

# **MEGA DOLLAR MEETINGS**



**HOW TO MAKE SURE THEY SIGN UP  
ON YOUR OPPORTUNITY MEETINGS**

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# **Foreword**

The exercise of organizing meeting that is able to successfully achieve the goals it intends involves a lot of connective elements. There are several different aspects that need special attention and organizing. Get all the info you need here.

## ***Mega Dollar Meetings***

How to Make Sure They Sign Up on Your Opportunity Meetings

# **Chapter 1:**

## ***Opportunity Meeting Basics***

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### **Synopsis**

Priority should be given to everything that is connected to the meeting and this includes covering areas from the beginning of the birth of the idea to have a meeting up to the actual follow up procedures involved after the meeting has taken place.

## **The Basics**

Mapping out the intentions behind having the meeting would be a good place to start. The “why” factor is very important to establish as this will give direction to the design and execution of the meeting content, venue, time, target audience and many other elements.

Thus having a meeting plan clearly outlined will assist all involved to better micro manage the entire exercise. Identifying those who are expected to be involved, establishing time line goals, establishing a clearly drawn up framework are all part of the process that should be considered right from the onset of the exercise.

If it is clearly decided that a meeting is the best way to grow the business position to the next level, then the next step would have to include the decision on how to design the campaign that is going to get the target audience attention to ensure the meeting successfully achieves its goals.

Designing teasers that are both bold and innovative will help to attract the attention of the hoped target audience. All the elements of the design should be carefully presented for the purpose to getting and keeping the attention so that people will be interested in actually committing to attending the meetings. Distributing the material in a timely and effective fashion will also contribute to the “buzz” surrounding the proposed meeting, which is a very important enticing tool.

# **Chapter 2:**

## ***Set Your Goal For The Meeting***

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### **Synopsis**

The goal setting exercise is a very important element that dictates the success of any meeting planning endeavor. If there are no clear goals in place, it would be very difficult to ensure all concerned are working toward a common platform. Frustrating moments and loss of precious time can be avoided with the clear goal setting exercise completed carefully and productively. Everyone connected to the meeting should know the “why” and “what” it’s all about.



## **What Is The Aim**

Though often regarded as too simplistic, the exercise of clearly and visually displaying the goal for all to see, absorb and understand should not be underestimated.

If the goal is visually at the forefront of everyone's mind then there is little room for distractions or running off track. This will help to ensure all contents and procedures during the meetings are kept on the topic first featured of which all participants originally committed to.

One of the items connected to the goal setting should be with regard to the contents to be presented. The presentations should always be of a positive and encouraging tone. The idea is to create a sense of excitement and anticipation.

All the material to be used for the planned meeting should also be submitted with the time line designated. This time line should be one of the items included in the goal setting stage.

Besides this time lines should also be clearly defined for all other aspects that are going to be linked to the meeting. These may include items like sourcing for the venue, cost projections, advertising budgets, speaker bookings and many others.

Another important goal to work towards would be to source for the best conference facilities which provide competitive rates and packages tailored to meet the needs of the meeting's agenda or theme. The time line and budget attached should be clearly decided before this exercise is carried out to avoid any waste of time and energy.

# **Chapter 3:**

## ***Put Together Presentation Materials***

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### **Synopsis**

Besides the attention that is given to the setting up processes of the meeting and its contents, the other important area that merits attention is the presentation material required for the meeting proper. As this is an opportunity to make an impact of the general target audience some thought should be given to this important element.

## **Get It Together**

Keeping in mind that the entire exercise is viewed as a great branding recognition platform, which should be exploited to the maximum, the following items should be considered and included as part of the package for essential presentation materials:

- ✓ Business cards, brochures, pamphlets and other informative material should be considered compulsory to be included in the presentation material package. This will allow the participant to have the necessary information for further reference and also be able to stay in contact with the presenting party.
- ✓ Presentation folders should be well designed with dynamic colors and covers. This will not only work as advertising materials when seen by others it can also function as a conversation piece which in turn will create the desired recognition for the presenter.
- ✓ Other important items should include stationary such as note pads and pens. Though rudimentary it is often welcomed expected. These tools provide the participants with a convenient way of noting down information acquired during the meeting and it can also act as another advertising tool. This is because most of these materials carry the presenting company's logo.

- ✓ Other presentation materials that can be considered are banners, graphics displays, sample products, gift bags which should contain company related material of the event. All these should be decided according to the budget set and the availability of the products. The choices made should be a well coordinated exercise to ensure there is no wastage of resources and also to ensure only items that will further the company's recognitions be used.

