

# EFFECTIVE CONTACTS FOR WIN-WIN CONTRACTS

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ITALIA  
CHAPTER  
 MPI

**I MEETING SONO UTILI PER TUTTI. A GREAT CONFERENCE ALWAYS PAYS OFF**

“Every morning in Africa, a gazelle wakes up. It knows it must outrun the fastest lion or it will be killed.

Every morning in Africa, a lion wakes up. It knows it must run faster than the slowest gazelle, or it will starve.

It doesn't matter whether you're a lion or gazelle - when the sun comes up, you'd better be running.”



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**POST –AIG**

**PERCEPTION**



***Dancing with the client***



***Dancing with the client***



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*"Branding is about making the promise, the product is about keeping the promise"*



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# Are you a problem-solver?



Half the challenge is selling the flowers, not arranging them.

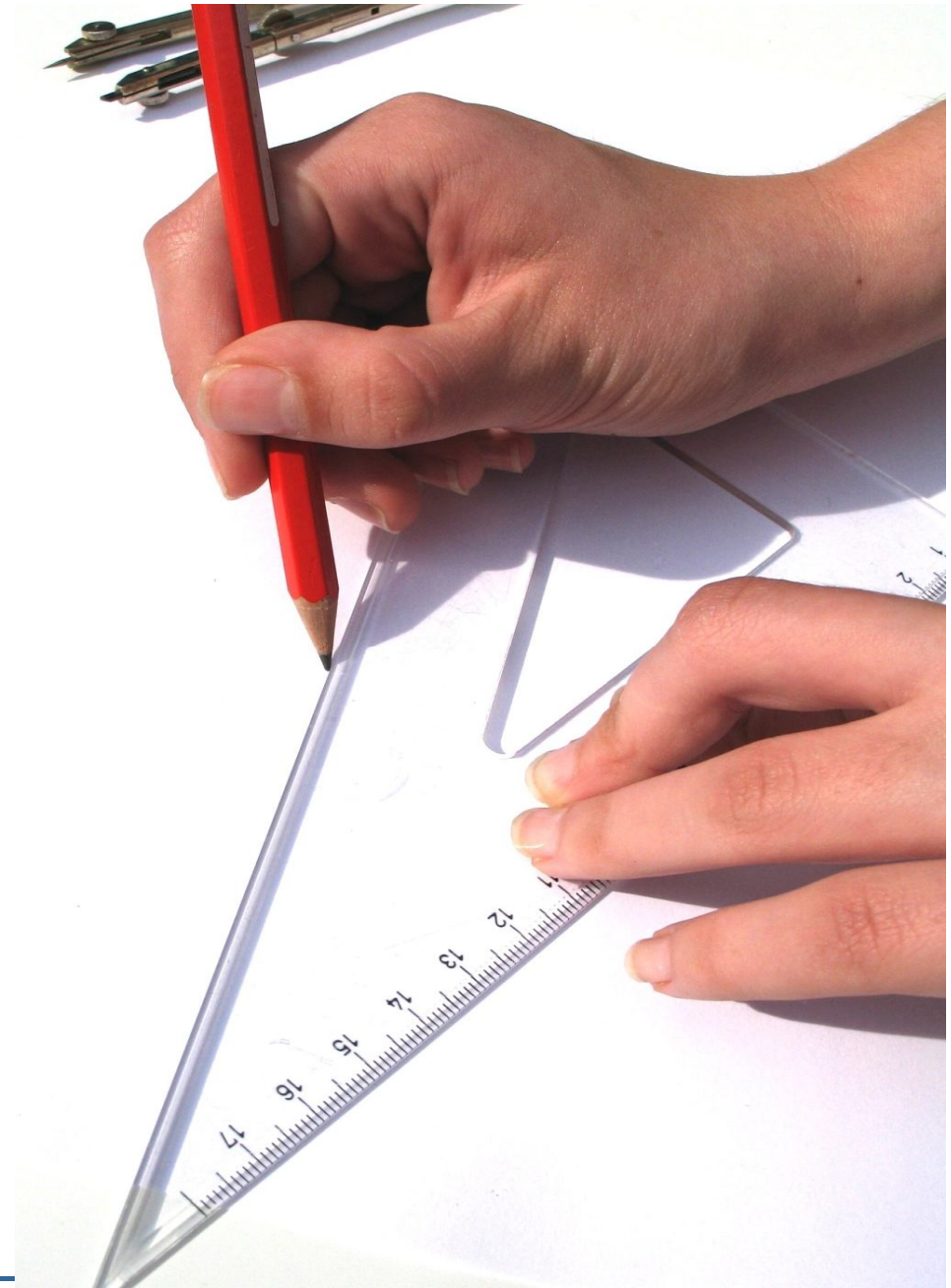
It's the image you project before & after you create the design

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## Who ?

