

Q&A

On line research

Q: Decision Makers hard to found in a big company

A1: Try the company web (Global, AP and China web), look through the news release column. There will be some names in the news. At the same time you may know what kind issues the person cares about. Your knowledge will be professional through those news.

A2: Company name + job title + BU or Product name

EX: “Dow chemicals vice president aromatics”

Remember: always use as many key words as you can to search detailed information. In a big company, there are lots of BU and products “decision makers” who will be interested in your conference. You did a good job on research, and then you will have more confidence on pitching.

Q: Company telephone number not found

A1: put more time on the company website. Normally there should be one telephone number on the web (like, network, contact us, public relations, press release, company profile etc). **NOTE:** phone number begins with **800** is a hotline which is no use.

A2: If really hard to find, try “company name + Region + Tel”. **EX:** Dow chemicals + Japan + Tel”

Q: How to match Decision Maker and his office No.

A1: Google: Company name + Name + Tel, or Name + office, (AP HO may be located in Australia, HK, Singapore; China HO in Shanghai, Beijing, Guangzhou, Tianjin etc)

A2: on phone research. Call HO for the name and office No of AP/China office

Q: short-cut to find more email addresses (for marketing purpose)

A: *.*@chinadecisionmakers.com (know the company’s general mail address)

Q: company has no English website

A1: Please use your project key word like, “company + real estate + president”; if you may find some news or people name, telephone, you are lucky.

A2: You may consult other famous companies in the region for this company’s information (on phone research)

Q: how to qualify a company

A1: Look through the official website. You should have some sense to know which one is good or bad.

A2: company + china or Asia or google.cn

A3: raise your questions on phone like “Do you have business in China? Do you have the intention?”

On Phone Research

Q: The person you are looking for no longer works here.

A: Who is taking place of his/her position? What's this person's mobil/tel/email etc.

Q: The person you are calling is not available.

A: Come back to the reception; tell him the person is not in the office. Ask directly for MP and Direct line.

Q: Only know the President's name

A: Ring the phone of President's Office. Ask his/her PA for contact details of relevant persons (v p / director) in charge of biz unit relating to our event's industry value chain.

Q: How to get more company lists

A1: companies in the news and information provided by producer. Membership of association / lists and speakers information in the competitive events and exhibitions / lists from online media or professional category (like compass or hoovers)

A2: use the key words listed by producer to find related companies (mostly from news)

Q: How to improve quality of research

A1: understand your project supply chain. The key players should be within this supply chain. Know what role your potential company is? What is the interesting point for the company?

A2: If already have deals. Analyze the deal; find its competitors, partners, potential clients. You may learn how to use "company name + google finance (if the company is listed)"

A3: key players usually will be outstanding in the news, advertisements, magazines, or deliver papers here and there.

A4: find out on-going related projects information (ex. "Coal gasification project China"), you will find what kind companies are engaged.

A5: select one key company, spend more time on it to know the company structure, business development, human resource change, news of China or Asia market, and collect more top management names from HO to China office. You will benefit from doing it.

Pass the secretary

First please bear in mind secretary is the one who helps you to get in touch with the boss instead of the one keeps you away from him, but this depends on the ways you present yourself to her and do not let the secretary lead you to her traps.

There are several tips to pass the secretary I usually use,

When the boss is in the company:

1. Try to act you are a friend of him, when the secretary asked what's regarding.

Solution A: hi, this is X, he knows what it is about, you go and check with him, tell him X is on the line, he is expecting my phone?

Solution B: I get a note from him this morning and let me to call him when I am available

Solution C: If he is in the office, please transfer the line I don't want to call his mobile

When the boss is outside or engaged in the meeting or on trip, please ask mobile:

1. My secretary is on sick leave today, I can't find his business card
2. he called me this morning and I just receive a message from him and he let me to call him ASAP, but I can't find the number he leaves for me
3. Mr. X (Who is the boss of the one you want to contact) introduced him to me and let me to contact him, if the secretary don't give to you, say: it is ok, I will call Mr. X back and ask him the number, but I think the boss is extremely busy, since you are the secretary, you should help, you really want me to call Mr. X?
4. introduced by the key players in this industry or related association

Normal answer from the secretary: "He is in the meeting"!

Response: He is expecting my call today, so what is his desk direct phone number, and I will call him after the meeting is finished.

When you tried very hard to get the contact from the secretary but it just can't work o

1. call other office
2. Change the extension number (Lucky Number) and ask others

First Pitch

Q: Is it a conference?

