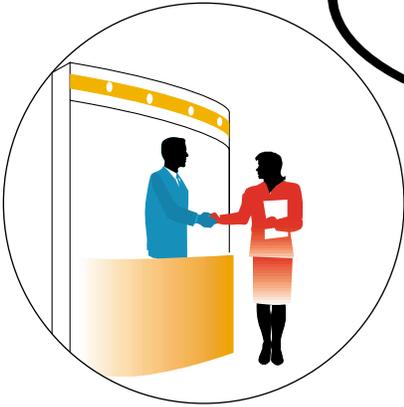


Recruiting Experts Who Speak

Selling the NSA Experience
To "Experts Who Speak Professionally"



"I enjoyed your presentation today at the conference. Well done! Are you aware of the National Speakers Association? It's for experts like you who speak professionally!"



"How's your support system? I draw strength from our local National Speakers Association. Come join us at next Saturday's meeting... you'll love it!"



"I found a great place to hone my expertise, network and sharpen my marketing skills too. It's our local NSA chapter."

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(888) 450-0664

Recruiting Experts Who Speak



- ① Overview: Recruiting Experts Who Speak Professionally
- ② Emphasizing the Many Benefits and Unique Selling Propositions of NSA Membership
- ③ Crafting and Delivering Your “Elevator” Speech
- ④ Sample Elevator Speeches
- ⑤ Write Your Own Elevator Speech
- ⑥ Building Your Elevator Speech
- ⑦ What Questions Are You Asking?
- ⑧ Your Testimonial — What NSA’s Done For You and Others Too
- ⑨ Success Stories: The Format
- ⑩ Story Tell, Story Sell: Developing Your NSA Success Story
- ▶ Supplemental Resources



Overview



The National Speakers Association and Its Chapters

The leading organization for experts that speak professionally.

The Reality

Each of the communities in which our chapters are located are full of experts who speak professionally, yet aren't members of either National or our Chapters.

Why not?

Some don't know about NSA and our chapters;

Some know about NSA/Chapters but don't see the value we provide to their business.

The Opportunity

As chapter leaders we know well the benefits NSA/Chapters provide our members.

We are ideal spokespeople for membership. In addition to our own testimonials we know those success stories of many of our members. These are all selling points!

How do we sell the value of NSA membership to non-members?

Confidently in one-on-one and group settings utilizing a combination of tools:

- ◆ Elevator Speeches emphasizing Benefits
- ◆ Enrollment Conversations
- ◆ Addressing Objections astutely
- ◆ Presentations to outside groups of experts
- ◆ Personal and Third Party Testimonials
- ◆ Engaging Questions to Uncover Needs
- ◆ Support Materials that reinforce the message
- ◆ As part of our own Presentations

Expertise and Eloquence in our Sales Approach

- ◆ When we speak knowledgeably about the benefits of NSA we sell it on multiple levels:
- ◆ Our eloquence and confidence showcase NSA by demonstrating powerful communication skills.
- ◆ As its voices of experience we walking, talking NSA Success stories.
- ◆ We are also astute listeners who build rapport with non-member colleagues we encounter.

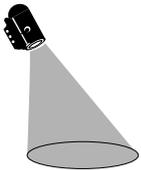
What are Some of the Benefits of NSA Membership

By emphasizing the BENEFITS or OUTCOMES of membership, listeners can quickly envision how becoming a member can improve their business. As we know, benefits occur in each of these eight areas:

Professional Awareness
Platform Mechanics
Sales and Marketing

Professional Relationships
Presenting and Performing
Managing the Business

Topic Development
Authorship and Product Development



Make a list of benefits that accrue to members:



◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____

Depending on what matters most to them you may want to emphasize some others too.

What's most important to them?



What's Special About Your Chapter? *Showcase your Chapter's Strengths*

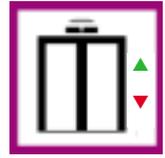


Does your chapter boast many CSPs and CPAEs? Is your chapter large? Diverse? Intimately aligned with the meetings industry? Meet in a special location? Have other strategic advantages?

Identify and then showcase the special features or strengths of your chapter that make it appealing to non-members.



