

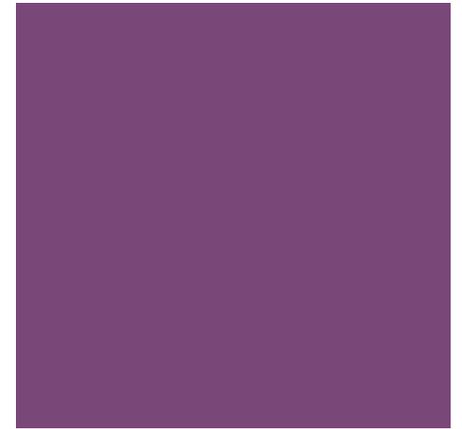
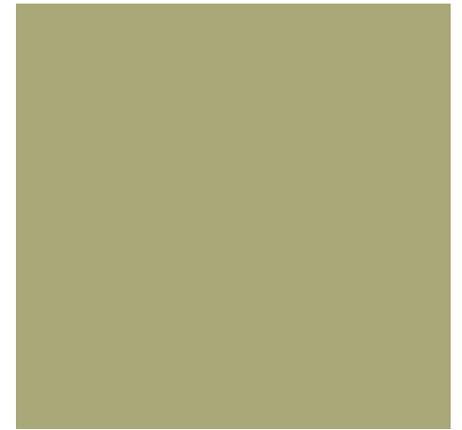
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Turn Your List into Sales
Opportunities with **Webinars**



What's a webinar?





+ Why is this important?

+ 1. Teach for differentiation



+ 2. Be the voice of authority

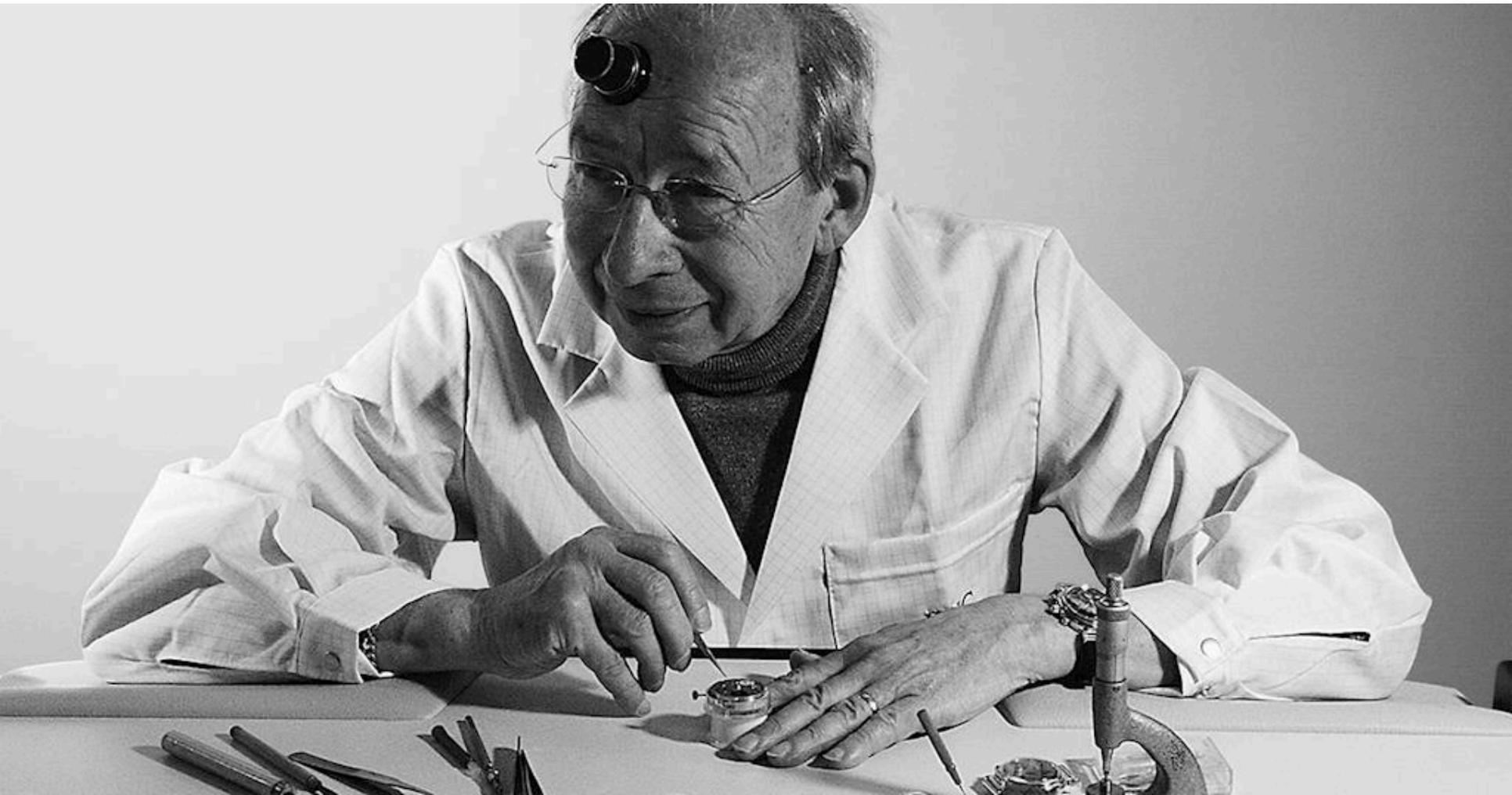
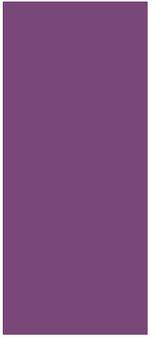


