How to Win Buyers and Influence Sales with Value  
  
 Please stand by for realtime captions.

Hello everyone and I want to thank you for joining us today and welcome to the SCORE live webinar. How to win buyers and influence sales with value. My name is Alexia Elliott and I am with SCORE and I will be moderating the session. The webinar is the SCORE certified mentor Brander, Brandon Schaefer and he is a speaker to business leaders across the globe and known for his enthusiastic and passionate style of presenting solutions and ideas that drive results. Before Brennan begins his presentation I would like to cover just a few housekeeping items. The audio is streaming through your computer speakers or your sale phone or device your listening on to-date so please be sure your volume is turned up on your device and there is also a volume slider within the web player on the upper right hand side of your screen you can adjust. The webinar will last one hour and will include a Q&A segment after the presentation so if you have any questions webinar please submit those using the asked question box on the left-hand side of your screen. This is a live webinar and being recorded and we are going to be sending a link to the recording and the presentation slide to all participants. It will be in EVLT, email that will got shortly after the webinar and in the slide deck and information to access the closed captioning transcript is located on the lower left-hand side of your screen or you can scroll down on your mobile device to access it.

Thank you for joining us today and I would like to bring Brandon on the line to begin his presentation how to win buyers and influence sales with value.

Thank you so much and it is phenomenal to be here and I am fired up and I been fired up for two weeks and I know everyone on here probably has something else more important to do but I will ask you to hang with me, take this journey with me and sit back in her seat and put your seatbelt on, we will cover a ton of different topics super important, super viable and you will leave here with more knowledge than you started and you will leave with a distinct action plan on how you can improve not only yourself and personal sense but as in a business sense as well. My friend always says Avenue of you have ever heard knowledge is power? I am asking this hypothetically because we all hear that a lot and it is applied knowledge that is power and I can tell you all the stuff today and I can talk to you and share all of this great information but if you don't put the feet on the street and hit the rubber to the road nothing is ever going to occur and you will see as I go through my slides everything is based upon action let's go over a few different facts. Let's go over the business failure rate, the U.S. Bureau of Labor Statistics states about 20% small businesses fail within the first year and it is my goal, my initiative, it is my mission to help anybody, anyone on an individual basis from a small business or media business to the largest of enterprise businesses to help them improve what they are doing and to help them improve their goals. Let's go on to a couple of other things a couple of quick stats before we get into the bread and butter. Consumer journeys are increasingly complex and what are, what parents did or what mom and dad and uncle Joe did and what Sally did, years ago, it may not work today. Everything has changed and we are adapting and evolving and transitioning faster than we have ever done before but let me throw this disclaimer, I am a loudspeaker and I am not yelling at you I am yelling for you when I speak. Don't think I'm crazy or anything else like that I want to throw that out real quick and I am yelling for you to jump into gear and put the car into first and second or third, hit the gas and go. New media channels are emerging, all of the different channels we used to use one year ago or two years ago or three years ago are constantly changing just like I was saying before. Everyone wants everything immediately. I am just giving you ideas and giving you these stats from Google region survey because I want you to get into the mindset before we go on the journey into the woods and on the way out. Traditional industries are transforming with digital and everything, look at the big companies, Apple, Amazon, any major company has a huge online presence and although you may have a brick-and-mortar store or you may have a piece of paper with an idea on it, you may not even have a piece of paper with an idea that you may have an idea in your head, I am here to say no matter what it is, if you want to do it in terms of growing your business or starting a business, you can do it. I don't care where you are from or what your education is or any other circumstance or condition or anything else, you can do it.You know, yes it is a SCORE webinar so usual free resources and I will say this at the end, SCORE.org, SCORE.org. SCORE.or, use them. This is not a paid presentation. This is done because it is my mission to help and to assist. A few other stats, 83% visit a store in the last week used online search so that means before you even go to a store, before a consumer goes to the store they already know what they want when they walk in your door. We need to start thinking like the consumer. If we are thinking like a sales rep or someone that used to think many years ago, it is not going to work. We need to be savvy and way out in front and writing helpful and timely and engaging information to educate our audience because when they come through our door like a brick-and-mortar store, when they come through our doors they are looking to us to validate the way they are feeling and we take them over to what they like and we validate what they are feeling and they buy it. That is the buyer journey today. Everyone is buying stuff online and the catalyst is if you have a small brick-and-mortar store, it is fine but think about how to get in front of your customers. Google ads, different local sites, different engagement in the community.

