

SELLING BACK-OF-ROOM

WITHOUT BEING THROWN OFF THE PLATFORM!

I. WHY SELL PRODUCTS BACK-OF-ROOM (BOR)?

A. Increases Your Credibility

1. Speakers with product are often viewed as more credible

B. Increases Your Satisfaction Ratings

1. People want to take you home

C. Promotes You And Audience Members Pay For It!

D. Can Be A Substantial Source Of Revenue

E. Can Earn You Money After A Presentation

F. Can Raise Your Fees

1. Speakers with products are often viewed as more valuable

II. WHY SPEAKERS DON'T SELL PRODUCT BACK-OF-ROOM

A. Don't Want To Be Pushy

B. Don't Believe Audiences Will Buy Their Product

C. Don't Want To Lug Product Around The Country

D. Don't Yet Have Product To Sell

1. You can sell other people's products
2. Developing product
3. Doesn't have to be big or fancy to make a lot of money
4. Must be done well but not too well

III. FACTORS TO CONSIDER BEFORE SELLING BACK-OF-ROOM

A. Get Agreement In Advance To Sell Product

B. If They Don't Agree You Can Always Say, "No"

1. Some Presenters Will Not Speak If They Can't Sell Product

C. Is The Audience Right?

D. Do My Products Logically Complement My Program?

E. What Restrictions Are There, If Any?

1. Length of time for a product pitch.
2. Position during the program for the pitch

F. Is There An On-Site Bookstore?

1. Get them to carry your products
2. Help them to sell your products

G. Is This A Continuing Education Program?

1. What restrictions are there?
2. How can you comply?

IV. PRE-PROGRAM PREPARATION

A. The Order Form

1. Make it simple and easy to complete
2. Describe each product clearly
3. The price should be stated next to each item description
4. Put the shipping cost plus state tax for easy computation
5. Don't charge shipping if they buy today
6. Use check boxes whenever possible
7. Accept credit cards

B. Ship Products In Advance

1. You will sell more if you have some product, not just samples

C. Displaying Your Products

1. Put your products where people can see them
2. Clearly mark samples with the price
3. Put order forms in handouts – if possible
4. Put additional order forms on the table

D. Package Products To Increase Sales

1. What products logically go together?
2. What products do you want to get rid of?
3. Shrink wrap together

E. Bring Change For Cash Sales

V. DURING THE PROGRAM

A. Have Your Introducer Promote Your Products

1. Plan the introduction to sell the most product
2. Don't give your introducer a script to read
3. Make the introducer hold up your products

B. Be Great On The Platform

1. If you are fabulous they will want to take you home
2. Establish credibility from the start
3. Show them something they don't know immediately
4. Leave them wanting more
5. Don't imply that you are telling them everything you know
6. Continually apologize that there isn't enough time

C. Promote Your Product Subtly From The Platform

1. Use your products to reinforce your message
2. Use your products as props
3. Have a contest for one of your products
4. Don't quote other people

D. The Product Pitch

1. Be efficient with your product pitch
2. Let people know you have a limited supply
3. If you run out promise to ship it for free

4. Offer a “today-only” special
5. Offer a guarantee

E. Fulfillment At The Program

1. Organize your product
2. Do not run credit cards on-site
3. Provide plastic bags
4. Hire an assistant, if necessary

VI. POST-PROGRAM ISSUES

A. Sending Product After The Program

1. Media mail is very inexpensive
2. Watch the weight of your products
3. Hire a trusted assistant to process credit cards
4. Email purchasers a reminder

VII. QUESTIONS?

ABOUT THE PRESENTER: Michael Soon Lee, MBA, CSP, sells over \$100,000 a year in product from back-of-room sales by himself with no assistance. His products include books, manuals, CD's and collectibles. Michael's latest product is his new book “Black Belt Negotiating” from AMACOM books. His website is www.SeminarsUnlimited.com and his phone is: (800) 417-7325.

ORDER FORM

Michael Lee, CRS, GRI, MBA, is one of the top real estate speakers in the country. He has Spoken at ten National Association of Realtors conventions and numerous state association conventions. He has earned as much as \$75,000 in commissions in one month! So can you.

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