In general clients are interested in five main things:

- Reducing costs
- Increasing ROI
- Saving time
- Improving quality & performance
- Raising productivity



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# So....

- What is the primary concern of this one?
- Background research on client...
- What is the tone & philosophy of the organisation?
- What is it's culture? Does it see itself as, an innovator, conservative, socially minded, strictly business...?
- Adapt your presentation & project style to theirs...
- Need to say or nice to say?



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By Linda Pereira



**Using every new  
medium & ways to  
keep in touch with  
our clients.  
Don't be afraid to  
take risks**

Value  
Useful info  
Fun  
Feedback

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Focus on creating a  
“long-lasting marriage”

PCO/DMC - clients.



# price



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# value



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# risk



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**It's a new world in our "teenager" industry....**

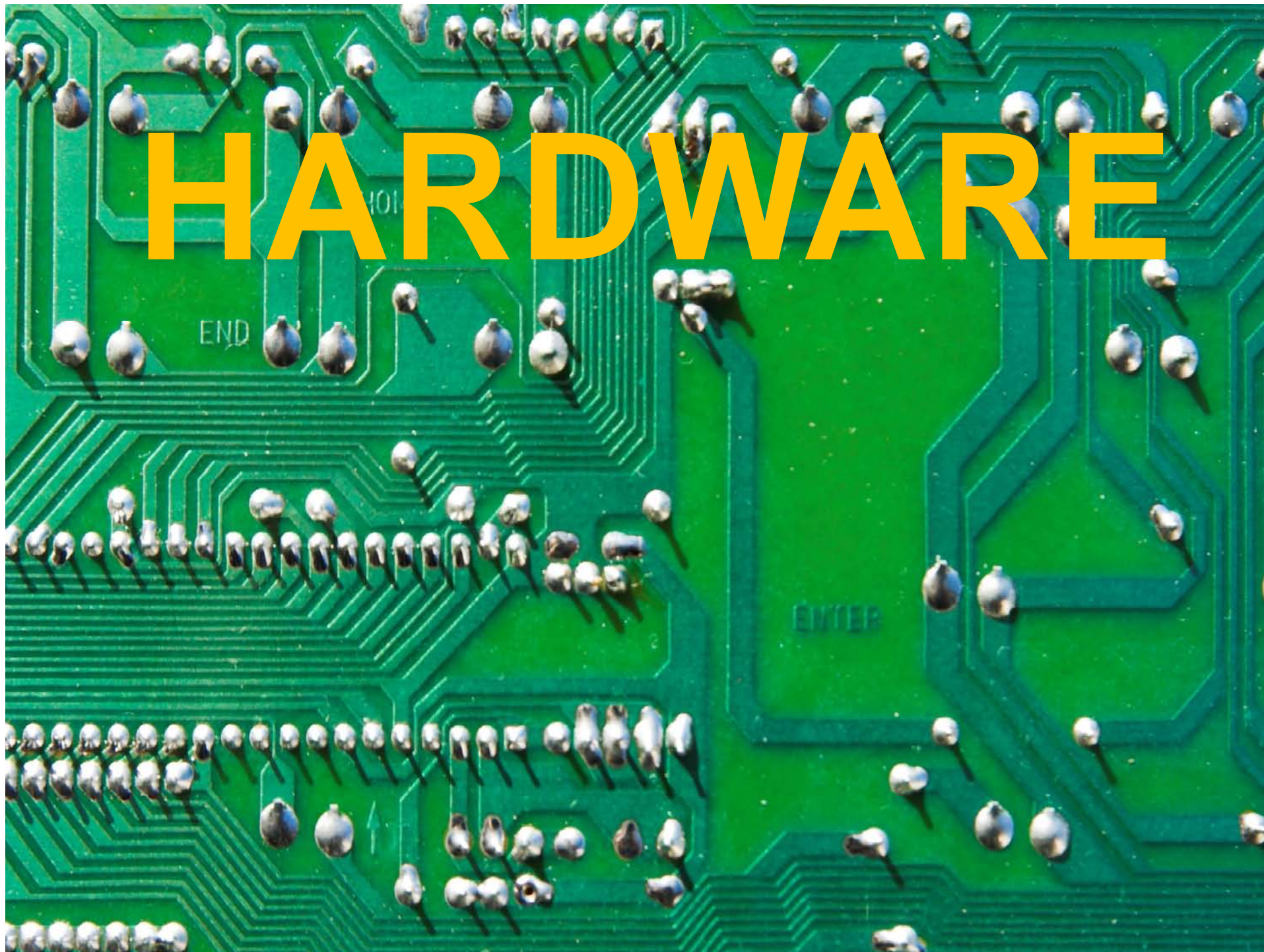


**Dividing the group into....**



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# HARDWARE



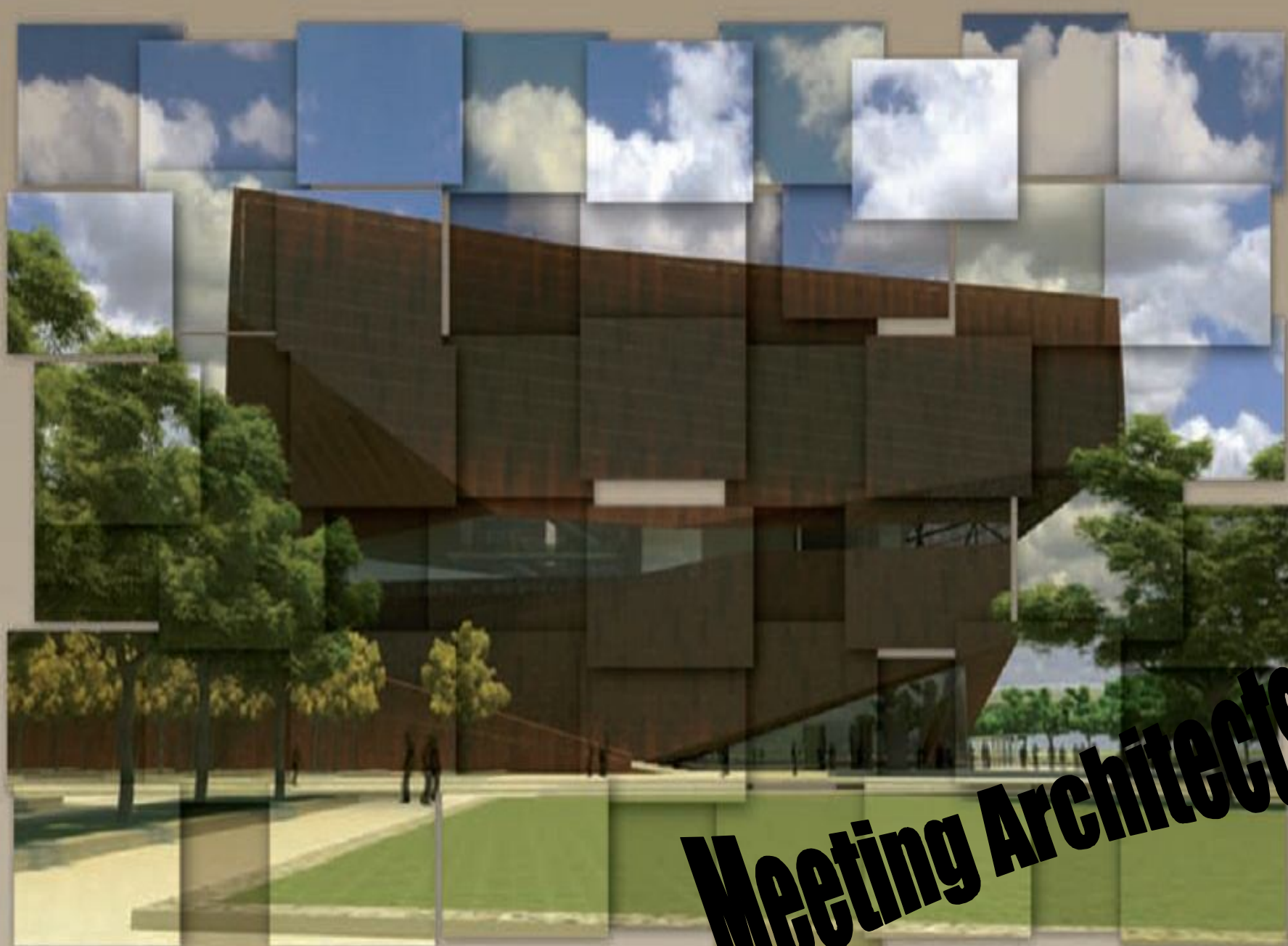
**It's a new world in our "teenager" industry....**