I didn't mean to go off in the woods right out of the gate but as I said I get fired up and this is life and this is not recorded and Alexa is not able to turn me off and she does have a chat thing that will tell me slow down or speed up or take it easy or whatever it is but I will go at my own speed.

Like Alexis that I am Brandon Schaefer and everyone, I believe, needs to have a favorite quote. My favorite quote is you don't have to be great to start, just start to be great. You can have the roughest upbringing, you could have the best upbringing, you could have the best education, you can have the worst education, as long as you are positioning yourself and as long as you are willing, willing being the key word, to learn and to listen and take action, you can be great, you can do great things. Please, please, please help yourself out.

My mission, like I said, as if you can't tell right now, speak from the heart. I have slides and there will not be, there is not a ton of points on the slides and I have topics to keep me on track and then I speak from the heart and let it go. That is what happens with applied knowledge print that is what happens during this day in and day out and surrounding yourself with people and being willing to hear what they have to say. Feedback is never bad. It is constructive. I used to think when someone gave me feedback they were personally attacking me and maybe you ought to do it this way and I would be like they don't know what they're talking about. But in the big scope of things, in reality I take what everyone says and listen to it. I share my experiences. Like I was saying I was 25+ years sales experience and I lived and died by the sword for so long. I still live and die by the sword and that is what happens when you are an entrepreneur and what happens when you are a startup founder. Everything in your life is around your goal, your mission, it is truly, when you start out in a business, it is so vitally important that you love what you are doing. If you are just doing it for money or see someone, your friends and they do a great job, anyone that is successful in business, they have some type of love for what they're doing. They might not have the love now, but when they first started definitely had love because it had to put in the time and effort and the passion and the heartache, this is not going to come easy and if you have an idea in your head and go to SCORE and say this is what I want to do, it is the path, it's not like going to your logo, local public store Safeway picking up a loaf of bread from the counter it is not going to be like that you have to go back in the bakery and have to bake your own and go in the middle of the night and heat up the oven and show up early and leave late and there is really, you just have to go with what you have to go with. Everything that I do, I always share the why, why is it important, if you want to open up a business or do something better with the business or open a different avenue, why?'s wine?'s always share the why and not only with your self but share the why with your customers. Share the why with your prospects. A few other things, Tony Robbins always says, success is achieved through a plan that is 80% psychological and 20% strategic. It does not get much simpler than that. It does not get much simpler than that.

Let's go over what we will review. Like I said it is fast and furious and will cover a ton of different topics and we will go into more depth into some of them and other ones we will glaze over. We have a short schedule and have a Q&A at the end and hang onto the Q&A if you have a question, ask a question and Alexa will pay them to me after and I will make sure and guarantee 100 million gazillion percent I will answer every single question if it takes me one week to get through them all if you have a question I will make sure you get a personal response back. Things that will cover today, ways to differentiate yourself, using data to upsell, asking the right questions, mastering the meeting, appointment strategy, customer service, I will share a few success stories and we will going to Q&A. As you can see with the time we have, it is a plate tight schedule .

My strategy. My personal strategy, I say that with every client I work with, it is based around three things, these are the secret ingredients and the three things, consistency, persistency and consistency. All of those words, you are probably like, wow, those are difficult words to say. Wow, I don't know where Brandon is going with this but I can tell you, if you use this 123 punch, just let this layer, let this layer of consistency, persistency and consistency follow everything I speak about and you will see consistency, are you willing to show up every day. Are you? Persistency, are you willing to show up when it is pouring rain out or when it is wet and your shoes are soaking wet and it is 5 o'clock at night and you want to go home, are you willing to show up. Consistency, the power, the drive to push through no matter what because I have news for you, your friends, your family, your spouse, your partner, your wife, your kids, they are going to tell you you are crazy, what are you doing, go out and get a 9 to 5 job like granddad did but I'm here to tell you, it is a different time in the world. It is a different, it is a totally, totally different segment and there is so much opportunity for anybody with an idea and a will to be consistent and persistent and insistent to make dreams come true not only for yourself but to help make other people better as well .