+ 3. The market **WANTS** your expertise.



Want

+ 4. Your market **NEEDS** your expertise.



+ 5. Content recycling





+ What you need to know



FOCUS



+ 2. Keep it short



+ 3. Keep it moving



+ 4. Tell a story



+ 5. Use images, not words



+ 6. Don't pitch



+ 7. Have a clear call-to-action



+ 8. Find a webinar buddy to be your moderator & MC

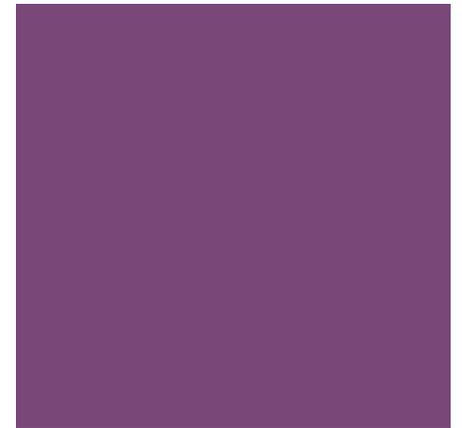
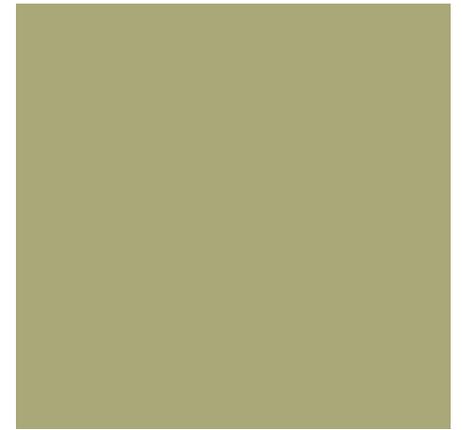
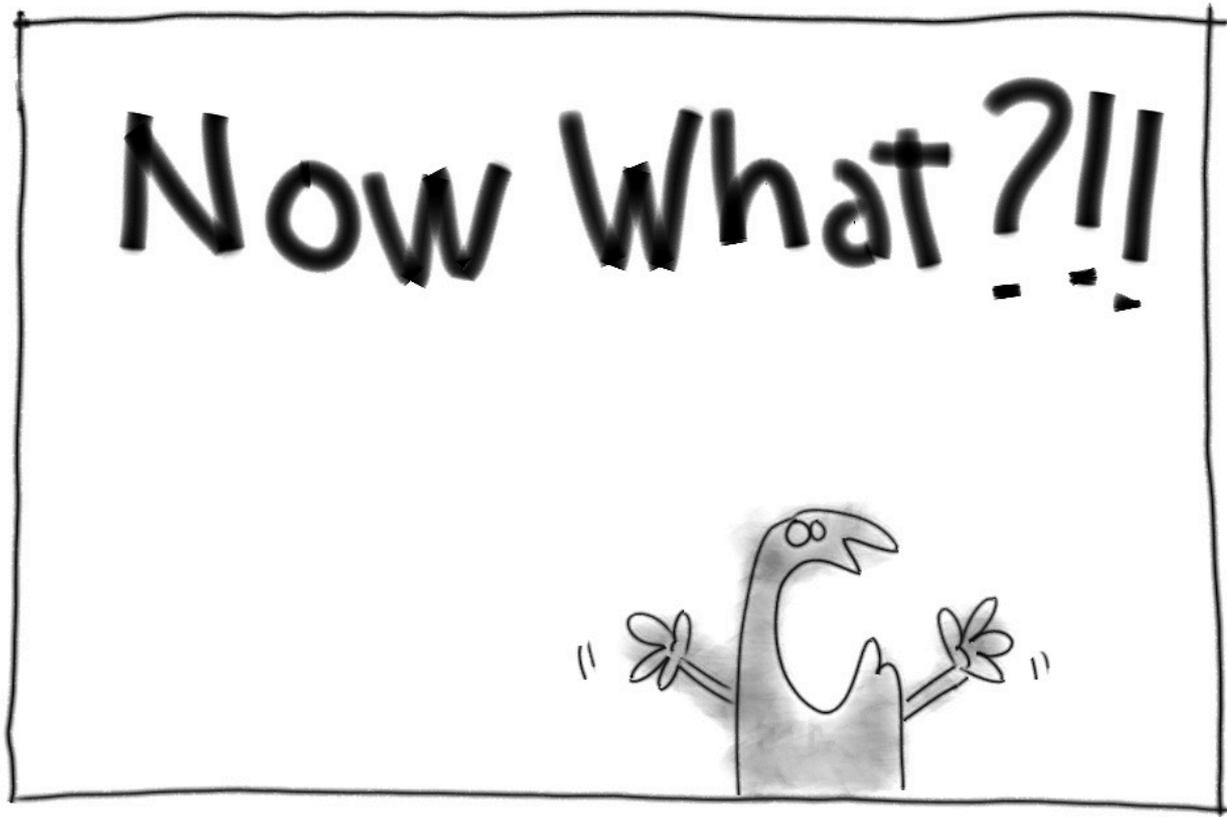


+ 9. Be prepared

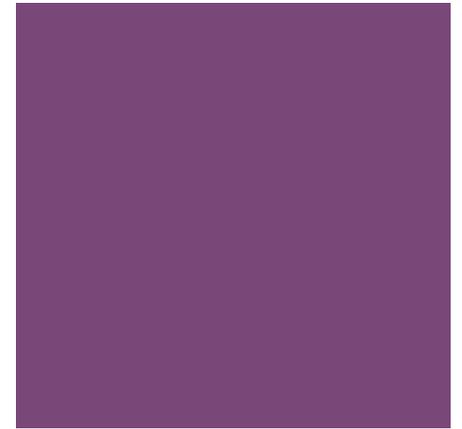
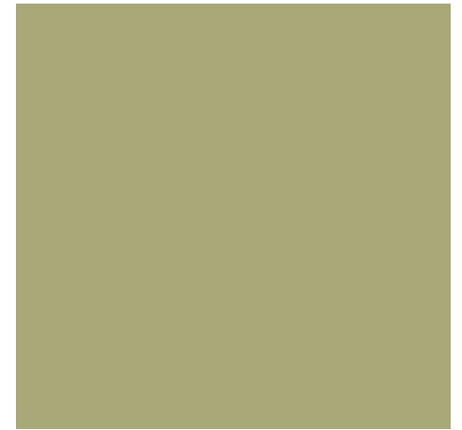


