

Small Business Banking Sales Tip: Offer Clients Handouts in Advance

Video Script



Find out the best time to give clients handouts during presentations in this sales strategies video for small business bankers.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hello, welcome back, Nick Miller, Clarity Advantage, this time focused on when to give clients our handouts during presentations.

I'm a Gilbert & Sullivan fan thanks to my English mother who couldn't carry a tune in a bucket and who LOVED to sing *HMS Pinafore*, *The Mikado*, and others.

With GREAT anticipation, in a recent year, I attended a local production of *The Gondoliers*, Gilbert & Sullivan's last great success.

The chorus scores require a delicate balance between speed and diction. Too slow, you lose zip. Too fast, unintelligible.....And amateurs tend to get excited and roll through things too fast, thinking that energy speed will make up for everything else. (Laugh) Alas, not.

For example, in Act One, there's a wonderful little piece "*Dance a Cachucha* Fandango Bolero. Xeres we'll drink Manzanilla, Montero. Wine when it runs in abundance..." ...

I noticed the guy sitting a few seats to my right with his phone open, apparently, reading. At intermission I asked and he said, "I'm not familiar with the music, I couldn't understand a word, so I found it online and followed along."

Good idea.

And, good to keep in mind when we're presenting new concepts to clients. They aren't familiar with our music yet, either. We, feeling excited, speed forth thinking that our pace and delight will capture their attention and fill them with enthusiasm equal to our own. Alas, not.

So, we need to slow down (yes, to a pace that sounds dreary and lifeless to us) and, following my friend's example, give our listeners our words, our handouts, in advance, so they can follow along.