Let me just direct this as well, it always wasn't this way for me. I going to a quick story. When I was a kid I was inaccurate, I started severely stuttered and stammered and had trouble talking, I was not able to do it. What it did was cause me to be shy. I did not want to talk or be around people. At some point, the only reason why I sure this is to share something that happened to me is because I want you to know if you have an excuse, you don't dump it. Dump the lame excuse that you have, if I only had this, what if that happened, if that could've happened, if that would have happened, if that should have happened, if it were only a different way or are brought up differently, for me I took the tough road. I took the difficult path of learning the hard way. There was not, I guess I went to school and everything else like that but I talked the hard way of learning and spending a lot of money doing it. That is one of my missions like I said before to share my experience and ensure my hope. Share my knowledge with you.

Let's get down into some of the guts of the presentation. The first segment, that is ways to differentiate yourselves in a crowded market. You walk into a room and you have a small business and you are asked to come and present what you have and you walk into the room and sit down or walk into the shop and sit down the first thing you see on the desk are two other proposals. What do you do? How do you differentiate yourself. There are a few ways and people would say, most people will tell you, give the Laura Price, talk about widgets and what you do better, I always say, don't worry about that, don't worry about anything because your focus but I always say position yourself for success by doing the natural human instincts that work best with people. The number one way is to smile wide. Smile. When you go in to differentiate yourself. It does not matter and I know I mentioned personal and business but if you go to a birthday party where you do not know anyone the best thing you can do is smile. If you go on a new business call to get an appointment with a new prospect, the first thing you can do is smile. But is a universal signal for, hey, I am happy, good to see you. Smiling, it may be tough for some people so don't be afraid to stay or look in the mirror and smile, make adjustments. If you meet someone and they talk fast you mail to slow down, if they talk so you may want to slow down a little bit, I think I said it in reverse but you get the point obviously. You have to adapt and evolve with the situation. The last thing to differentiate yourself is show up. Show up. Showing up early is late in my book. Shop five minutes earlier 10 minutes early and if you have to drive, everyone is in the same traffic but 95% of the people get there on time and 5% don't and they go somewhere and complain that there was traffic or oh there was an accident so prepare and get to where you need to be early and sit in her car and get your computer out and talk on your phone and be a safe spot and always pull off to a safe spot if you go in talking your phone or anything but show up. Those are three simple ways you can differentiate yourself that don't involve you having a business or product yet because a large portion of your sales is going to be you.

Let's go to the next one, using data. Data, it is the new oil and I will say this later, clean data is good data so if you start a business, have you figured out who your prospect base is? How do you know who your prospect base is, you know because you will go out and do research ahead of time and you will put them into some type of Excel sheet or PowerPoint or Google slide, not slides but sheets or some type of CRM, so you can track and start to keep an understanding of who does what. Just look at this for your data you will call and you have a small company and you will go out or I had company or glove company or anything like that so what you want to do is clearly identify prospects and the way you do that is by going out and doing research and putting them all into and Excel spreadsheet are Google sheet or whatever you're comfortable working with and putting down who does the ordering and who is the owner, who is the office manager and who does this and start to reach out and see each one of those people and their information but if you don't have good data it will be tough to keep track of and if you use a notepad or something to write down constantly what if you lose a notepad you will lose your business so I am a big advocate putting that stuff in an electronic format. Once you have the data like I started to touch on before, create personalized experiences. You will not want to sell something to an owner of the business that you are not the actual person who works in accounting because you say well that's not a good example to let me put it back. If you are selling apples to someone who likes oranges it will never work. If you are talking to an accountant in a company because you're trying to sell your software service or product to them, talking financial terms they will understand so if you're trying to sell your accounting service or software package to one of the marketing people, they will never know what you're talking about so know who you are talking to and every reason to reach out and share the why and make it personal. 121 hand to hand combat I say when you first start out. Once you grow and get big it is a different story. The last pieces you have this data and you make the on boarding experience so easy if you look at any of the big fights again one click, Amazon, it is one click it don't lead you to click five different places to buy something, see a product and click it, that is experience, make your experience super simple whether in a brick-and-mortar store to have them come in and buy something or whether it is in an online purchase .

Clive humbly, Clive Hamby, Humby, that is the new oil, focus on the data so what we do next?