# **Chapter 4:**

## ***Pick The Correct Location And Setup For The Room***

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### **Synopsis**

There are many corresponding elements that should be considered if once is interested in making a success of any business endeavor, which in this case is focused on the ideal venue and set up.

## **Choose Carefully**

In order to optimize all resources below are some of the areas where consideration should be focused:

- ✓ Budget plays a very important role in the choices made but it should not take too much precedence over other equally important matters. Issues like convenience, accessibility, distance should all be considered from the target audience point of view.
- ✓ The venue should also project the right image the company wants to convey. Because this is probably the first impression that will be formed by the potential target audience, care should be given to the choice made. The corporate image portrayed and perceived is very important.
- ✓ The design and general layout of the meeting venue should also be done in a professional and orderly fashion. The participant should feel at ease and comfortable from the very onset of the meeting. The size of the room picked for the meeting should also be factored in as this will ensure the easy movements of the participants and it should be noted that most people do not enjoy being confined into a small space. The conducive atmosphere will add to the positive vibes being put forth towards the success of the whole endeavor.

- ✓ Ensuring all the basic tools are available and in working order is also another point to consider. The basic tools such as projectors, electronic white boards, stationary, props, wifi internet access; photocopying and fax facilities are just some of the essentials that should be easily available at the venue.
- ✓ The seating capacity and design should also be done in a manner where there is nothing obstructing the participants view of the presenters and their materials.



# **Chapter 5:**

## ***Dress For Success***

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### **Synopsis**

As first impressions are important to most people, dressing for the role is a basic and intelligent decision to make. Though it may seem to be a rather shallow view on things there is seldom a second chance given when the first impression made is not impactful. Dressing to influence should be given due consideration.

## **Impressions**

There are usually a few different looks that are considered ideal for different meetings and appointments. Research has shown that the dressing choice and style of an individual does in some way effect the general impression made at the onset of a meeting thus dictating to a certain extent the outcome of the said meeting.

Therefore it is very necessary to ensure care and consideration is taken as to what and how to dress before the actual meeting takes place.

Understanding the type of meeting one is about to be part of is directly instrumental in the choice of clothing made. One does not want to project the wrong image as this is not the platform to stand out or be totally inappropriately dressed.

The choice made very much depends on the types of meetings; as an example, if the meeting is to be held outdoors and on site the attire suitable to be worn would be a comfortable outfit that portrays ease yet professionalism, couple with sensible shoes.

Wearing an office suit would be rather a bad choice and also ridiculous. Similarly a closed door meeting, where heads of departments and potential investor are the participants, a proper fitting business suit will be expected.

Expensive attire is not necessary at all, as items carefully put together of reasonable quality and design will be admired and complimented.

Though not very important, it would be an added advantage to be able to improvise on the spot any attire worn to suit the change in venue or circumstances of the meeting.

# **Chapter 6:**

## ***Be Positive And Enthusiastic***

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### **Synopsis**

The attitude one adopts when presenting or being an instrumental part of the meeting play a very important role in setting the general mood for the whole exercise. Therefore one should always learn to adopt and sustain a positive attitude through the whole process. This can and most often is the single most important feature of any successful meeting phase as first impressions are hard to change if they are of the negative form.

# Mindset

The following are some suggestions that may prove to be helpful in keeping a focused and positive mindset:

- ✓ As much as possible one should try to develop the ability to find only the positive elements to talk about in any given situation. This is instrumental in developing the positive and enthusiastic mindset that will go long way in keeping the encounters from taking a turn for the worst. It will also be a welcomed aura when the effort is made to make everyone as comfortable as possible.
- ✓ Complimenting the other party is always a good way to start the encounter on a positive note. However the compliment should be done in a sincere fashion and not come across as condescending or with a double edged meaning.
- ✓ Enthusiasm is an infectious element, and this should be exploited as much as possible. An enthusiastic individual is able to affect all those around to also get with the positive vibe and thus create a friendly and more workable atmosphere. Enthusiasm is a characteristic that is always welcomes as it helps to lift everyone's spirits when the meetings get long and boring or when the content is rather technical and exhausting to the mind.

- ✓ Reading material on how to portray positive and enthusiastic behavior is also another way to learn how to practice this very beneficial state of mind. Everyone generally wants to be around or associated with positive and enthusiastic individuals.

