

Seminar Marketing Success Factors

The Six Critical Factors You Must Control

A Bill Good Marketing White Paper

This White Paper addresses the factors that lead to success in seminar marketing, which comes from many things. It is NEVER just one thing.

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What Are Success Factors?

Success in marketing comes from many things. It is NEVER just one thing.

There is ALWAYS a recipe.

We call the ingredients “success factors.”

A factor is “anything that contributes causally to a result.”

To put it another way: a factor is necessary but not sufficient for success. All success factors taken together are both necessary *and* sufficient.

To put it yet another way, follow the chocolate cake recipe. Enjoy the chocolate cake.

What gives me the right to talk about success factors?

We are, in part, in the seminar business.

Over the life of the company, we have probably produced 5,000 seminars. Currently, we produce 100 or more. And we have coached thousands of advisors through tens of thousands of seminars.

If anyone knows seminars well enough to talk about “seminar success factors,” it's us.

Seminar Production Machine

We have built an awesome machine.

It's really a seminar production machine. Followed to the letter, it produces perfect seminars and workshops.

We call it the Gorilla Seminar Campaign System. Embedded in it are the seminar success factors.

- **It's partly software.** We have all the programming in place to manage as many seminars as you can do.
- **It's partly content.** We have invitations, scripts, letters, and email.
- **It's partly business processes.** We know what day of the week to mail. We know what to do when someone is a no-show. We have a process when someone wants to switch from one seminar to another. We know what to do when an attendee says, "We won't be interested until we retire." And many more.

Making Seminars Profitable: The First Requirement

It takes a lot of work to produce one seminar a month.

If the FA is giving up production time to produce seminars, revenue goes down, and even if the event itself is profitable, the expense in terms of revenue lost is extraordinary.

When the Gorilla Seminar Campaign System is firmly in place, the FA's job is simply to:

- a) Decide to give a seminar
- b) Prepare your materials
- c) Show up
- d) Give the seminar, and then
- e) Rush back to the office to meet the people who asked for appointments at last week's seminar.

Yes, you need some help to make seminars profitable. And you need the systems we have created—otherwise you have to create them yourself.

The Gorilla Seminar Campaign System does **not** include the show itself! You will need to use a packaged seminar from your company, buy one of the excellent ones currently on the market, or develop one yourself.

The Success Factors

Successful seminar marketing requires you nail all six phases of seminar marketing.

- 1) **Planning:** If this one is not right, the rest will suffer. Planning includes the obvious: date, title, location, meal or not. And it includes the less obvious, such as having a seminar promotion plan.
- 2) **Promotion:** Here you execute the promotion plan.
- 3) **Production:** Production ensures proper confirmation, seminar handouts and other materials, and facilities inspection.
- 4) **Presentation:** It's Showtime! Naturally, you know your material cold.
- 5) **Evaluation:** Did it work? Was it profitable? If yes, do it again. If not profitable, what can we change to make it better?
- 6) **Post Seminar Follow Up.** We manage two kinds of follow up: those who want to see you, and those who don't. Over time, perhaps half of your profit from seminar marketing will come from the people who will not set an appointment now. They came because they were shopping for an event months or years down the road. Stay in touch. Have a good shot at the account.

The **Gorilla Seminar Campaign System** has management tools to ensure phases 1, 2, 3, 5, and 6 are executed flawlessly.

We can help with #4—presentation. But the ball is in your court on this factor.

There is no question we can turn out the audience you want to see. But the right audience is only half the story, isn't it? You're the rest of the story, as the late, great Paul Harvey might have said.

Planning

Optimum seminar planning includes these elements:

Decision

You decide when, where, time, title, and guest, if any. We have many tools and checklists to help you make these decisions.

Planning Meeting

Everyone on your team needs to be on the same page in the same book. Our “Planning Meeting Agenda” accomplishes this. This meeting develops details critical for the next step, including a detailed promotion plan.

Timeline

Built into the Gorilla CRM Software is a Timeline Report. When you tell the program the key elements of your decision, it produces a step-by-step timeline detailing who does what when. Your job, as FA, is to ensure all the steps get done.

Facilities

There is a lot more to selecting a location than just looking at a room. Our “Facilities Checklist” not only ensures you book the right location, but contains vital information to help you get it and your meal at the right price.

Budget

We have some guidelines for you that can save you a lot of work.

Promotion

One of the great innovations in the Gorilla® Software is its Campaign System.

To really understand this, you need to see it. Please call:

800-678-1480, ext 1294.