We are there, we get the appointment, what do we do, we need to ask the right question and when we get in front of someone, if we get there and sitting in front of them but not asking the right questions when not going to get the right answers. The better the question typically, the better the answers. I always say everything I do is broken up into three steps, it is the one to three points pretty much everything I can remember three things and I think most people can only remember three things at once everything I do is simple and that's my philosophy, keep it dead simple and I break things up into three consistency, persistency, insistently in the screen I will break up the questions into three so it is what and when and what so what is it you need, smile what, what you need, when you need it by, and what are you doing currently to achieve what you want to and hey, I'm not doing anything right now this is a dream but if you came to me from SCORE and said this is what I want what do you want to achieve and some of the features I write down on a piece of paper or you have a simple business plan from the SCORE guide I am not sure when you want to start this by is this an initiative or are you laid off on your job are you working and want to drive forward with this personal initiative you have and when you want to do it by and then what are you currently doing and what action and again action, keyword, don't be afraid and don't run the key word being action, what are you doing, what steps are you taking and what necessary steps are you taking to get to where you want to go, super, super simple, so again we will circle back on the meeting .

Everything here just think all of these things need to trigger together and this is a recipe, this is cooking on the stove and everything I'm talking about here is a guide you will get as an email after which is a short e-book and will have all of this information much more detail than what I was speaking about now because I am shooting off fireworks open to grab your attention and hoping to draw down points that shock you and push you back a little bit and propel you to take further action so when we are in the meeting, we smile, we showed up on time and have done all of that stuff, I call that adding all to the pin. We have a set up the stove is on and we have oil going in the pan and it is all good and start to hear the sizzle and now I will put peppers or mushrooms and onions I will add a little chicken, this is when we start cooking and it happens by being assertive. There are so many different ways to be assertive. Being assertive is you walk in and reach your hand out and say hello and nice firm handshake and nice hello and lean in and let them know what you are therefore. There is no skirting around the issue if a company or prospect has you come into their office and you sell and created a software product or service for them to have, they are having you come in as a sales rep or an owner of a small business because they are interested in talking to you about purchasing your services. Act like it, be assertive. There is nothing wrong with being confident. I am not talking about walking in and acting like you on the place. What I'm talking about is acting like you want to be there. Second thing we need to do is be excuse lists, there is no blame shifting here. Drop the blame and if something is messed up or you have a weakness with your product the best thing you can do or service, the best thing you can do is bring it out in the open because when you do that, your competition will note your weakness and when your competition goes in and pitches your startup obviously or small business you are going to have weaknesses and in fact if you are enterprise type company you will have weaknesses to in they may not be as glaring so your competition is going to do is go in and go to Joe or Mary or whatever the person's name is and they will say Brandon does a great job in these company it is great and they been for two years but I tell you if you go with them these are the weaknesses and what I always say is people go in last as a small business people want to go in last because they think it works and I am saying, in some cases it works but I was like to go in first. I know my body language, my presentation, the way I do things, it is going to leave such a compelling experience on who I meet with that I am guaranteed almost, nothing is guaranteed, but I have a higher probability to get the last chance to circle back after everyone has gone. What I do, because I'm confident when I go in and I know my competition, and I know my strengths and I know my weaknesses, I say listen if I am in the first time, I will say, the competition will come in and tell you these are the things I do bad so what that does, when the competition goes in it affirms I know what I'm talking about and actually works reverse and I guess the competition and the strategies will be assertive, be excuseless and be confident. It there is nothing wrong with showing up and acting like you belong.

Three stages of the appointment, these are all three bodily, vitally important I'm trying to get to all of this information and I promise I will get through it all. Three stages in the appointment, the pre-, most people think the appointment is the appointment, the appointment is one of three phases and again I'm talking in threes, so super simple. The pre-appointment, the actual appointment and the post appointment. Each of those three are just as important as any of the others. Let me go into each section.