Introducing...The Elevator Speech!



What's an Elevator Speech?

A mini-speech you deliver conversationally in the time it takes to ride an elevator with a stranger. A sound bite to entice listeners to what you have to offer: information on NSA and your chapter.

What is the point of an Elevator Speech?

It breaks the ice with strangers, induces dialog and identifies a topic for conversation. It whets a listener's appetite to hear and learn more.

Where can you deliver an Elevator Speech?

Anywhere you have sixteen seconds and a stranger: hallways, sidewalks, meetings, on the telephone, at conferences and conventions, at social gatherings and elsewhere.

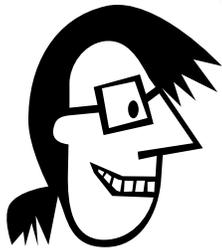
What makes an Elevator Speech effective?

It's memorable, catchy or provocative.
It addresses your listener's needs.
It creates a bond.

What are the elements of an Elevator Speech? (Note: order of elements may vary.)

- ◆ A compelling or 'attention grabbing' opening: can be a statement or question
- ◆ A description of your chapter
- ◆ A focus on the benefits of membership
- ◆ Upbeat delivery
- ◆ Your name and affiliation (title or position)
- ◆ A question to draw in your listener, help you "qualify" them or glean how you can help them

A Pair of Sample Elevator Speeches



Hi, I am _____,
a leader of the Greater LA Chapter
of the National Speakers
Association. Have you heard of us
before? (pause)

(Then you know) We support
experts who speak through
monthly programs, a speakers
academy and various support
services.

As an expert that speaks,
where do you go to hone your
speaking skills? Come see
what we have to offer!



How do you feed your brain?
I'm _____ a member of
the Colorado chapter of the
National Speakers Assoc.

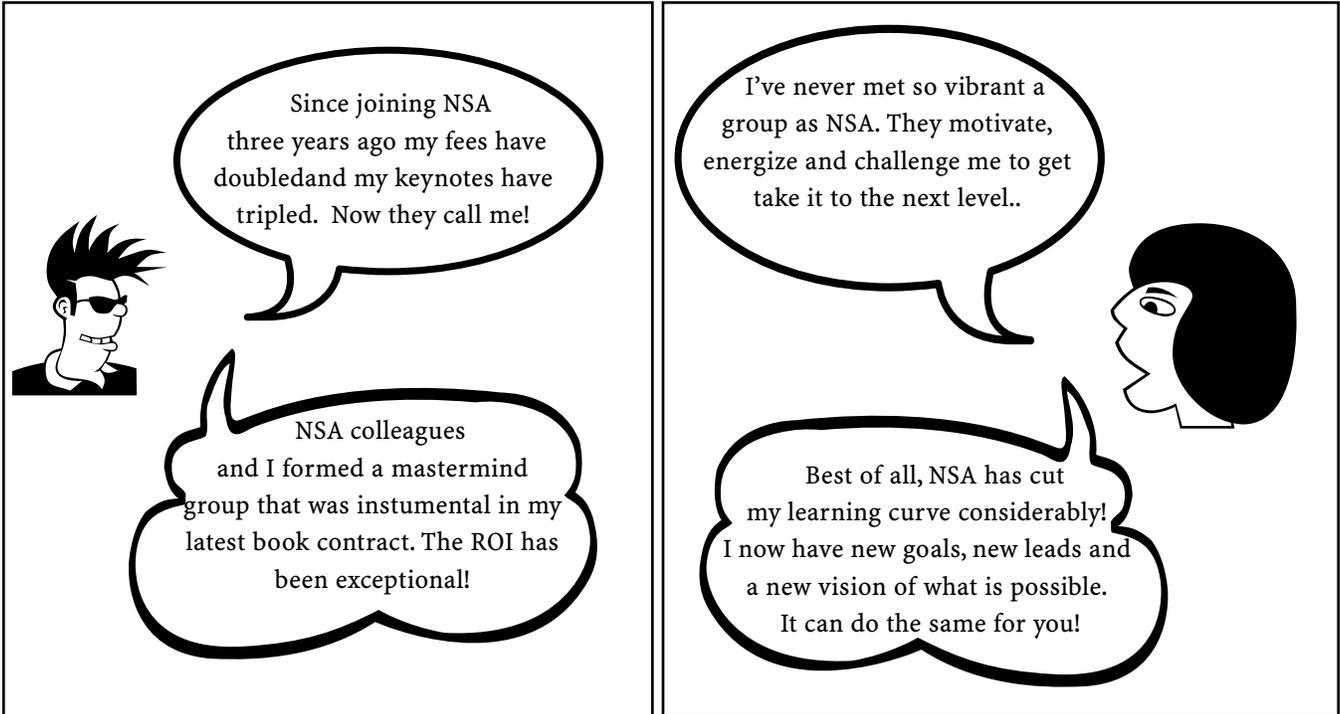
Our chapter is full of experts that speak
professionally. Our chapter helps us polish
our professionalism, showcase our skills
and expertise, and teach us cutting edge
tools for managing our business.

