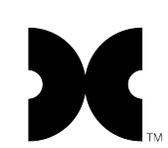


MILLENNIAL TITLE
closing the next generation

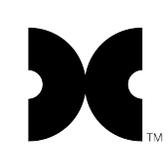
How to Sell Yourself to a Potential Client

**Dale
Carnegie™**



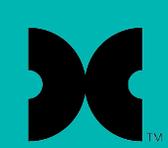
Workshop Objectives

- Make a stronger first impression when building your professional network
- Develop a flexible and authentic Personal Branding Statement
- Make the most of professional connections
- Win over and build rapport with potential clients



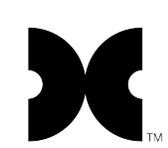
Four Stages of Client Trust





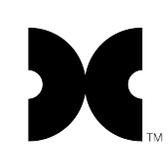
First Impressions

Approachability Guidelines for Networking Opportunities
& Tips to Maximize the Networking Event



Personal Branding Statement

- Combines individual skills and strengths with interests and identities
- What qualities or characteristics do you have that cause you to stand out from others in your field?
- What would your colleagues or clients say is your greatest strength?
- What do you do that adds or brings remarkable, measurable, distinctive value to other people and organizations?



The Credibility Window

HOW WE LOOK

+

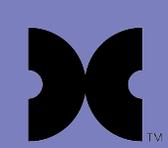
WHAT WE SAY

+

HOW WE SAY IT

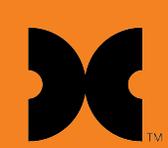
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WHAT WE DO



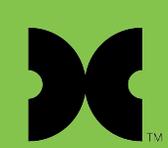
How We Look

Appearance of written correspondence, website, and personal impression



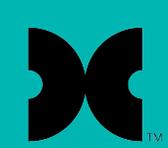
What We Say

Evidence of pre-call research, focus on client issues, correct use of names and titles, asking relevant questions, and conciseness



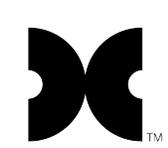
How We Say It

Voicemail, conversational language, efficiency and conciseness, and presentation skills



What We Do

Promptness in returning calls and e-mails, thorough preparation for presentations or proposals, giving recognition, and going the “extra mile”

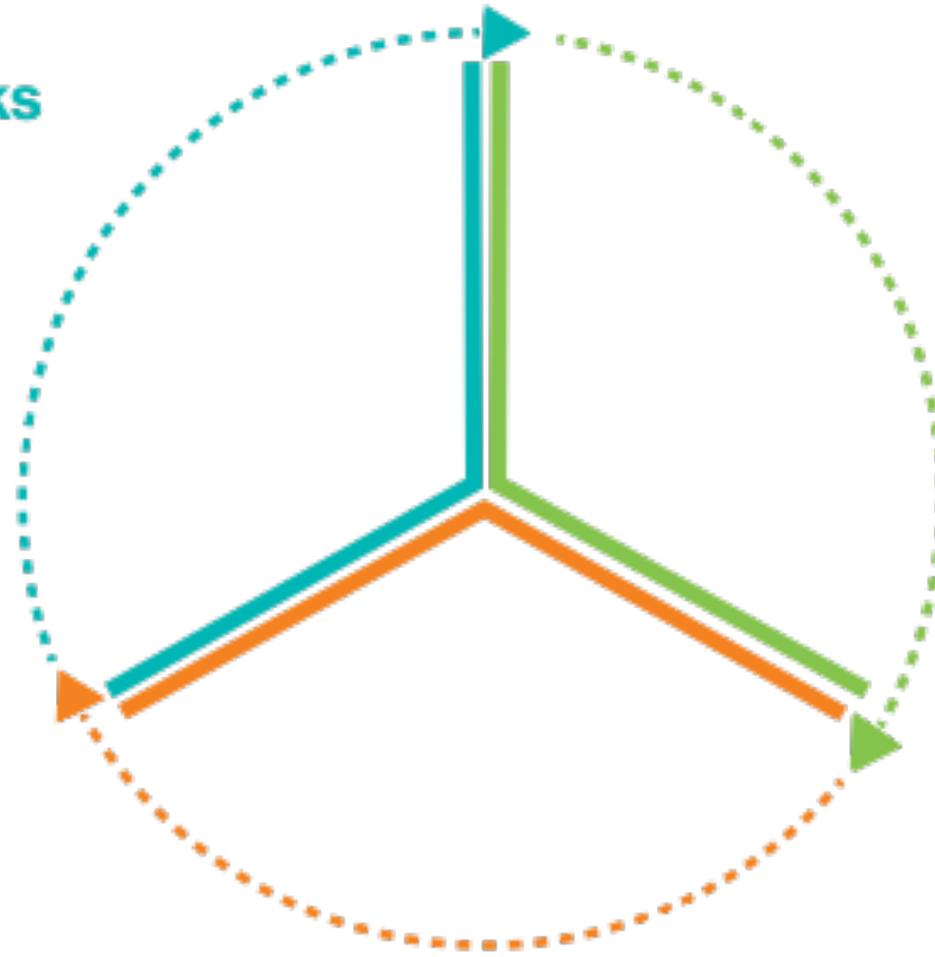


Conversation Links

Name
Home
Family
Work
Travel
Hobby
Ideas

To Do This

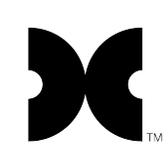
Stop
Look
Listen
Focus



Ask

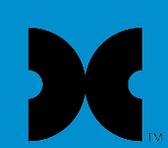
Who? What? When?
Where? Why? How?

Building Relationships Model

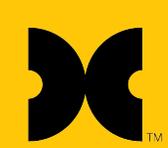


Ways to Enhance Rapport

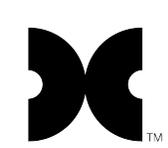
- Communication skills: speaking and listening
- Thoroughness of preparation and attention to detail
- Look for new ways to help clients achieve their objectives
- Human Relations Skills



- 1. Don't criticize, condemn, or complain.**
- 2. Give honest, sincere appreciation.**
- 3. Arouse in the other person an eager want.**
- 4. Become genuinely interested in other people.**
- 5. Smile.**



- 6. Remember that a person's name is, to that person, the sweetest sound in any language.**
- 7. Be a good listener. Encourage others to talk about themselves.**
- 8. Talk in terms of the other person's interest.**
- 9. Make the other person feel important-and do it sincerely.**



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