



## Your 3 minute presentation at the table

During the lunch each decision maker at your table will have 3 minutes to explain to the others the benefits that you and your organisation can offer; the type of business that you are looking for and also how other businesses can help you. Be memorable so that other people will be able to remember and refer. Some tips that maybe useful..

- Introduce your company/organisation
- Outline what you do - the benefits that you bring to their customers/clients. I/we Specialise in helping – my/our target market is...Their Concerns Are; What I Do Is And The Outcome Is
- What's new in your world? What's novel? How will people remember you?
- What type of customers/clients are you looking to build relationships with?
- What clients/meetings/projects have you been working with/on - this ably demonstrates your expertise and the associated benefits
- How could the people around the table help you or your customers/contacts? What are you looking to purchase, what challenges do you have (also think about this from the perspective of your clients), what are your future business/organisation plans
- Can you refer the people around the table to others that they know?
- What can be added that is topical, thought provoking, can lead to questions?
- Have you a case study that you can refer to?
- A testimonial from a delighted client/customer?
- Recent successes? Any recent media coverage, reports, statistics that represent your business/organisation.
- How have you helped someone overcome a challenge/problem and how it made them feel?
- Why you are in the business - a chance for your energy, passion and enthusiasm to shine through
- What businesses/organisations have you worked with or are looking to work with – your diary is a great source!