I'd like to invite you to our next meeting. Let's
exchange cards and I'll make sure you receive
our latest newsletter and meeting announcements.
We can even carpool if you'd like. ((- ;

- ◆ Elevator Speeches are short, catchy and delivered conversationally.
- ◆ They often focus on *solutions* and *benefits*, not just problems or features.
- ◆ Each invites the listener to connect further, through a business card, website or next step.
- ◆ They are delivered in an upbeat, friendly fashion and give good eye contact to their listeners.
- ◆ They impart information without sounding like an info-commercial. We're here to help, not pressure.

Recruiting Experts Who Speak

Write Your Own Elevator Speech



Script your own Elevator Speech

"Your Sixteen Second Success!"

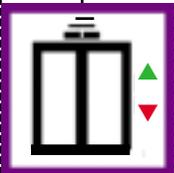


Building Your 'Elevator Speech'



Next Stop
SUCCESS!

Going In
The Same
Direction!



Push All
The Right
Buttons!

Getting
To Know
You

Rising Up?
Enter
Here



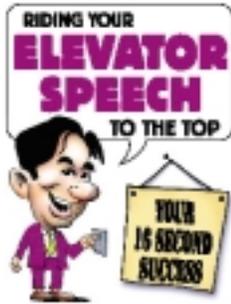
5 Closing Line (and Optional Take Away):

4 Question to Elicit Engagement or Seek Information (Qualify Your Prospect):

3 The Benefits of What NSA can do for them:

2 Chapter role / specialty & Tag Line:

1 Introduction & Name (Don't Forget to Smile & Give Good Eye Contact):



What Questions Are You Asking?



Asking Questions Does Many Things:

- ◆ Engages the listener
- ◆ Offers insights into their problems, needs, challenges and prior knowledge of NSA
- ◆ Allows you to uncover additional ways to serve their needs, help them
- ◆ Engenders trust (which builds the relationship)
- ◆ _____
- ◆ _____

Questions to Engage Experts Who Speak

- ◆ Where do you go to discover best practices for speaking, marketing, sales and more?
- ◆ What associations do you belong to that help you improve your speaking prowess?
- ◆ What does your support system look like? Does it include professional speakers?
- ◆ How many like-minded professional speakers, consultants, trainers do you interact with?
- ◆ Who do you rely on to improve your platform skills?
- ◆ How do you measure success in your business?
- ◆ How do you get food for your brain?

Write some open-ended question to help you "qualify" a prospect:

 _____

 _____

 _____



Recruiting Experts Who Speak



Your Testimonial



Are you excited about NSA? What has it done for you?
Share your enthusiasm and your successes with others!

BEFORE..... **AFTER**

Describe yourself as a Speaker:

_____	_____
_____	_____
_____	_____

Describe yourself as a Businessperson

_____	_____
_____	_____
_____	_____

What you struggled with..... *What you now excel at*

_____	_____
_____	_____
_____	_____

Describe Your Return On Investment (ROI) from NSA

_____	_____
_____	_____
_____	_____

Story Tell, Story Sell: Showcasing NSA Successes



“Success” Stories



Why Storytelling?

“We’re wired for stories,
individually and collectively.

This is how we’ve been conditioned to learn.”