I will go to the pre-appointment first pick of the appointment and you are a small business owner you have a new idea and want to go out and pitch it and your SCORE mentor says let's test the viability of what you are speaking about so what they say is go find five people, go talk to them about what it is they want to do and what you do before the appointment is you take out five companies, five local businesses you may want to do business with or you think would be a good fit and research them and like I said before with the data find out who the owner is, for the office manager is, who does purchasing, who does marketing and put those into a sheet and study a little about each one of them. Research the company or the connected to you somehow or a relationship to a friend of yours, do they work around the corner from you, everything you need and every piece of information you need is available to you free on the Internet. All you need to do is Google a company name and Google the person and you will say there is a press release and use the information or community event when they were painting fences or handing out food so those are all types of things. Hey, I saw you did this initiative, this community initiative and I wanted to do that so can you help me get involved next year. What type of relationship do you think that will form? The conversation is not about what you are presenting because what we want to do is break down barriers. We want to break down walls because there are tension when you go to an appointment because you are a seller and they are a buyer and you are a small business owner trying to increase revenue and sell more product and they are a buyer trying to lower or increase their productivity lowering the operating expense and there is already tension so break the tension by doing your research and identifying what they do and who they are and presenting them with information and discussing information that is relevant to them and that is the pre-appointment, nothing wrong with sending out something ahead of time that I will be there on this day and this is a checklist we will go over and if there's anything I need to provide beforehand please let me know. Again I want to, I just want to say this, the stuff I talk about is the core of, the core foundation for success. They are the absolute core, the cement and foundation to everything and everything I'm talking about here goes for personal relationships as well as business relationships because any business relationship you have is a startup company is going to based off of some type of personal relationship because you do not have the years of backup and everything else so the most important part needs to be you. Focus on you. Let's hit the actual appointment .

We are there in like I was saying before we walk in and confident and ready to go and get down to action and assertive, what do we do? Bring value we bring value because we did the education in our pre-appointment research. You have to bring value and if we go in and not knowing exactly what is going on we're going to be in trouble so what I typically do in my research I see what laws change in that industry or that market segment and if they are like a, some type of finance firm or something all kinds of laws are changing now so I go in and say hey there's a new update coming on so are you compliant? 12. Great, do you have plans because the software service that we sell or the people that we can provide to you they do exactly that it is always, I call it the bingo bongo Bango, it is always feeling the need to bring the value and be direct and there is no floating around the bushes. This is not a fox in the bush, come out and be direct and keep it on track. Don't, do not beat around the bush with any of this you're there for a reason so get into it and a little bit of small talk and if you can find something personal they can relate to and you can relate to fantastic but always focus on being direct as well .

The post appointment you have the information and you met Sally when you walked in and Jake when you walked in and you have their information do you know they live around the corner from your uncle do you have this information. Continue to gather information and get the data together. Then what you do in the post appointment is follow-up on the specific, the specific topic that was relevant or most important to them and like I mentioned earlier as well, I'm circling in the 747 back down and we will land at Heathrow airport so stay with me. You have to drill home what was important to them and you must follow-up. The fortune is in the follow-up. If you want to differentiate yourself, follow up because your competition most likely is not and if they do follow up it is like, hey, are you going to buy this and I say, hey, it was great to go over XYZ with you and these are how we solve XYZ and this is the cost that will beat you and how much it will save you which one you think gets better results? It goes without a doubt of course the more personalized because you have taken the data and done the research and you listened and willing to put the work in.

Were coming down to the last topic and I'm running out of breath but I will never give up I will keep going. Excellent customer service. Differentiators, oh man, let me stretch, differentiators, excellent communication. Great company have excellent communication. You know exactly what is going on, when it is going on and why it is going on and what next to expect. If you live on the East Coast, Comcast, they will be within 15 minutes or one hour we will send a text alert and people do not want to be in the dark. If you need someone, these are ideas for startups or if you have a small business and looking to really go to the next level, excellent customer service is going to take you there. We have excellent communication, easy access. If someone needs to call you every time to get a simple piece of paper they signed it will not work too long because 90% of your day will be building or what I call sweeping the floors when you need to grow your business. Provide online easy access to that information so several people can come in so you are going to be there but have the type of clothes when they come in and advertise online so they know you have them or put them on an email list so when you get them in you can be alerted if you know they like a certain brand. Lo and behold here we go, nonstandard hours. I talked about consistency and I talked about persistency and I talked about consistency and I talked about willingness. Are you willing to work when no one else is working. If there's one thing is that in this thing that is going to be truly, truly, truly to put your business on the map faster, it is this excellent customer service thing matched with nonstandard hours. Most people don't want to work after 5 o'clock but if you can work after five and pick up the phone one time when someone calls or on the weekend when someone calls and need something they will love you the rest of your life. Don't think standard hours, think about doing the outside or what everyone else does not do .

