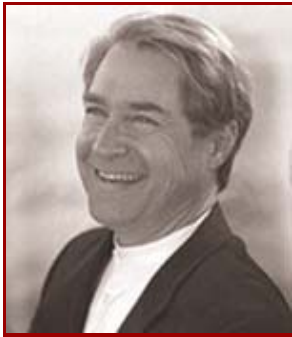




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Finding Gold

Seminars: Why they're terrible and what to do about it! (Part One)

By Michael Lovas
AboutPeople.com

Question: My business model includes seminars. My job is to deliver the program set appointments. I have a good program, but my appointments are low. What can I increase my success?

Lovas: This is a question I hear all the time. The truth is, seminars in our industry The speakers can't communicate, so they bore their audiences. They audiences never build any rapport with the speakers, so trust is never developed. It's what the Marines refer to as a SNAFU! Because this is such a vital part of our business, I'm going to you some Top Secret information. I'm serious; very few people in our industry have been exposed to this body of knowledge. It's a little deep, so please read three times.

In the last 25 years, the world has discovered some extremely effective psychological tools. What does that have to do with your worksite or financial seminar? These tools probably completely new to you. If you're in management, and don't know how to use and teach these skills, you could be preparing your reps for a mediocre career. If doing seminars and you don't know how to use these tools, you are sabotaging your success!

The good news. You can learn how to use these tools, now. And, when you learn to them, you will gain more influence, you will build rapport and trust more quickly and easily. And, of course, you will set more appointments. First, you first need to know other people require information to be delivered. You must learn how to present your information so it transmits the biggest impact to the largest number of people. the opposite happens - you bore the largest number of people!

Consider why most people might attend your seminar, yet decide not to schedule a meeting with you. The main reason is that they got bored during the program. That be a result of:

1. Your failure to deliver your information in their learning style. Most advisors talk too much and show too little. Duh. Since most people are visual, you're sending them into a state of auditory overload. (If you knew how to work with hypnosis, this could be an advantage, but that's another lesson for another day.)
2. Your failure to satisfy their need to know why your message was relevant. If talk about the Internal Revenue Code, you're delivering material from your perspective. The audience doesn't care about you (yet).

Finding Gold

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3. Your failure to engage their need for interactivity. Research in advertising over many years continues to prove that "events" which include involvement are successful. Why then, do the vast majority of seminar speakers fill the role of talking head, rather than game show host? Which one would you pay more attention to?

In this article you will see how to avoid those problems and improve your success with seminars.

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Is this you?

1. You walk to the middle of the front of the room
2. Thank the audience for coming
3. Tell them where the bathrooms are
4. Begin delivering your program.
5. From there, you move around a little, but mainly, you stay in the same spot.

What's wrong with that? After all, you're in the middle where everyone can see you. The audience has already associated that spot with the bathrooms!

The tool that would solve the "bathroom problem," and cause audiences to trust you more easily, is called "stage anchoring." It's based on David Kolb's Learning Style theory and Michael Grinder's Group Dynamics. They discovered that different types of people need different questions answered at different times. Essentially, they looking for the following.

- **Why:** 25% of women and 19.4% of men need to know why they should pay attention.
- **What:** 27.5% of women and 37.5% of men need to know what the concept is.
- **How:** 14.5% of women and 23.5% of men need to know how your material works.
- **What If:** 32.7% of women and 19.6% of men need to know what is possible for their future.

One of the most interesting and unobvious lessons in those numbers is that many insurance and financial fall into the "how" category. By default, they rush into delivering the "how" information, thus immediately losing their audience. How can you eliminate that problem? Simply follow two steps:

Step One. Deliver your information to answer the specific questions listed above. Do that and you'll appeal to most people in the way they prefer to learn. You'll reach most of them; bond with most of them; and, you'll start set more appointments.

Step Two. Let's cover that next month in Part Two of this series. In the meantime, if you've read this far, you deserve a treat. Send me an email, and I'll send you the "Sneak Preview" of Part Two.

***Michael Lovas** is the president of About People, a credibility-consulting firm in Dallas, Texas. He is also the of "Credibility-focused Psychological Marketing and Selling." Michael is a Clinical Hypnotherapist and Master Practitioner of Neuro-linguistic Programming (NLP). That makes him our industry's premier "mind reader" and communication expert. Michael is passionate about helping financial professionals improve their business and personal lives.*

*He is the author of two books on using psychology in your business: **Beyond Wave Marketing** and the new book/disk set **Face Values**. A former comic, Michael also delivers many very entertaining seminars and keynote presentations in the US, Canada and New Zealand.*

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