
  - Make the customer a part of the solution





# THE VALUE PROPOSITION (cont.)

- Note, a value proposition is not a slogan or catch-phrase!
- Examples of great value propositions
  - **TRELLO:** *"Trello let's you work more collaboratively and get more done. Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible, and rewarding way."*
  - **AISLE PLANNER:** *"The simple, powerful, and complete software solution for the modern event professional. Designed by event pros, for event pros, Aisle Planner is a beautiful, all-in-one sales, marketing, and project management platform where you can promote your business, connect with leads, book new clients, plan spectacular events, and manage your projects down to every last detail."*



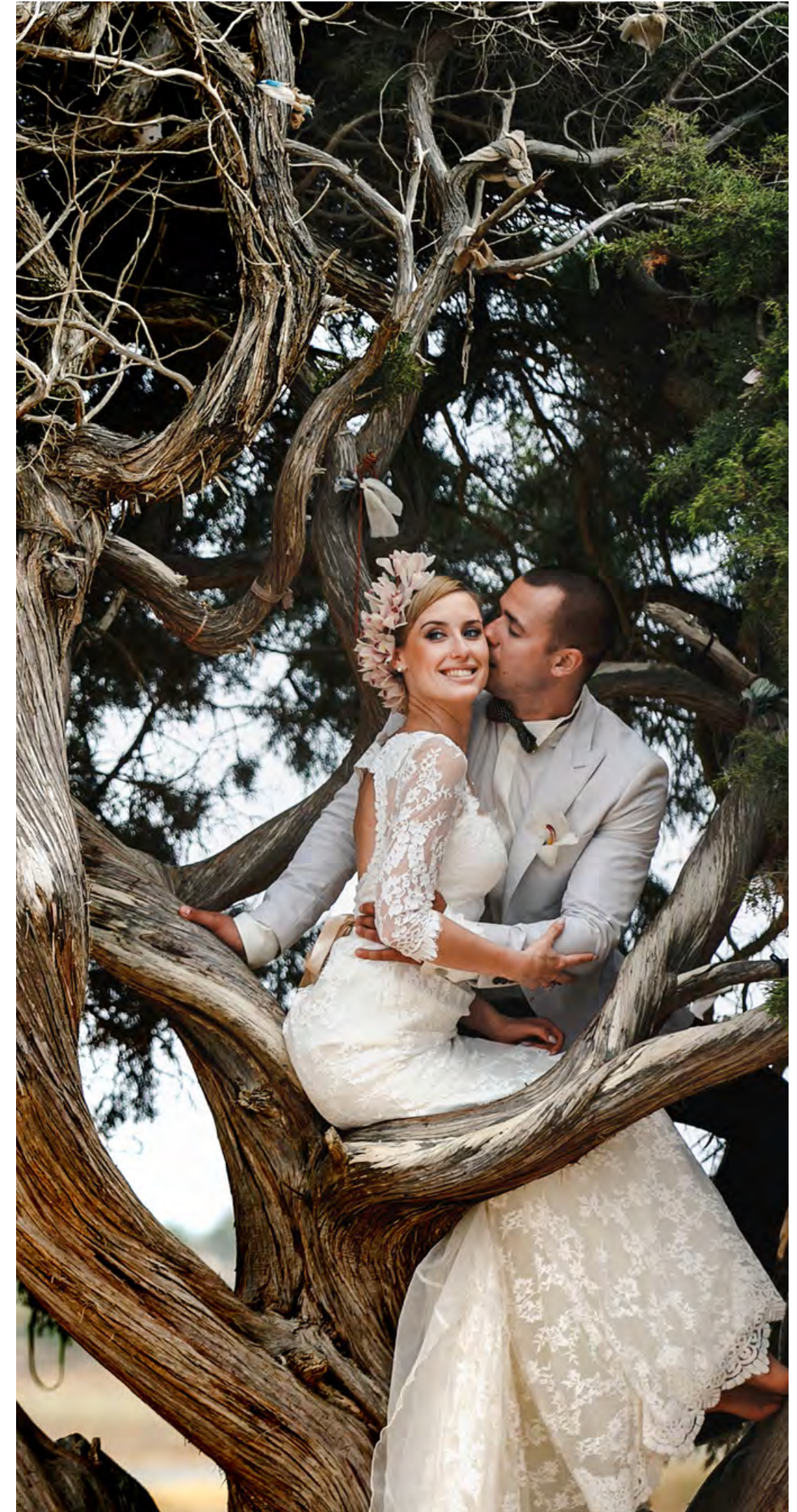
# THE VALUE PROPOSITION (cont.)

- Have "Confidence" and energy create your SUPER POWER
- Balance your skill-set
  - Human skills - be relatable
  - Technical skills - matching your product/service to the needs of the customer
- Create "favored" placement in the eyes of the client
- The "value" of your product/service over-shadows getting a lower price
- Be the only choice!
- The proof is in the pudding!
  - Give case scenarios of previous clients...create the scene and the ROI
  - True testimonials...previous client referrals



# OBJECTION VS. THE OBJECTIVE

- Objections mean:
  - They still have questions; they do not have enough information to make a decision
  - You have not presented the proper solution
  - Objections create opportunities not deal-breakers
- Objectives mean:
  - Re-framing the thought process
  - The inner truth of what they really want!
  - Gives you the ability to turn the objection into an objective...to clarify and verify
  - Grant you the ability to ask more questions to understand their concerns
  - Gives you the opportunity to create a positive outcome





# BRING THE EXPERIENCE TO LIFE

- Storytelling...Take them on a journey...don't highlight bullet points...paint the story in their mind
- Make sure your solution is "personalized" to create a "connection" (WHO, WHY)
- Incorporate "technical skills" to solve the problem (WHAT)
- 
- Your story - WHO, WHAT, WHY, AND HOW
- Sell peace of mind!
- Articulate the ROI (translates with your HOW)
- Don't sell false dreams!

# PUT A BOW ON IT!

- Give them something to remember...put it in writing
  - Your "proposal" keeps you in front of the customer
  - The proposal sells in your absence
  - The proposal eliminates the grey areas
  - The proposal summarizes the customer's needs
  - The proposal highlights the solution
  - The proposal emphasizes the value
  - The proposal prompts the next step of action - signing to be your your client!



# FINAL TAKE-AWAYS

- Eliminate the spraying and praying method...be prepared!
- Build your brand on professional performance
- Remember you are creating experiences that become valued and treasured memories by your clients
- We are in the business of romance, so let your clients fall in love with you!
- WHO, WHAT, WHY, AND HOW
- You can't do any of this without knowing who and what you are!
- The "Experience" has to run through-out your entire brand!



# QUESTIONS... CONTACT ME!

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