I am going over onto two success stories and we are on time which is truly amazing. Two success stories, to SCORE success stories, the first one is a local small business going to ladies met with me and we met at a corner bakery for the first time and they had a pad of paper and they wanted to open up a center for adults with mental handicaps. That business is now operational and functional and it took basically, I would say about 12 months, they were able to reach space and all of that type of stuff and had an online presence it takes time and it does not matter what I'm telling you is, these two women they had an idea with a pad of paper, a five inch by seven inch pad of paper which is now generating them more income they thought they were going to make. The second success for you, success story, I say that because it's a huge company, Habitat for Humanity, huge company, everyone has a local branch and Habitat for Humanity at a local RESTORE division where they were taking in different products and services from builders and they were selling it, that division came from a local level and reached out and say we need some marketing help so we went in, three of us, we assisted them with that type. SCORE is not just for the small business, SCORE can be for an enterprise, massive company with local banks, local levels, take advantage of the opportunities that are there .

LETS re-cap real quick and we will get into the question and answers. We went over ways to differentiate and using data we went over the questions that you ask any better questions you will receive and we went over mastering the meeting by being assertive and appointment strategy by showing up and we went over customer service and nonstandard business hours and during the nonstandard things, and then we went over two success stories.

Now I want to ask you what is your commitment level. What is your commitment level? What are you going to master today that we just went over? Like Bruce Lee says, I fear not the man who has practiced in thousand kicks once but I fear the man who had practiced one kick 10,000 times. Are you willing to do what it takes when it takes it however it takes it. Commit, evolve, adapt, transition .

That is really all I have at the moment right now and I will pass it back to Alexa, amazingly right on time so we can get to the Q&A and like I said if you have a question, you can leave it around or whatever and I will make sure every question is answered for Alexa back to you .

That sounds great and we will move to the Q&A portion of the webinar and we will do our very best to address as many questions as possible in the time remaining. We do typically have more questions than time allows to answer so if we don't get a chance to address your question during the live webinar, as Brandon mentioned, he will reach out to you after the webinar and address your question and it may take a little bit come a few days or maybe a week but he will get to you regarding your question. We also recommend connecting with your SCORE mentor if you are not already working with a SCORE mentor you can access information and request to work with a SCORE mentor by going to SCORE.org so that is www.score.org if you have not been to the SCORE website before. Definitely check that out for mentor information and resource information as Brandon mentioned at the beginning of the webinar. With that we will go ahead and jump right into these questions .

Brandon the first question comes to us from [Indiscernible] and they are thing if you can please provide tips on follow-ups and how often, when and when or if you stop and move on.

I am a big proponent for having a specific SOP around follow-up. A specific strategic operating procedure around her follow-up. So that you know in your market segment, typically if you meet with someone you don't want to follow up the same day but you are setting it up by saying I will follow up before you leave, it is on the setup. Before you leave I will follow up with you tomorrow, I will send an email and will follow up by phone the same day. Then you know purr your standard operating procedure that three days from now if you have not heard back you will send them a quick video of you doing something, maybe share information with them, reeducate them, there is no concrete stamp to say one day or three days or five days but I was stick to the following day, three days, seven days and then two weeks. That would be my strategy and each time is a different method and different market and different market segments you want to do a lot faster than that but as a small business, one, three, seven, those are probably a good spread .

The next question comes from [Indiscernible] asking if you could please elaborate on what you mean by use data to upsell so I wanted a little more information on that .

If you have someone that is in your database that is bought something and they have come in and bought a youth baseball, you sell youth baseball equipment and so athletic item so someone comes in your store and buys a baseball glove, typically that means they have a child that plays baseball and next year you'll have that in your system that this person came in and obviously you will have similar or some of their information not in billing but like you like baseball we have a email so can I take your information and send you out when we get new items or are you interested in receiving information and everything has to be opt in and you want to make sure that is one item with a baseball so if someone comes in and buys a baseball or they buy tennis, you play tennis you don't ask because there buying it's intricate so this for you so where you play tennis and that is adapting the conversation so oh great, we are one of the first companies that get new items and so do you want to alert you we get new rackets or any type of different stuff and those are the simple ways like adapt data so when someone buys from you you have to collect as much information from them as possible without being creepy or without being the [Indiscernible] type of thing so gathers much information as you can to use the information to send them helpful and useful and timely and relevant information related to what they're interested in and later on with something new comes out you can use that and in any market second or segment. That is what I mean by that .