- + 10. Remember that YOU are the expert



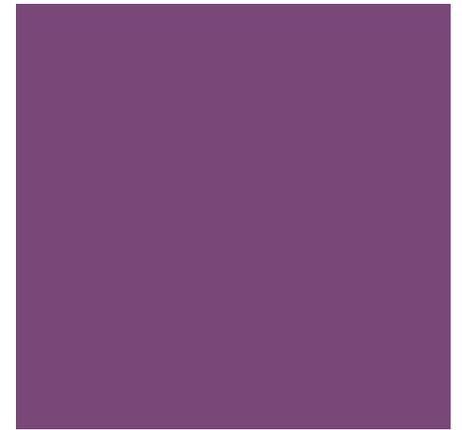
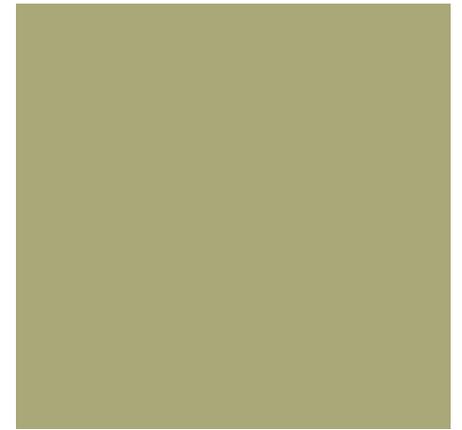
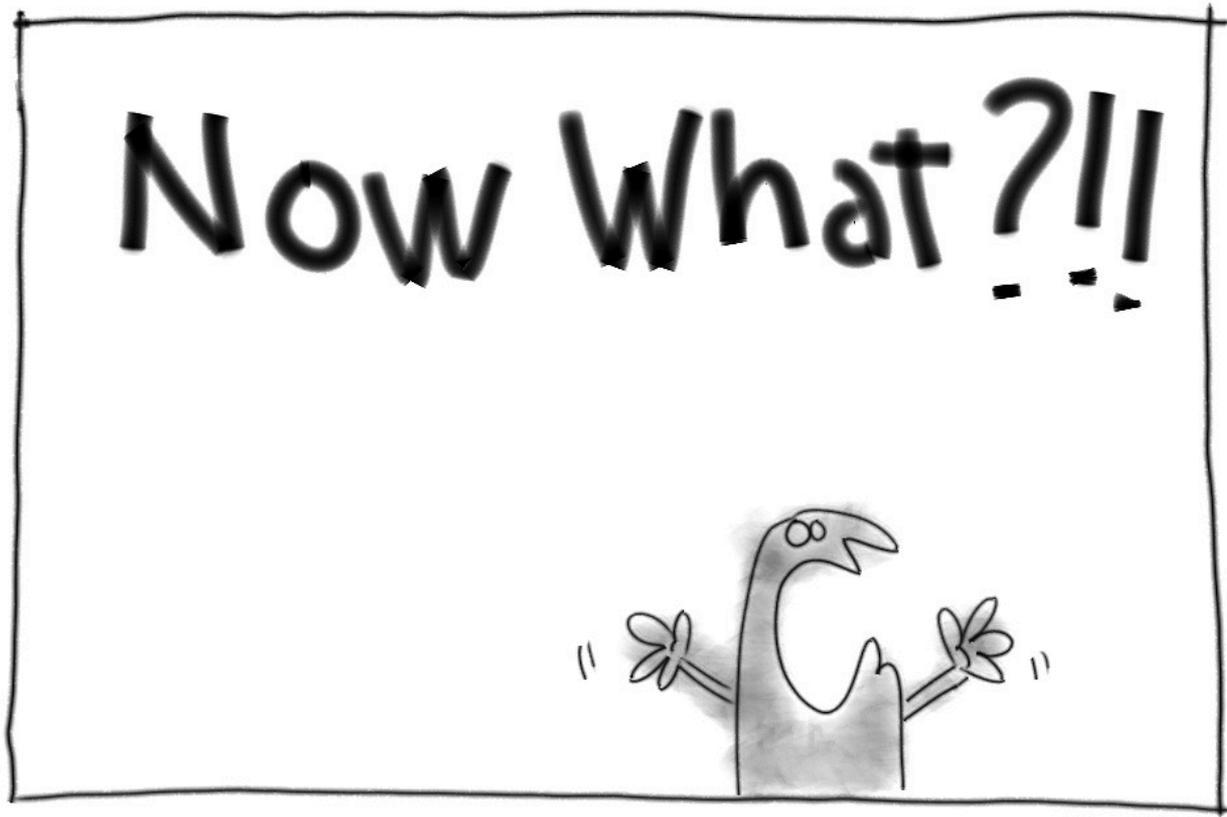


+ What to do next...



