



Sharpen Our Skills

“What Do You Do?”

S.O.S. Class 1

May 13, 2016

The Scenario:

You are at a networking event with about 60 business people. During the evening you have met some very interesting people but no potential clients. You join a new group and after a quick introduction you discover that one of the group is just the sort of person you were hoping to meet. Lady luck is smiling on you because the other people move away leaving you alone with your potential client who asks the inevitable question...“So, what do you do?”

Your Response:

- 1. It is vital that you have prepared and *practiced* your reply.**
- 2. Focus on 2 things:**
 - People do business with people they like and trust - this is all about building a relationship
 - What you want them to remember about you tomorrow?
- 3. Think about 3 clean hooks, for example:**
 1. What's to like about you?
 2. What do you fix?
 3. Do you know my business?

3 Easy Overall Guidelines:

- **Make it *brief*.** For most people, you have between 7 and 10 seconds before they are bored listening to you talk about your business.
- **Make it straightforward.** Those “cute” responses just make you look evasive, deceptive and manipulative.
- **Include who you help and how you do it.** All you want is for them to remember a general sense of what you do.