**and....**



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**Meeting Architects**



# EXPERIENCES



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Ultimately you are selling the client on 3 major points:

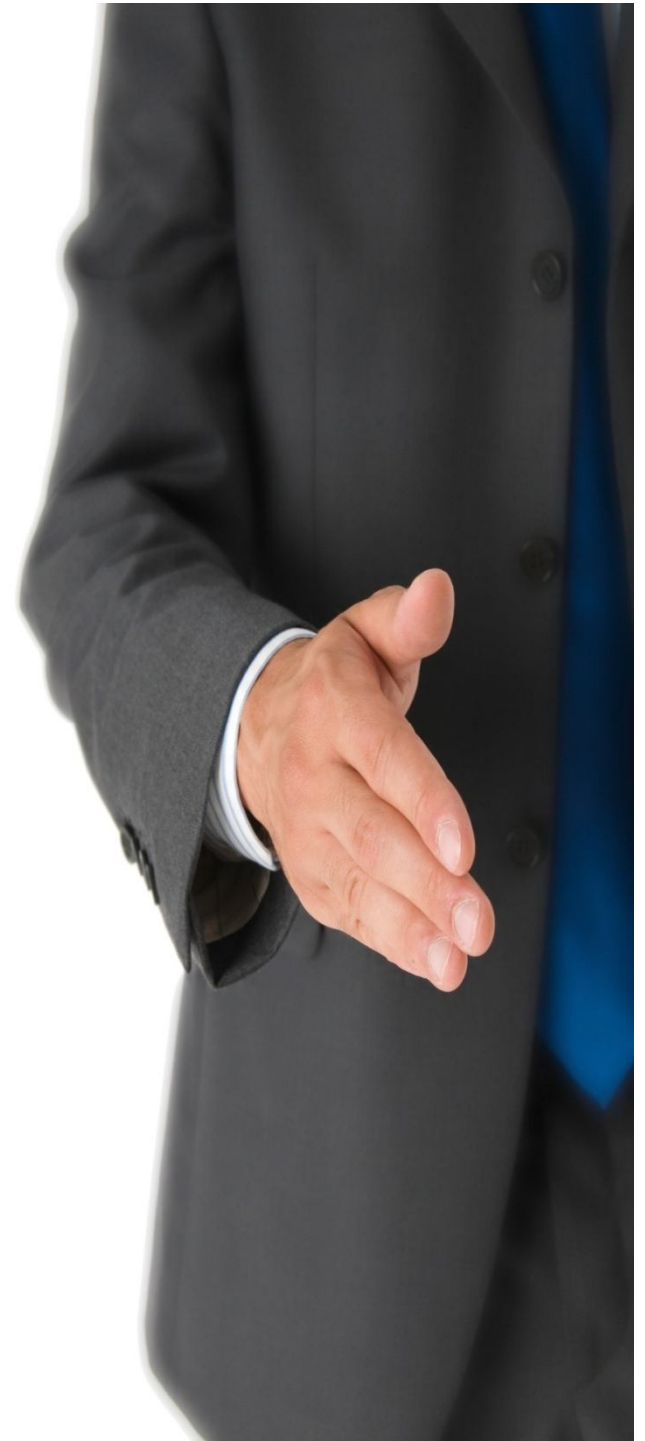
- You thoroughly understand the project
- You have the best solution for the client's needs
- You/Your company is the best one for the job.

The client **MUST** be convinced on **ALL** 3 points



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Talk  
business  
*not*  
logistics



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**Be a joiner and a joy!**



# The Art of Storytelling!



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# THE END

almost

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## Back to basics

1. Identify what makes you unique
2. Contact former customers
3. Reward repeat customers
4. Publish a company newsletter
5. Support a cause or project
6. Develop a positive public image
7. Offer quality guarantees



# Surviving in a Recession

## Final Words

- Stay close to your customer
- Bring out products that allow your customer to economise.
- Adopt changes that are happening in marketing and make use of networking opportunities and on-line promotions such as blogs.
- Be prepared for the worst
- Keep taking advantage of opportunities
- keep looking at new markets.



Network till you drop.....

**Networking is NOT about who you know....  
But rather who knows YOU!**



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# Networking is More Than Just Passing Out Business Cards!



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**Choose  
us!!!**



***We make  
life this  
good!***



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