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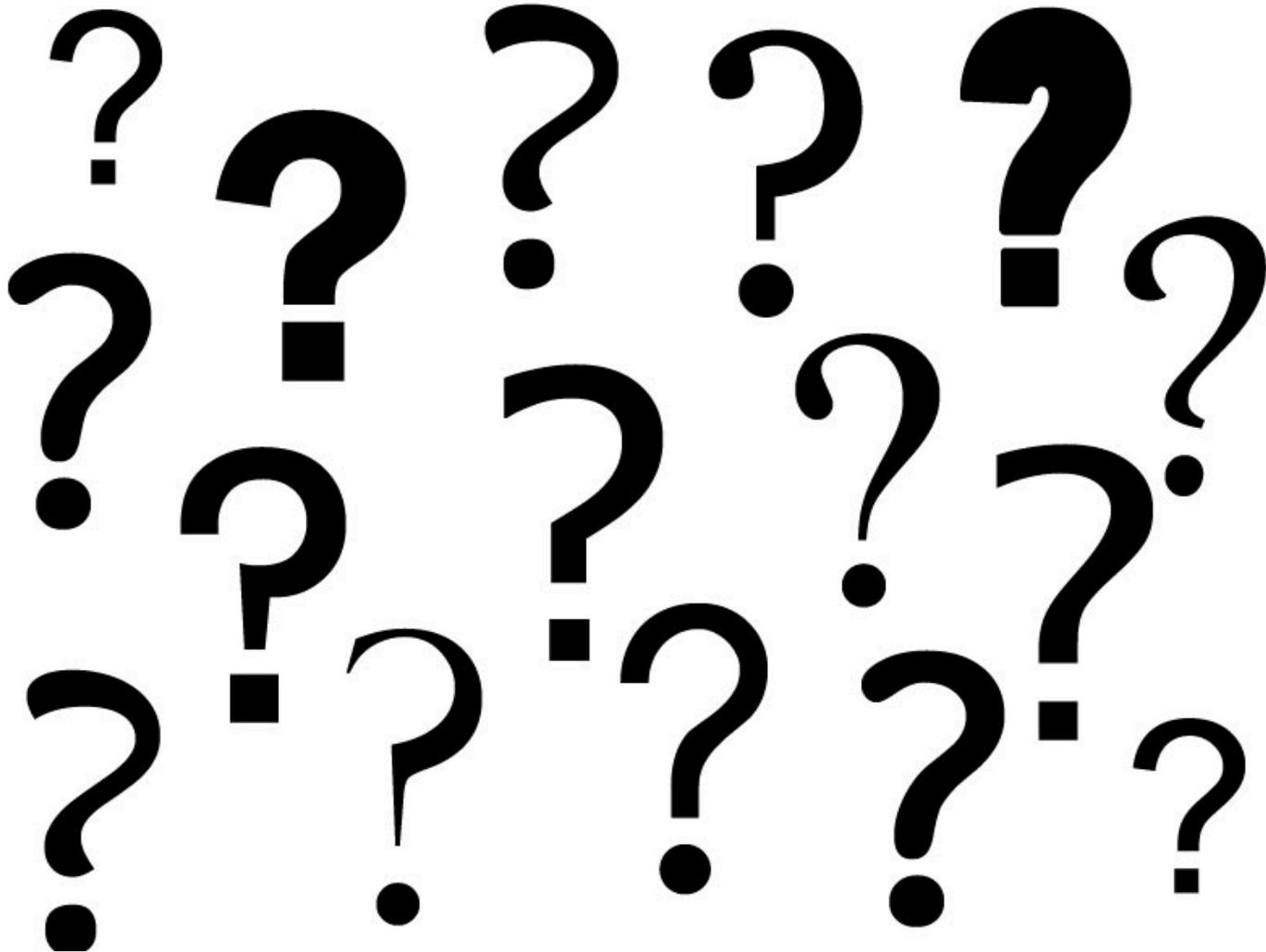


+ What to do next...

