

practical. dynamic. interactive. the PDI difference.

## The Secrets to Selling and Marketing Facilitation Services

*For Internal and External Facilitators*

**Southeast Association of Facilitators**

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www.leadstrat.com

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## Our Purpose

### Sharing the Power of Facilitation With the World

- To provide a forum for you to share your best practices and learn best practices from others in selling and marketing facilitation services

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## The Key Topics

Internal & External

Discover

• Discover Opportunities

Engage

• Engage in discussion

Close

• Close the business

Add-on

• Gain add-on work

Refer

• Ask for referrals

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## The Agenda

- Getting Started
- ➔ ■ Your Best Practices
- The LSI Story – Top 10 Strategies
- Special Guests Q&A
- Your Key Learnings

Discover

Engage

Close

Add-on

Refer

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## Your Best Practices – Round 1

- Select team leaders
- Brainstorm and record your team's best practices for you area
- Have at least two strategies that you label "(I)" – for internal facilitators
- Start each best practice with a verb ("Develop...Respond...Engage")
- Four minutes and then you will rotate to the next chart

Discover

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Close

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## Rotational Rounds

- Review what is there
- Add your own best practices (start with a verb)
- **Place a check mark on what your team believes are the top three strategies**
- Four minutes and then you will rotate to the next chart

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## Final Round

- Back at your own chart
- Review what is there
- **Place 2 check marks on what your team believes are the top three strategies**
- Four minutes
- Report back the top three vote-getters

Discover

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## The LSI Story



1992 ..... 2011

Humble Start #1 Facilitation Training & Services

**Top 10 S&M Lessons**


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## #10 - NHUSS

### Nothing Happens Until Something's Sold!



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## #9 – LG X BA

### Lead Generation NOT Brand Awareness.



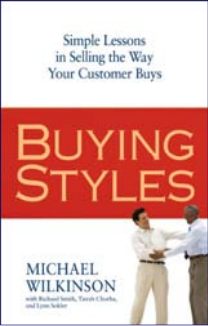
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## #8 – SITS X Y

### Sell in THEIR Style Not Yours!



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## #7 – SOOCB

### Stay out of Column B!

Criteria	COLUMN A Who We Want	COLUMN B Everyone Else
Industry expertise		
Process experience		
Local availability		
Cost		
Other factors we make up		

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## #6 - AFR

### Ask for Referrals.

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## #5 – WU X AU

### Why Us NOT About Us!

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## #4 – WDISAH

### What Do I Say After Hello?

When we've talked with COOs about strategic planning, they often speak about two challenges in particular. They say their teams waste a lot of time debating over terms and process and that their teams spend a lot of time develop plans that end up sitting on someone's bookshelf.

Are you seeing these issues or different ones?

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## #3 – YNN: YDBB

### Your Newsletter: Your Database Builder

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## #2 – 5Ps

### Use the 5 Ps to define the Client Need

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#1 - W

# Webinars!



Welcome to our Webinar!

## The Introduction to Facilitating Groups

In this fast-paced, ninety-minute session you will walk away with at least a dozen techniques for...

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Which apply to Internal Facilitators?

10. Nothing happens until something's sold
9. Lead generation not brand awareness
8. Sell in their style, not yours
7. Stay out of column B
6. Ask for referrals
5. Why us ... not about us
4. Use customer centric selling
3. Your newsletter: Your database builder
2. Use the 5Ps to define the need
1. Webinars

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Special Guests, Q&A

- **Bri Pennie**  
Channel Marketing Manager
- **Jamie Kaye**  
Regional Business Development Manager
- **Kris Casariego**  
Marketing Manager

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Your Key Learnings

- What did you find most helpful today?

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**Sharing the Power of Facilitation**  
**With the World**

**Leadership Strategies**  
The Facilitation Company

The image displays four book covers from Leadership Strategies. From left to right: 1. 'Buying Styles' by Michael Wilkinson, featuring a red and white cover with a person. 2. 'The Secrets of Facilitation' by Michael Wilkinson, with a green cover and a person icon. 3. 'The Secrets of Masterful Meetings' by Michael Wilkinson, with a blue cover and a pen nib. 4. 'The Secrets to Masterful Planning' by Michael Wilkinson, with a blue cover and a person icon. The fourth book is marked 'Coming Summer 2011'.

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