



Top Producers Path to Gold

Target your Audience and have a Strategy for your Client Education Workshops

You wouldn't cold-call without a script, so why hold a workshop without a well-thought-out game plan? Using a strategy is the best way to relay your message and transform an audience of prospects into clients. Consider the following guidelines before planning your next workshop.

Identify your goal - What do you want to accomplish? Do you want to generate new clients, or introduce new products to your current clients? Do you want to reward your current clients for their business?

Targeting a specific niche will dramatically improve your results - The goal here is to address issues that the attendees and their friends care about: taxes, the economy, retirement, family matters---and most importantly, their happiness and self-fulfillment.

You want the attendees to leave the workshop with a positive impression of the intangible value you bring to their lives.

Think like a client - Spend a few days thinking about why your clients would want to attend a workshop on the topic you are considering. Unless you tailor your content to your audience needs and interests, you won't attract the ideal prospects either in type or size. You may realize that only 10 or 20 people might be interested in your topic. Don't be concerned...keeping it small can be a good thing. You can often generate great results working with a small target group rather than a larger non-specific audience.

Consider Targeting Women in your Workshop Strategy

Women represent an economic powerhouse making over 85% of the consumer purchases in the U.S.

90% of all women will be solely responsible for their financial success at some point in their life.

Research your audience

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[Without a strategy you'll risk missing the mark with a boilerplate message, losing your prospects attention---and business.]

Top Producer Success Corner – Brian Karl , Financial Resources FCU

Brian conducts on average, 3 learning academies per month. Recently Brian held a session for Women professionals at his sponsor group. He received such high marks on the satisfaction survey that he's been invited to speak at their annual workshop

for administrative professionals. They anticipate having 80-100 participants.



If you want to learn more about how to implement the strategy discussed, you can contact one of the following from our Program Management Resource Center: Tom Ostrand, Cynthia Pollard or Olivia Millradtt.

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Make sure that you understand the best methods for connecting to your target audience. Women are a powerful target so make sure that you are providing what they are looking for. There is a great website dedicated exclusively to the nuances of marketing to women: **She-economy.com**. Learn the little things that will make your sessions unique and memorable.