- + 1. Go through your notes from your last 10 sales calls



+ 2. Make a list of common questions or objections.



+ 3. Identify “hot topics” in your industry.



+ 4. Remember key **problems** worth solving

Improve
Coordination

Increase
X-Efficiency

Create New
Information

Reduce
Transaction Costs
(Think: Friction)



+

Regulatory & Compliance

Automation & Digitization

Attracting & Retaining Talent

Accelerating Innovation

Voice of the Customer

Reducing Volatility



- + 5. Set up a free trial account on GoToWebinar



GoToWebinar®

by **CITRIX**®

- + 6. Check out “Livestreaming” option on YouTube



Broadcast Yourself™
LIVE!

+ 7. Post your ideas to the Startup Selling Facebook Group



Startup Selling I S

🔒 Closed Group

 Write Post

 Add Photo / Video

 Create Poll

 Add File

Hey everyone - I'm putting together ideas for a webinar to shake up my list of contacts and leads. Which of these ideas do you think are most interesting for a webinar....?

"5 things that every enterprise startup founder should know about sales?"

"7 reasons that your PROPOSALS aren't working..."

etc

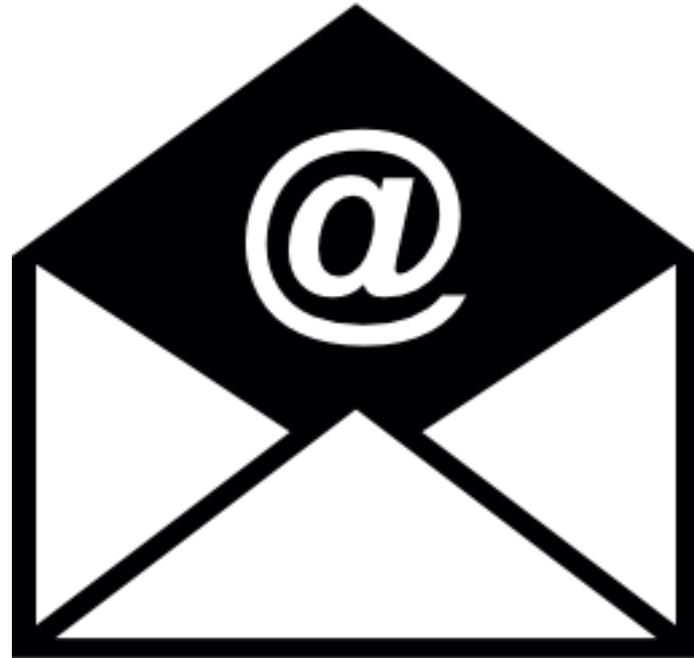
etc



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Post

+ 8. Email your ideas to me

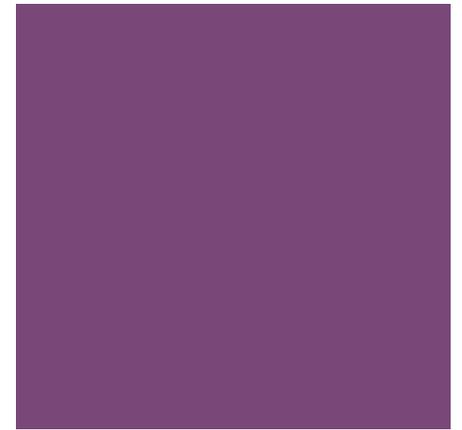
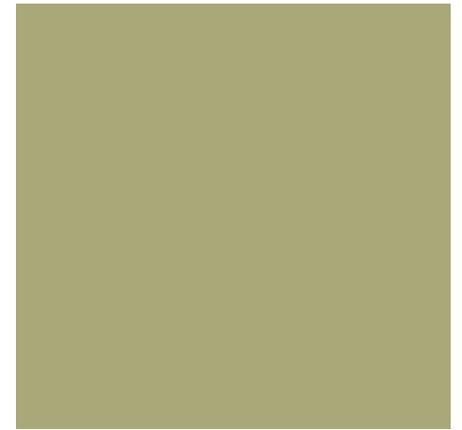


+ 9. Check out the “Startup Selling Webinar Playbook.”



+ 10. Get started





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