A: Of course, not. I was recommended by X company (his partner or competitor), by its President John. (To continue your conversation first and then come to your main pitch)

A: Not really/ More than that! I was recommended by X company (his partner or competitor), by its President John.

Q: I 'm too busy now. Send me an email and I need to think about it.

A1: I know you are very busy and I think you don't want me to call you every day, so just for saving time; I'd like to know what this subject is in the scope of your interest of current business (then start the conference topics)

A2: I know you are busy, everybody is busy for business. I'd like to share some latest information with you. Last time, I spoke to John of X Company (his partner or competitor), he is very interested in our program and ready to join us this time.

Q: I don't have any money.

A: I can appreciate that. Other than the money is there anything else that is preventing you from taking action today? (Ask a closing question and be silent). At last, you should ask how much he think is ok to attend such a high level event in China? If it's far away, blow him out. Otherwise if like 10% discount, ask your manager for help (卖关子).

Q: I don't have the time.

A: Other than the time is there anything else preventing you from moving forward today?

Q: I am not interested.

A1: That reminds me of a story of a client who was in a similar situation. Let me share with you what they did.

A2: may I know you are not interested in conference or China business? I know there are a lot of conferences and exhibitions in China. But in your position, you should try to select a better one to join. I can be sure our event is the best one in China regarding the (gas industry). If you don't want to attend ours, I think none of the events you need to go. (wait and see the reaction)

Call back

Q: No time to read.

Reasons: DM is too busy / your issue not important / your first pitch not impressive

A1: Could you check my email now? I could explain our program for you right now. Select the most important and interesting part to attract the DM.

A2: When could you read it? When you review our program, please pay more attention to ... (一顿 pitch). At last arrange a specific call back time like “**10:58am** tomorrow morning”.

Q: If no interest.

A1. As I know, your company is heavily involved in the deepwater business. Why are you not interested in this great event? May I know what the main reason is?

A2. Are you not the right person in charge of the deepwater business or? Who is in charge of the deepwater business?

Q: If in a meeting.

A1: Ok. I just want to confirm whether you have received my email. Then arrange a specific call back time like “10:58am tomorrow morning”. Let yourself impressive and persistent

Q: If they say I got it. It is too early to make a decision.

A: Actually we have promoted our event for more than 4 months. Totally we have 300 seats, unfortunately until now we just have 8 seats available, and more than 70% of our old customers have booked their seats in advance. Mr. *, what's your concern preventing your make a final decision?

Q: If ask for delegate list

A: list some company name on phone only. So many senior executives like your position have confirmed their attendance including CNOOC, BP, Shell (key players in the industry) and some key companies from emerging Asia markets like Singapore and Thailand. By the way, who do you want to meet the most? If you have some in mind, we may even make a special arrangement for you during the event. Don't assume that you will get the deal if you give out delegate list, since you don't know who will be their potential clients.

Q: If persist on asking for formal delegate list

A: Normally, we just give our lists to our sponsors. It's our company policy. I'd like to check with my Director and come back to you soon. According to our company rule, I can give you a brief list with company names. That's the best I can do. But if you can register now, I will apply for a delegate list for your company only after our event.

Q: I need to talk it over with my boss/someone else.

A: I understand. So if your boss says yes, does that mean that you will do it? (Trial close)
Let them respond yes. Let me ask you a different question, what if he says no? (Trial close,

ask a question for commitment and be silent)

Q: Your price is too high.

A1: By too high what exactly do you mean?

A2: How much too much is it? How much can you accept for such a high-level and attractive event?

A3: Compared to what?

A4: Other than the price, is there anything else preventing you from moving forward today?

Q: I don't have the time / I am busy right now.

A1: Other than the time is there anything else preventing you from moving forward today?

A2: I know people in your position are quite busy for sure. I am also very busy to deal with my clients. How about if I call you back tomorrow this time? What is your mobile no in case you are busy out of office? What is your desk direct line? Speak to you later.

A3: every people are busy. Don't take my offer just like a conference. (Make a story) You see, I have a friend as (VP Asia Pacific) working in CRA International, famous consulting firm listed in NYSE. He told me their management team spent 2 years discussing China business and found no way to enter. Then he accepted my offer and sponsored one of our power events. Now he established a very good relationship with some of the local company. Recently, he established a Hong Kong office and became stronger in Asia region.

Q: What's your topic? Who are the speakers?