Okay the next question is coming to us from Susan prexy is a two-part question. How can an artist learn to speak the language of an accountant or administrator in order to communicate knowledgeably and what are sources to learn the language if you have any sources or succession of individuals in a different field from yours?

Artist, I always say and I have worked with a bunch of artist before If you, I Savior doing artwork and get into the corporate world, the best but to be, and I'm afraid to say this, doctors offices. They all by art to hang on the wall and it's a great transition and I don't want to give away the secret, but it's a great transition to the corporate market segment and if you're interested in doing, I'm not sure what type of art specifically but if you do beautiful art go to the doctors and you don't need to know the language if you're selling art you don't need to know the language of the accountant you just need to know the language of the person from a company that will buy from you so typically it would be an interior designer or it may be a CEO or it may be an owner of the business or a doctor or something like that that can see beauty and invest in it and trying to sell art to an accountant, I don't know if that will work out too well but I know that's not the question but I'm using that as a preface to think about who you sell to when you go into sale.

Okay. The next question is from Sherry and this is regarding the nonstandard hours so let's say after five and weekend hours, do you suggest billing extra ever or handle it as a matter of fact .

Bill extra. 100%. If you are a startup you will probably have low cost anyway because you're trying to do some type of competitive difference to get in the door to smile wide and be assertive and gather information to present back with something that's helpful to them but always charge more. Listen, I have had a air-conditioner go down and I called around all of the units and it's a Friday afternoon and my in-laws are coming in from the UK and I have no air. This is the most important time in my life where I have no air so I had to call different companies before had one company and the one company I will do business with the best of my life and he said I know you are in despair and I said I know and he said I will charge you more any I said I don't care, I want my in-laws to be happy so take the small experience in the small story and realize if you offer after our service you are not offering it for less you're offering it for more.

Okay the next question is from Maurice. How do you call the approach of business with a service they have not thought about needing before?

Oh my gosh, these are phenomenal questions. You could put together a book on these questions, off of these questions, how do you call service when they don't need the service? Well, look, do your research again like the pre-appointment, do your research and see what laws have changed in the market segment and you see what market segment they are in and see what they need to do to be compliant or what is changing and then you bring it to them and by the way, when you do this, your sales profit will be higher than ever because there is no competition and if you bring something that they don't know they need there is no competition. If they are calling you for something they need, it is too late. It is almost too late by the time they call and you need to be telling them to my don't tell anyone anything, but I recommend that you know this is coming down the line and the only way you know that is by being invested and by loving and caring and setting up the date in your market segment and that is what I said in the beginning if you think you can just open up a business and not be invested at least in the beginning it will be very difficult because people want to deal with people that are highly trained like experts and what they are talking about and that is a phenomenal question so always do your research ahead of time.

Next question from Steven. What are your tips or suggestions for getting the appointment in the world of email and voicemail where no one answers the phone anymore?

Okay. You get appointments by being hopeful. The only way you can be hopeful, most of the time it in front of these people, by speaking, by getting involved at a local level, it depends if your brick-and-mortar store versus someone online that is selling a service or something along that but it is all about position yourself as the authoritative resource in the market second and a great way to do that is to go and speak at local events, create content, right, you can do a podcast, you can do short form video. The main thing is you need to start and whatever topic it is, I started by creating blog content and it went to video content and in speaking engagements and then informed you here so the main thing is you have to serve, you have to serve people what they like and imagine the person is going to a restaurant and sit down at a table but you already know what they like because you have the data and you've done your research and you bring out a nice warm cup of French onion soup with a nice piece of bread they love you already know that but they don't need to know you know that but when you look to get an appointment you need to find out that information and need to know they have a chess championship although you don't play chess at you can mention it like I so you're going to speak care or ICNA press release that you did this, it was great you are not always selling, you are always educating and letting them know that you know what is going on. I think that is all I have on that one .

Okay the next question is from Hillary and she is asking if you can use tips your providing today for fundraising and finding donors for nonprofit organizations?

100%. Everything I went over today has to do with making things human.Every sale, 99% of sales, they have to do with some transference of feeling with some human interactions with humans at some point especially in small businesses and small to midsize like I said there will be a lot of one to one contact and keep the human element in everything I did and everything that you do and that is why I start out with smiling, you can give her my voice inflection if you don't think I'm invested and what I'm talking about after this 53 minutes of listening to me so far, I am doing something wrong and I can assure you as I'm talking I'm leaning into the computer, I am raising my arms in the hopes you will grab hold of it and everything I talk about works and personal life and business life and their separate don't get me wrong but all of the core theories and core foundations work in terms of relationships so yes use them 100% .

