

Increasing your gravity Making an impact

Current Need

This document outlines our proposed method to lift ‘the gravity’ of your team.

How do they get the best slots in workshops and events?

How do they seem to offer a stronger proposition than their competitors, whether internal or external?

How do they increase their presence?

In short, we want people to be inviting them, as first choice, to fill guest spots and to seek their advice.

The three stages

In order to achieve this we propose a three stage programme.

Stage One

A day of pre-course phone calls, a site visit and fact finding. Here we get into the world of the consultants.

- What are their specific challenges?
- What is their current skill level?
- How do they describe themselves right now - what is their current pitch?

But it is also a chance for them to tell us about how they like to learn.

- What has worked for them in previous workshops?
- What hasn't worked?
- What would be a great outcome for a day spent practicing?

Using these two lines of questioning will help us fine tune the day's workshop to ensure that the time spent off the road will be of maximum use and bring a return on investment.

Stage Two

This is the workshop day itself. The detailed contents of the day are outlined on the next page.

The overall emphasis of the day is 'practice'.

With six delegates there is plenty of opportunity for people to individually try out for themselves every technique and really feel the benefit.

The day follows a proven track.

We start by looking at a new and original concept - the gravity model.

We then see and hear from people that have used it successfully.

Delegates try it for themselves in an abstract manner so they can check their understanding and experiment with making it work for them.

We end with using it a real world situation, so everyone leaves feeling confident they can recreate this success starting tomorrow.

Stage Three

Follow up is crucial. Without it learning can disappear over time and the initial impact and the subsequent results fade.

We always recommend a series of follow up encounters to prevent this. With a diverse and spread out population this would be by telephone.

If applicable however we could also set up a blog, forum or wiki that allows delegates to continue to share best practice. For instance, a single place to upload good presentations.

This three stage approach ensures a course that is:

- Relevant to the needs of every delegate
- Talks in their language
- Stretches delegates with new ideas and perspectives
- Has a strong legacy
- Minimises time off the road

The Workshop

Part One

A look at the Gravity model as a concept. A new way of looking at your role in the sales environment - the idea of drawing people towards you rather than you having to always chase them.



Part Two

How do we turn that gravity model into a practical tool we can use. The 4Ps track helps us do that.

- Passion
- Plan
- Persistency
- Performance

Working together they can share ideas of their group gravity and individually formulate their own personal brand.

This can then be tested, in a fun exercise, in a real elevator. Filming each person they have articulate their brand before they reach the top floor.

The key point is to ensure that everyone's is different - this is about a personal brand - rather than outlining products. It is only a personal brand that will make a difference in a market place with similar products and services.

Lunch

Part Three

Guest speaker. Tim Clague, who provided the voice over to the gravity model is a BAFTA nominated film maker. He will outline how he has used

the gravity model to build up an audience for his films and where he has seen it used successfully elsewhere.

Part Four

Once you have gravity - how do you build on it and use it. What does a good presentation look like?

We look at the laws of gravity:

See & Be Seen

You have to get known and get your story or message known, so that people remember you and what you stand for.

Understand who is your competition

Your 'competition' is not your competition - the reason you don't get seen by people is that there are so many things nowadays that compete for our time. So it's not other companies that take potential time (and business) from you - it's all the other things that are going on. Be more interesting than a round of golf.

Make it Spreadable

Make your story spreadable - you want the people you touch to spread your message, but they can only do that if your message is interesting, concise, and memorable. Using slogans, tools, images, give-aways, handouts.

Give and ye shall receive

A great way to make an impact and to show how you can be a great contact is to give something out before asking for any kind of business or help from the people you meet up with. What could these be?

How do we make a presentation that does all those things?

Using the trade press as inspiration for a hook every delegate must put together a 4 minute presentation on one of the news items within it.

This activity takes the majority of the afternoon. But every delegate gets at least one performance of their presentation filmed on DVD so that can take it away for review that night.

Each delegate leaves with an ability to increase their presence within the business and outside of it. On a practical level they leave with:

- Their practised elevator pitch
- A toolkit of gravity building ideas and hooks - worked on together
- Their improved presentation, captured on DVD

Investment

The investment required to run this programmes is as follows:

Design of workshop and materials	no charge
One day pre-course phone calls plus regional visit	£1200
Workshop facilitator	£1500
One day post-course follow up	£1200

TOTAL £3900

(all prices excluding travel expenses at 40p per mile and VAT)

Contact

Brain Broadbent

brian.broadbent@martonhouse.co.uk

01202 443 453

07977 530 161