



How to Sell Your Services With Seminars

Seminars are a powerful marketing tool - particularly when they are strictly focused on education. And for service-based companies, educational seminars might just be the best lead generation source you'll ever find. Seminars often require a longer, more complex sales cycle, during which a prospect needs to have the chance to understand the solutions available to them and how they work.

At White Glove, we help our clients host over 650 educational seminars a month to build relationships and grow their business. In this article, we'll share how to use seminars as a marketing tool and why they work.

Why host seminars?

Most businesses use a variety of marketing tools to reach their ideal audience, from buying leads, to targeted advertising online and offline, to social media campaigns, to websites with SEO programs - among others. While all these methods do a good job of "pushing" your brand and your marketing message out to prospects, seminars have a few powerful advantages over all of those.

1. Seminars are scalable.

Perhaps you attend networking meetings and other business functions that allow you to meet potential clients who you then invite to coffee or lunch. That's a great approach, but you could find your calendar full of coffees and lunches that take a lot of your billable time. If you need to grow your business, you have to have coffee with more and more people, but at some point, you're going to run out of time. Instead of one-on-one meetings, seminars allow you to connect with multiple people all at once. Whether you're speaking to 10 people or 50, you spend the same amount of your time doing it.

2. Seminars automatically position you as an expert.

After all, you're at the front of the room with a group of people listening to what you say. That social proof works in your favor in a way one-on-one meetings can't. Seminars give you a platform to showcase your expertise and share important knowledge with the public.

3. Seminars are less invasive than one-on-one meetings.

Events for groups are more inviting - think of the strength in numbers concept! You're likely to have more success in establishing a relationship than you would if you tried to invite people to meet with you individually to discuss your services. And let's face it: when a businessperson invites someone to meet for lunch or coffee, the potential client expects that you're going to try to sell them something. They may or may not be ready to hear your pitch. Instead, they may feel more comfortable attending a seminar in a group setting where they can learn all about your services and hear a little about you while you speak.

Seminars fit easily into your sales process

Some businesses offer seminars as a value add to their existing clients. These exclusive sessions are an opportunity for companies to be of service to their best customers and help build customer loyalty. However, seminars are also an excellent marketing tool to help reach potential new clients.

Seminar marketing is a great complement to whatever you're currently doing to find new leads and convert them to happy customers. Most business professionals tell us they engage in a mix of networking events, lunch meetings, email marketing, social media outreach campaigns, direct mail and advertising to find new leads. Some tell us they build their businesses exclusively on referrals.

In either scenario, adding seminar marketing to your other lead generation efforts gives you one more powerful lead generation source that works in a way that those other efforts don't. Different methods of sharing information about your company will reach different people in different ways. If you're not hosting seminars, you're missing an opportunity to build your brand in your community and connect with people who are hungry for education on the topic you're discussing.

If you're not hosting seminars, you're missing an opportunity to build your brand in your community and connect with people who are hungry for education on the topic you're discussing.

What are you selling?

Consider the service you're trying to sell and build a seminar that raises awareness about the problems or challenges your services solve. The goal of your seminar should be to connect with the attendees and show them you understand what they are experiencing and what they need.

You are an expert who can help them get the results they want, but your job at this seminar is to build rapport so the potential clients can start to know, like and trust you.

Avoid going too deep and giving highly detailed information. Instead, provide a general overview of the topic and then offer a complimentary one-on-one consult back at your office where you can answer their specific questions. For example, a real estate professional might offer a seminar on "How to Get Your Home Ready to Sell." Or a financial advisor might host a seminar on "How to Create Your Financial Road Map." Similarly, an attorney could teach a seminar called "How an Estate Plan Protects Your Family."

Even though your seminar should avoid being a pushy sales pitch, you still need a strong call to action that drives the attendees to your desired outcome. They have listened to you give them tips and advice. Now tell them what to do next. The real estate professional might suggest meeting at the attendee's home to offer a preliminary assessment. The advisor and the attorney could offer a seminar participant a complimentary meeting back at the office to plug some high level numbers into a software program that creates a general plan. Regardless, let your guests know that you'll be telling them about next steps at the end of the seminar, and be sure to do just that. You are "selling" them the next step in your sales process: a follow-up appointment (or similar) with you. That appointment is your opportunity to show why you're the best person to work with them, and your prospective clients will likely be ready to take that next step with you.

The bottom line

Seminars kill two birds with one stone: They help you do the work of educating and informing your target audience, and they give you the opportunity to audition for the job you want. As a business professional, you'll be hard-pressed to find a better way to build relationships that increase your sales while shutting out your competition.

And hosting them doesn't have to be hard if you work with a company that does all the seminar planning and marketing work for you.

The logo for White Glove, featuring the word "white" in a lowercase, bold, sans-serif font with a registered trademark symbol (®) to its upper right. Below "white" is the word "glove" in a larger, lowercase, bold, serif font.

To learn more about White Glove's 100% done-for-you, triple guaranteed seminar program, as well as the company's other business growth services,

call **(844) 949-9497**

email info@whiteglove.com

or visit www.whiteglove.com

White Glove
390 Park St. Suite 250
Birmingham, MI 48009
United States