The next question is from Patricia asking how or where do we obtain statistics to make our business decisions?

Well, you have to go to the market segment and have to know your specific market segment and then you can use [Indiscernible] or something along those lines and figure out who the top source in your market segments are and follow them and go on every single day and read the articles that are being published and you will see the site visit and this site does it and that site does and just follow it.

Next question is from Emily, Emily says the content sounds more focus towards [Indiscernible] businesses so is there a difference for B2C companies?

I do not think so by any means. The B2B, it depends on what product you are selling but again you're going back to the core theories. Human interaction. These are core foundations for success we are working and B2B and B2C, here's the thing, this information comes out fast and strong so you have to make your own recipe for success and what I went over is the component that you can use to go in but everywhere you make, smoothies or may differently so you like strawberries I don't like chorizo take what is in here and come up with your own level of success or your own ingredients for success but yes the core values do work in both tears .

Okay. The next question is from Clifford and he is asking how do you determine the value of a revolutionary new product whether there is no comparable pricing data available.

You have to go out and sell and go out and talk to people that are not your mom and dad and friends and family you have to go and do research on the data and again get a spreadsheet and get the Excel spreadsheet and five companies you want to do with on a local level and figure out who does what and call them up and say or send them an email, it will not take an email like we said earlier in the Q&A it will take multiple touches seven, 10, 15 touches it will not happen overnight so you have to be consistent and persistent and insistent and going back to the core foundation, you have to get in front and say what will you pay for this so if this was available having a prototype of this is good because if people think in theory it's a difficult conceptualize unless you're an entrepreneur or a person that has that personality there are a lot of mindset thinkers that you will give them a concept and they will tell you hit the road.

okay we have time for one or two more questions before we close out today in the next question comes from Michael and it may need a little more information but perhaps can be answered in general terms so Michael says one has a specific market offer is it wise to brand on a level that exceeds the target level market I would say master one thing first and then move on to others because becoming the master of one market segment, do it, but the infrastructure in place that it rents while you're sleeping not literally like I use that as a metaphor for whatever but get it so you can run it and it runs like a racecar and you can start to dip your toe into other areas and focus on what we do best and do it and provide compelling ultimate client experiences and then you can branch out but until then and will probably spread too thin.

Okay. Next question may be the last question Brandon, it comes from TJ, if you have any suggestions on marketing to multi-generations as their needs and shopping methods and etc. are different. Return 100%. You are going to share information that is relevant to an owner of a company that may be older, if that is what you mean by a family business with the father and mother and the kids in between and so forth if you think that is what they meant?

May be in general reaching and marketing to all of the various generations so how do you do that?

You have to be on channels, the best thing I have three kids, three-year-old 17-year-old and 13-year-old and I constantly asked them what channels are you on what are you doing now because I'm snooping anything else but because I want to know what age groups are on what channels and what type so asking someone as you walk in the store or if you are in Publix or super fresh or whatever asked the guy or girl during the bags and checking out if they are 20 or 35-year-old how do you best communicate and it all comes down to being willing to learn and to investigate and ask questions so if you ask around different people or if you ask people that are different ages what they do to receive information what they like is very helpful and maybe it is uncomfortable to ask but always put the why behind it and again everything I say circle back and you go back and go through this again you will see it creates a full story, the core components for success.

Okay and those are all of the questions that we have time for today. If we did not have a chance to address your question during this live webinar we recommend connecting with your escort mentor afterwards who can assist you with your questions and assist you further with your business needs if you're not working with the SCORE mentor and we recommend reaching out to request one and you can do so and gather more information about that by going to SCORE.org and as reminder eight link to the recording of the session and the presentation and slide deck will be sent in the postevent email and we are including the playbook Brandon mentioned including in the postevent email as well. They next live webinar is going to take place December 19.On behalf of SCORE I would like to thank you all for attending today and give a special thank you to Brandon Schaefer being here with us and Brandon thank you so much .

Thank you.

Thank you again and have a great rest of your day and take care .

[ Event Concluded ]