A: (Key issues discussed in the market) For example: The change of demand and buying situation of Asia Pacific will be an important part this year. NOC from emerging markets like LNG Singapore and CNOOC will deliver a speech. The most updated information and strategy changes can be gathered if join in. Besides, some delegates mentioned that they are very interested in gas price and contract management in today's market. We also arranged some panel discussion on those hot topics. Mr. xxxx, you may tell me what you are looking for if you decide to attend. We may make corresponding arrangement for your organization.

Q: We do not have business in Asia and have no plan to enter

A: Yes, I see. But I think as a decision maker of your company, knowing what is going on in Asia will definitely be helpful in your design of company's future development plan, right? I guess you must know that Asia market is really vivid these years. Why not come and meet all the potential key clients as a spot investigation before planning whether step into Asia market or not?

Q: How about the project?

A: Many delegates from emerging market like China, Singapore, Thailand and India will come. Traditional markets like Middle East and Russia will be involved for sure. I should emphasize that many of them are just looking for potential project partners in this

congress which can be a fantastic networking opportunity.

Q: Have all of your speakers confirmed?

A: Most of the speakers have confirmed including... (Companies your clients are interested in). We are inviting even higher level speakers to join us. This year, we are establishing the best event in Asia market. You can't afford to miss this opportunity.

Q: If interesting during first pitch, but say no time when call back and hand off the phone

A: Check if the person is a DM? Ask why if it is because of budget? Tell him that his competitor already on board to see the reaction. Find the interesting point. Find more people to pitch.

Q: Contacted a low-level person (nice and interested) to say export manager, but the DM doesn't speak English.

A: know DM name first. Try to have a conversation with the DM and get the email address. Ask more details about the process from the manager, like who will be attending? How about the budget? Does he attend other events in China? What's the main purpose for them to attend? Then match the needs.

Q: Pitched the DM, but ask you to talk with low-level person

A1: Ok, that's great. I will get in touch with Mr. B for a discussion. Thanks. Mr. A, this year's conference will mostly focus on the strategic development and planning issues. So I believe you are in the best position to attend. Of course, it's better if you may come together with Mr. B. Both of you can communicate with over 200 key people in this industry. You will surely get what you want. You may see that our event attracted the best players and Decision Makers in the industry. This is a good opportunity for commercial business. You may make good use of this chance to make more friends with your important clients, and meet government officers as well. It will save you a lot of time and money than you arrange meetings one by one. That's the purpose we are organizing this event.

A2: As I know, your company currently is doing a good job in China's market. Do you know that "Y company" (its competitor) is also holding talks with some partners in China to start another new project... (make a story from web news or other clients). You should mention the company's market position. At the same time, you should let him know other company's advantage and situation. (Please mention his name (Mr. A...), that's the best way to build friendship. Your trap will be effective if he is listening very carefully.) Mr. A, you just mentioned Mr. B, may I know what his job title is in your company? What is his responsibility?....That's good. May I have his telephone number? What is his mobile phone? How about like this, Mr. A, I'd like to send you an email regarding our event. Would you please relay my message to Mr. B. I will give you a call tomorrow to confirm your interest. At the same time, I will contact Mr. B as well. Hope both of you will come to join us in the event.

A3: Tell Mr. A that the event is for people in his position. For example, BP also sent a group of three people to join and the decision was made by their global VP. Mr. A, my understanding is that only people in your position will have the insight regarding company's strategy and planning. Our event is organized to suit your business development. Of course, I will contact Mr. B as you highly recommended him. However, if Mr. B is interested, he still needs your final approval, because you are the big boss of the company. Moreover, some of our attendees want very much to meet you personally during our event like BP, Total (key players). If you don't mind, you may help to relay my message to Mr. B and other colleagues and come back to me with a feedback soon.

A4: Find and pitch his boss if has.

Q: How to last (延长) pitch and attract clients

NOTE: Most of the clients are annoyed by cold calls. Don't like conference. Don't trust Chinese conference.

A1: know the supply chain and background of your project (the best way is to read your program everyday morning). Collect professional information and make stories. If he is not patient, ask if he is not interested in conference or China business. Tell him that his competitors are here and the decision was made by its big boss.

A2: put your conference aside for a moment. Tell him more about the new information in China and his competitors (Get enough news at hand for pitch). Let him feel that you are very professional. Tell him more about CDMC's successful stories including level, capacity, key players, key people etc. Have a chat with him about travel in China or something of his interest. Remember to come back to your sales job when he is listening.

