The Startup Selling Live Event Lead Conversation System

This system is designed for when you are speaking to a live audience at a conference, Meetup, industry event or any time that you have a live audience where you want to convert them from "attendees" to "leads."

STEP 1. Give yourself permission to "Sell"

> "We only have [INSERT TIME YOU HAVE] today, and I'll give you everything I've got in the time that we have, and in the end, I'll show you how to get more help if you want it."
>
> "Would that be okay?"

STEP 2. Have a handout card to collect names & emails

Have two (2) checkboxes on your card:

> #1: "Value item" - I use my books. The value item can be a white paper, video, checklist or anything that 90% of the audience would think - "Cool! She/He's giving THAT away for free? I'm in! Sign me up."
>
> #2: "Call Booker" - This is where people can check the box to a 15-minute strategy call with you where you ask them about their situation and provide recommendations to them around the problem you are solving.

This card should be on 80-lb card stock, with your logo in color in the bottom corner.

Create your card so that two fit on a single 8.5" x 11" so that when you have Kinkos copy them, you get two cards for one color copy price, plus they will cut them in half for you.

STEP 3. Create a calendar where people in the audience can book immediately. I use Calendly.

For example, I created this Calendly calendar for a talk I did at NedSpace (a shared workspace in Portland):

www.calendly.com/salesqualia/nedspace/

You can pick your days and times, as well as maintain 15-minute time segments. For best results, put a time limit to the calendar - make it so that you are only available for this calls for the next two weeks. This creates scarcity on your time, plus enables you to pull leads through more quickly from the event.

STEP 4. At end of your talk with 5 minutes left, say -

> "At that start, I said I'd give you everything I've got in the time that we have, and in the end, I'll show you how to get more help if you want it. Here's how. [INSERT NAME OF HELPER} is passing out cards for you. There are two boxes.
>
> "The first box is to get your copy of [INSERT NAME OF VALUE ITEM]. It's designed to help you [DESCRIBE].
>
> "The second box is to grab 15 minutes minutes with me for the WorkReadyGrad Strategy Planning Call. In this call, I'll ask you a few questions about YOUR situation at YOUR program, and help you identify 1-3 strategies you can use right away to solve [INSERT PROBLEM YOU SOLVE]

[While you're saying this, show the Value Item on a slide, then show your Calendly link on a slide.]

> "If you want to book a call now, here's the link - take out your phone, go to this URL and pick a time that works for you.
>
> "While you're doing that, we have time for two questions before we wrap up. Who has a question?"

By giving yourself time for two questions, it gives people time to fill out the cards.

When you finish, say:

> "Thank you, everyone. For those taking advantage of the [FREEBIE] and the Strategy Call, pass your cards to the end of the row and we'll collect them.
>
> "You can also leave them on your seat and we'll collect them during the next break."

STEP 5. Have a Pull-Through System

This is designed so that you can quickly log the names and email addresses to follow up within one (1) day of the requests if at all possible.

I like to have a virtual assistant place the names into a Google Spreadsheet, then also find their LinkedIn Profile URL so that I can send a personalized connection request as well.

> Subject: link for booking Strategy Call
>
> Body:
>
> Hi [INSERT NAME] - Got your request to book a Strategy Call with me. Here's a link to my calendar:
>
> [INSERT LINK]
>
> Just click a day and time that works best for you, and if there's anyone else on your team you'd like to include, they're welcome to join.
>
> IMPORTANT: If you don't see a time that fits your schedule... Click "Reply" and send back 2-3 suggestions and I'll do my best to accommodate.
>
> Sound good?
>
> -Scott

Review the call bookings relative to those that made the request and send follow up emails to those that requested a call but did not book.