—Gay Ducey

Past President

NATIONAL STORYTELLING ASSOCIATION

30-Second Success Stories:

- ▶ Showcase the NSA Experience
- ▶ Resonate with listeners, showing what’s possible for them too
- ▶ Share your enthusiasm and showcase your communication skills

The Format:

- ▶ **Setting:** Gives us context
- ▶ **Situation:** Establishes challenge
- ▶ **Success:** Provides resolution (happy ending!)



Story Tell, Story Sell: Showcasing NSA Successes



DEVELOPING *YOUR* NSA SUCCESS STORY



A Setting

A Situation

The Success

Additional Tools for Recruiting Experts

Chapter One-Sheets, Newsletters and Brochures

Give your prospects something tangible to feel and refer back to. These collaterals each contain information on meetings, locations, contacts, etc.



Wearing Your NSA Pin

It's a conversation piece and perfect entree into what NSA is. Curious people will actually begin the conversation when they see your pin. It's the perfect chance to share your NSA elevator speech.

Mention NSA/Chapter in passing during your presentations

In the course of most presentations there are opportunities to reference your NSA and chapter affiliations. You don't have to deliver a commercial for NSA but can touch on it as appropriate.

Using the NSA Logo in your materials

Reinforce the NSA Brand by using the logo on your materials. When asked about it, be ready to share your testimonial.



Know your Chapter's URL; share it and use it in communication with non-members

Point people to your chapter's website and NSA's for the latest information on membership, meetings, special events and more.

NSA Chapter Business Cards

These are easy to carry and dispense. You can add current information on them such as next meeting dates or your number for further contact. Your chapter can create its own, complete with website, (toll-free/regular) telephone number, e-mail address and meeting location(s)/dates, if available.

The Expertise Imperative

In this twelve-page white paper NSA sketches the future of the speaking profession and makes the case for future focus on expertise to the power of eloquence. To download your copy, click on www.nsaspeaker.org/pdfs/Expertise_Wht_paper.pdf



The Sales PEG*

Join the Sales PEG and hone your selling skills, for your and your chapter's benefit. Receive quarterly printed newsletters, monthly e-zines, teleseminars and more for Just \$20! **Invite Sales PEG members to teach your chapter selling skills for membership building.**

* The content of this training comes compliments of the 2003-04 Sales PEG leadership team of:

Craig Harrison, chairman

Jim Meisenheimer CSP, Vice Chair

Scott Marcus, newsletter editor

John Tenza, 2002-03 Chairman

Making the "Ask"

By Craig Harrison, NSA/NC

How you ask for help often determines the results you receive. Understanding how to make the ask is an important skill that can help you build boards and committees, form teams and complete projects, and even help you find a marriage partner. Recognize these keys to asking for help from someone.

1. Phrase your request in terms of the benefits to the listener. Speak to “what's in it for them?” Why will *they* benefit from saying yes to your request?
2. Be positive. Don't focus on why someone shouldn't say yes or the negative aspects. High profile? Build new skills? Lead to a promotion? Give all involved a sense of accomplishment and satisfaction? Will it make the world a better place?
3. Show respect and appreciation for your prospect. When you recognize their skills, past track record, personality or other attributes, then they in turn feel special. It's flattering and affirming to be asked to participate, whether as a mentor, judge, contest chair or other role.
4. Give accurate and clear expectations of what the position requires. It's tempting to tell people what they want to hear, or only emphasize what is easy or fun. Give a fair explanation of your request and what it entails.
5. Make sure to listen to the issues or concerns of the listener. What are they worried about? How will they base their decision? Strive to understand their needs, their fears and their constraints.
6. Give your prospect an appropriate amount of time to make an informed decision. Don't pressure, manipulate or overwhelm your prospect in hopes of their saying yes. This often backfires later,
7. Strive for win-wins. Use flexibility, creativity for mutually acceptable outcomes.
8. Accept their answer whether they agree to your request or not.
9. Should your initial request be rejected, consider a counter-offer or secondary offer. Having a fallback offer allows your prospect to join your team or work with you in whatever capacity they are able to.
10. Thank them either way for their time and willingness to consider your offer. By treating them with respect and care they are more likely to say yes in the future.