Ask to see a promotion campaign such as “Mail Only.”

Ask to see a production campaign, such as “Dinner Seminar.”

You will then understand how we can manage multiple seminars all at the same time.

So that you are able to spend your time focusing on presentation (plus running the rest of your business), we also have:

The entire seminars library, ready for you to use, including:

- ➔ *Seminar Invitation Library*
- ➔ *Cold-calling scripts*
- ➔ *Invitation Follow-up phone scripts*
- ➔ *Confirmation scripts*
- ➔ *Evaluation Sheets and Report Cards*
- ➔ *Letters to send out after confirmation*
- ➔ *Post-seminar appointment scripts*
- ➔ *Thank You letters to send after the seminar*

Production

Producing the event consists of getting the steps of the plan done, on time, and with a high level of professionalism.

Once the promotion kicks in, the production is tracked and managed with a production campaign which contains sophisticated tracking and reminder systems that enable you and your team to keep track of who came and wanted an appointment, who came and didn't immediately request an appointment, who didn't come at all, and who is interested in the next one. The Production Campaigns include: Dinner Style, Educational Style, and Single Event.

This means that you can select the type of event you want to produce and choose one or more Promotion Campaigns to ensure you achieve your target number of attendees. One very important promotion campaign is directed at the people who said, "I cannot attend this one." We also toss our "no shows" in this bucket.

Time-Saving Seminar Calling System

As part of producing the event, there are two, or even three times, that phone calls have to be made.

- ➔ In some campaigns, groups of callers are brought in to make follow-up calls after initial invitations have been sent.
- ➔ In all campaigns, one or more confirmation calls are made to ensure that those who have accepted an invitation don't forget and do in fact show up.
- ➔ And in all campaigns, the day after the seminar, a Sales Assistant or the Advisor gets on the phone, calls attendees, and sets appointments.

In our Gorilla Seminar Campaign System, we have developed a system to make and track these calls. This includes a vital little tool: when someone says, "I can't make it to this seminar," your assistant can immediately book them into another one.

If you are seriously thinking about seminars, you should book a personal demonstration of our Calling System.

Presentation

For the most part, presentation is your part.

Here's what we do know:

86.3% of seminar producers who evaluate their speaking skills as "Knock 'em dead" or "Above average" report that their seminars are very profitable.

We help here in two ways.

If you follow our model and get people to fill out our post-seminar questionnaire, we can help you spot if your performance needs work.

If it does, we will ask you to video tape your next one and send it in. Often times we can see things you yourself can't see.

Seminar Evaluation

Everyone knows that in order to run a successful seminar you have to keep good statistics. We have developed automated procedures to show you statistically how effective each presentation was.

On the 30th and 60th day after each seminar, you are prompted to run Campaign Status Reports. After the various costs you incurred in promoting and delivering the seminar are entered, the System combines them with the responses that it's kept track of for you and produces an Evaluation Report for your review.

By studying the number and rate of responses to each of your actions and tracking the business generated, you find out what worked and what didn't, so you can fine tune your seminars.

These Campaign Status Reports have also been extremely useful in presenting to managers and wholesalers ideas for effectively generating additional business.

Post Seminar Follow-up

When the seminar is over, the team swings into action.

You got everyone to fill out a Questionnaire, so you know who wants an appointment. You copy the questionnaires and give a set to the Computer Operator.

You or your Sales Assistant start calling. You will call everyone, but you start with the people who checked, "Yes, I want an appointment."

Meantime, your CO is executing the "Post Seminar Processing Checklist."

People who attended are sent a "Thank You" letter.

Anyone who did not attend is sent a "No Show" letter thanking them for their interest and letting them know you will invite them to the next one.

As the calls are made, the CO confirms appointments.

If you did a good job on the presentation, you should have a 50% appointment rate. Of these appointments, 50% should sell.

But what happens to the 50% who did not come see you? Some of them were shopping for a future event. And what about the 25% who came to see you but didn't buy? Some of them were also shopping.

You paid a lot of money to get those "butts in the seat."

That one "Success Factor"(post seminar follow-up) can make the difference between profitable and VERY PROFITABLE.

More Information

Bill Good is Chairman of Bill Good Marketing[®], Inc. Based in Draper, UT, his firm creates products and services designed to help financial advisors create the time and money to pursue their other goals in life. For more information, go to www.billgood.com.

For the latest information about our products and services, please contact us at 800-678-1480. Ask for Jill Maples.

You can also visit us on the web at <http://www.billgood.com/>.

And be sure to check out a few of our other White Papers.

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