



Advanced Communication Skills

Especially prepared for:

Unique Venues

October 21, 2019 | 11:00am-Noon | Dallas, TX

SPEAKER *Sue*

"Nothing is so simple that it cannot be misunderstood." Freeman Teague, Jr

Keys to "Overcoming Objections"

Step back

Listen for points of agreement

Help them feel safe & smart

Go to gratitude

Your Turn!

Situation #1: *"Your venue is very cool but I'm also looking at some other fun options. Tell me why I should hold my event here."* What are the actual words you'll use to respond to this question?

Questions to consider:

What can you be grateful for?

What is the client right about?

What is their key driver?

How do you need to help them feel?



Power Sales Writing: Second Edition

"Your customers can ignore your correspondence or you can read this book. It's that simple!"

Larry Winget, TV personality and #1 Bestselling Author of *Shut Up, Stop Whining & Get A Life*

Available at amazon.com

Presented by: SUE HERSHKOWITZ-COORE

Helping organizations drive revenue and generate profits through strategic business communications

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Situation #2: A client emails specs for an upcoming event. This is the third consecutive year she has held this event at your venue. You respond with rates/proposal. Housing and food rates have increased over last year, and the previous year. You receive this email:

"Anything you can do about housing? Rates keep going up and I may have to look elsewhere. Our first year was at \$XX, the second \$XXX and now \$XXX. As returning clients is this fair? Please do better for me."

You have fixed housing and f & b rates.

Questions to consider:

What can you be grateful for?

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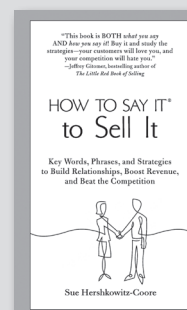
Keys to Dealing with Difficult Situations

Gratitude

PEA: Power word, Empathy, Assurance

Good morning Chow,
Congratulations from all of us at *Venue*, Location. Thank you for thinking of us for your upcoming wedding celebration. Unfortunately we cannot accommodate your wedding as our prices start at \$X plus tax and gratuity per person. Hope you find the right location for your wedding and you have a memorable special day!

Let me know if you have any further questions



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and Strategies to
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Plan. Do. Check.

Why am I writing?
My overall purpose is to:

What can I say
that will help achieve
that purpose?

What do I
specifically want to
accomplish/gain
with this email?

What is
the **next step?**

Delighter?

Notes

"The love you take is equal to the love you make."

Paul McCartney

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