A3: Know more about the company's current projects and go for details. Try to find his concerning and difficulty and match our program. Find a way to solve his problems. Ask if he attended some of the conferences in China. How's the feedback? Tell him our strong point.

Q: How to identify a potential deal? And how to do?

A1: follow three steps: Are you interested in our program and topics? If yes, do you think USDxxx/per head is within your budget? If yes, are you available during that time to attend? If the first two problems are solved, then it should be a potential. You may ask him to send other people to join if he has no schedule to attend.

A2: If you receive message like "I will attend or I will send people to attend". This should be a potential. However, you need to push very closely by asking the following questions: So you will attend by yourself this time. Is there other colleague to accompany with you? I want to reminder that the investment to attend will be USDxxx/per head, that will be no problem? Could you do me a favor to send back your registration form within 15 minutes to finally arrange your participation better? I will give you a call to check if I didn't receive your form 15 minutes later. By the way, how will you make the payment? Mr. A, most of our clients made payment by credit card. That should be easy and save your time. So we prefer you may pay through your credit card. Please write down your card number and sign your signature in our form. (If he asks another person to do) Who will help you to finish the registration process? What's his telephone number? Is he in the office now?

A3: He is active during your first pitch. You may judge from his tone and voice that he is interested. Then he asks details about your program and how much the cost is. What is the deadline of registration? He will tell you other new information he knows in this industry. In one word, he is helping you do what he can to participate in the event.

NOTE: 1. some of the clients will tell you to attend on phone during your first pitch and never listen to your pitch. 2. Some will send you a message that he will consider or transferred your mail to other people. 3. Some will tell you to attend but never send back registration. All above will be a false potential.

Remember: 1. a potential will be attending even if you pushed him again and again (mind your method, find a reason to push). 2. The clients' final confirmation depends on the payment was made. You will get paid.

How to close a deal smoothly and effectively

Principle: Close deal is a whole set of procedures and you should pave the way from the beginning of the call and go through the whole course of the following up of the deals.

At the **first Pitch**, regardless of the feedback from the clients, one should place **urgency**, there are several ways:

A: if it is close to the deadline of the early bird, you may take the advantage of the early bird deadline

B: if it is still plenty of time from the deadline of the early bird; you can use the seats limitation for the early bird.

C: If there's no early bird; use the allocation of the seats in different country and areas or different industrial sectors

D: If you get no feedback after calling back three times, you should dare to blow out. I am sorry to inform you that we have no seats available for your company. But if we have some transferring seats before the event, we will keep you informed. Or if you make a final decision, you may contact us for participation and we will consider.

E: Ask questions like "may I know why you can't make a final decision?" Is that because of budget? Solve the problem. Otherwise, give him a deadline and confirm on that exact date.

When **call back**, one can tell the client's response to the event, for those who said they are interested in the event can be divided generally to the below categories and for all the situations, we should try to close instead of wait.

A: interested but unsure about the schedule and need to check the schedule

Solution: check and qualify: if the schedule is ok for you, you can join the event and there won't be any budget problem and if the answer is yes, repeat the urgency you placed on the first call and tell him the progress of the registration and create topper urgency by: "since last call there's x company have registered(better mentioned the competitors name and the attendees' position, the tips is trying to be specific) and today or X day, X and Y company also registered X person, so there's only x seats available. Other attendees also meet the same problem and usually we suggest them to do the pre-book to guarantee the seats, can I also book one seat for you?"

B: interested and may sign up for the event but unsure of whom will be the attendees

Solution: ask possibly how many will join, is it also including yourself? Who might be the potential attendees? What's the problem preventing you to register now? Then use the same way as problem A and say can I first book X seats for you? Then try to call other people he mentioned.

C: interested in participation but need to get the approval

Solution: how long it will take? Who will give you the final approval? How much is the percentage for you to get the approval? How about I first book one seat for you and call you back X (pick a time) and finally confirm your participation). Then try to call the one who gives him approval.

D: interested in participation but need to discuss with other colleagues

Solution: how long it will take? Who do you want to discuss with? What is the person's job title? How much is the percentage your colleagues will take your advise? Normally, the final decision is made by you or another colleague? How about if I first book one seat for you and call you back X (pick a time) and finally confirm your participation). Then try to call the one who will be discussed with.