# **Chapter 7:**

## ***Network With People You Don't Know***

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### **Synopsis**

This is sometimes very hard for most people to try as they find the whole potential encounter rather daunting and exhausting. However with some well designed tactics anyone can successfully network with total strangers anytime, anywhere with the desired resulting outcome gained.

## **Get Out There**

Perhaps the first obstacle one has to address is the mindset. Being afraid to approach total strangers in person may not be the best or the first choice to make.

Taking the time to build this confidence might be more helpful thus the recommended line of initial communication would be through emails or over the phone.

Generally starting out the conversation by discreetly dropping names would be an added advantage as most individuals respond well to those who are connected or acquainted to both parties.

Understanding that networking does not and should not only be confined to friends and relatives is also important, as it would then force the individual to seek out others or strangers in the quest to promote or introduce the business opportunity.

Acquiring some background information on the potential target is also encouraged. This will impress the individual being approached but only if the information is not too personal or offending.

The information acquired should be used to further encourage the individual into thinking the business or items promoted are definitely advantages to be acquired. Impressing upon the receiving party the importance and missed opportunity if not seized is a good point to



make but this should be done without being pushy. Designing the conversation towards making the stranger feel comfortable, impressed and special is important in holding and keeping his or her attention.

Giving the impression of respect for the other person within the networking exercise is also encouraged. People who are sought for their comments and ideas are a great way to encourage a window for introduction of a business venture, as they are no longer on guard or weary of a sales pitch being made.

# **Chapter 8:**

## ***Be A Good Conversationalist***

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### **Synopsis**

The art of being a good conversationalist is not very difficult especially if every opportunity that comes along is utilized and maximized. The more one practices this art the easier and better one becomes at it and soon any fears that were once present will no longer be evident.

# Speaking

Here are some recommendations as to how to go about acquiring this very beneficial tool:

- ✓ Consciously forcing oneself to have a confident mindset and corresponding body language is something that needs practicing. One way of doing this is to observe or be in the company of confident people. Confident individuals are usually good conversationalists because they seldom are distracted with worrisome thoughts such as how they are perceived or accepted. This mindset comes only with constant practice and abandonment.
- ✓ Taking the trouble to know something about the person intended to be addressed in the conversation is helpful. Such basic information can help to set the friendly tone of the atmosphere which in turn will better facilitate any eventual introduction of the business side of the conversation.
- ✓ Asking questions is also another way to initiate conversations. Though one should be careful to keep the questions impersonal and fairly intelligent. This is another way to get the conversation going and also getting the participation of the other parties.

- ✓ Being a good listener is another quality that should be cultivated because good listeners are often able to contribute to the conversations with quality comments and information that will impress the other participants in the conversation. It will also give the individual a chance to positively contribute to the conversation exercise and in turn impress everyone.
  
- ✓ Being careful about when and if one wishes to disagree with the general content of the conversation is also equally important. Being disagreeable may not always be the best choice to make even if it is an accurate stand to take.

# **Chapter 9:**

## ***Make Sure You Have A Way To Follow Up With Prospects***

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### **Synopsis**

Following up with prospects ideally should be an important tool to be exercised in a wise and measured way and the following are some ideas that can be used towards this desired gain:

### **Follow Up**

- ✓ Keeping the initial momentum going is very important. The enthusiasm should be kept alive and so without seeming pushy one should try and make the other party commit to some sort of time line.
- ✓ Being armed with information about the endeavor discussed will give the individual a general idea of the urgency of the

project and thus create an opening for further discussions and proposals to be introduced.

- ✓ Politely enquiring if it would be possible to further keep in touch through the exchange of email addressed is also something that should be somewhat aggressively pursued. However in order for the emails to be favorably received the other party must be enticed into being interested in doing so.
- ✓ Sending thank you notes emphasizing the pleasure on the encounter is taking a positive step towards a friendlier and more encouraging exchange. This makes the prospective client feel special and remembered which in turn keeps the lines open for any further communication.
- ✓ Ensuring any information requested, is submitted within the shortest possible time frame shows the positive attributes of being competent and reliable. These traits are considered very important to any business relationship. Such efficiency traits will be well received and favorably noted.

# **Wrapping Up**

Timing is a very important factor that is often the point of confusion for most individual contemplating the follow up process with potential clients. Know how and when to exercise this next step can be quite a challenge for even the most seasoned individual. However the most important point to remember to follow is the professionalism factor that should be adopted at all times.