



WHAT YOU NEED TO KNOW

Masterclasses

FEBRUARY 2022

Winning Speaking and Training Business in the NSA NYC Corporate Marketplace

with Sarah Clarke from Intuition (chatting with Owen Fitzpatrick)

WINNING DEALS

When working with a client, try to understand why they brought you in on this topic.

What was the inciting incident or event that lead them to here?

What would happen if they didn't get help on this?

Remember the stage begins when you first start chatting with them. You can influence and shape the event or training

It's not just about what you think is right, it is about how they feel.

They want a feeling... inspiration, motivation, excitement

They really want (and need) a partner who is curious, motivated and agile with a focus on helping them

Remember to always probe to WHY it matters

At the end of this, what are the TOP 3 THINGS that we would be High-Fiving ourselves about?

THE PITCH

In the first 7 minutes, show that you get them and how they feel and what they are thinking.

Explain in a big picture story or thumbnail of the course... you're idea but show flexibility

How can you surprise and delight them?

Never assume you know what they are thinking but show you get it

Make sure your contact feels that you've got this and have their back

Be curious and caring and committed to them

Add value along the way and become a trusted partner

THE STICKY FACTOR

Find your Sticky factor and follow up with them to make sure the content STICKS. This can be using tech or not... but look to solve their problem not provide them with a product or service

TRENDS IN 2022 AND BEYOND

Human skills are essential in 2022: Leadership, Creative Skills, Learning, Agility, Emotional Skills, Meditation, Growth Mindset and especially COMMUNICATION SKILLS and CRITICAL THINKING.

Also DBT (Digital Business Transformation) is very important.

Theme wise: Skill Building, Adaptive Learning and making sense of Data.

LESSONS LEARNED IN BUSINESS

Perspective... holding with a lighter touch and putting it down.
Digging deeper with BUT WHY?

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