E: possibly there will be three people to take part in, but two of them still not fixed yet or we have X number to join the event but none of them is fixed

Solution: repeat the solution to A problem and try to close in this way: Since you have confirmed the number of attendees, we can help you in this way, put your name on that and announce others as TBA so we can guarantee the seats for all of you, when the attendees are fixed we can change the names which is free of charge for you

Notes: Some clients may fall into the trap you give on registration. If you successfully close a deal as TBA, you need to push the payment (see payment objections). The best way for payment is to ask your team member (act as financial people) to help you. But some will keep you waiting. For those keep you waiting, we shall call him frequently and push harder and harder by use the way mentioned above and reduce the seats each time.

Tips from top sales

Q: Well, I'd like to attend your event. However, I'm currently not in my office.

A: Thank you for your confirmation. Is that ok with you to let your secretary/PA/colleague to finish the registration for you.

If yes, ask what is his secretary/PA/colleague's name / office number / MP etc.

If no, ask him to send a confirmation letter by email to reserve seats. Or ask him if he is available with his computer and send him a word format registration and ask him do you a favor to finish the paper work.

Q: Why you are in a hurry?

A: Since you confirmed to attend, why not do it now? We may have a better arrangement for your participation. Moreover, we will have a marketing promotion for our attendees and event within these two days. I'd like to have your company in the news. Do you think it's a good idea? Appreciate your kind help.

Q: We decided to send two people to attend your event but we haven't yet decided their names.

A: Since we promoted this event more than three months, now I only have limited tickets in hand. Thus, I advise you to send the registration form to our organizing committee firstly by filling out TBA in it to hold two seats for your attendance well. Otherwise, I can't promise anything for your attendance.

Payment Objections

Rule NO.1: Always ask for Credit Card payment first.

Rule NO.2: if you don't know how to handle the problem, tell your clients that you should check with your Director for authorization.

Q: Delay for Payment by TT

A: Call back to confirm well receipt of the registration. Welcome on board. Keep your client informed that you will pass the registration to our financial department. Our financial member will send a payment notification for him to process payment. Please let him know it's a policy of Organizing Committee to finish payment within 5 working days. It should be OK for him?

Q: Long process for payment

A: Encourage him to pay by credit card again. Tell him it's an international practice. If failed, ask him how long it will take to finish the process. Tell him that our financial department will help to send him the invoice upon receiving his payment. If he asks for invoice first, please check with your sales manager for help. Normally, we can send invoice first to ask for quick payment.

Q: Pay on site

A: I am sorry, but we don't accept payment on site. We have a lot of attendees during the event. Our members are occupied by other arrangement and our financial member will not go to the site. Furthermore, your registration is valid only after we receive your payment. We may help to book your hotels, invitation letter (if needed), name badge and documentation.

Q: Need invoice first (for China office)

A: Ask for Title of invoice (发票抬头), contact person, telephone (MP preferred), company address. Confirm with your clients the date of payment upon receiving our invoice.

Q: How to ask for payment smoothly?

A: Set the scene at the first beginning. When your clients confirmed participation, you should ask him who is in charge of payment and his Tel NO. / MP. If your client himself is in charge, tell him that he need finish payment within 5 working days due to company policy. If not, you may refer to situations listed above. If yes, tell him you will give a call to him after 5 working days if not receive payment and reminder him. (Rule: he registered he should pay, it's a fair game)

Other problems about payment please come back to your sales manager for help.

中文版问答集锦

1. 打到 DM 让你找其他部门负责人或市场部怎么处理

- 1) 首先把其他相关的信息拿到手，同时告诉 DM 这么高层次的大会都是他这样 level 的人能参与，举例说 BP 等大公司都是总部的 CEO 或者 VP 决定的。
- 2) 作为你这样的职位，应该有不同的公司战略，站得更高更远，我们这样的大会就是为你们量身定做的，帮你节省很多时间和费用，你只需出差一次就能达成你的目的。你本人也想在今年的年报中写入更多关于中国天然气市场的信息和数字。同时更重要的是你能让销售团队在这个市场中节省成本取得惊人的成绩。

3) 我会去跟他联系的，但是我跟你联系的原因是即使他有兴趣来参与，还是要得到你的同意的，你才是这个公司的老板，而且很多客户更想见到您本人。当然，也请您把这个信息发送给你的其他同事，商量好以后给我最快的答复。

4) 是么，那太好了，我会联系你的同事的，谢谢。其实说到这次会议，主要关注 XXX, 涉及一些决策层面的战略或者规划性事情，因此我个人觉得你来是最合适了。当然，如果你说的那几位同事能够一起过来就更好了。他们可以更加关注实际的工作和业务，可以和众多的客户进行实质的交流，说不定会有意外的收获。因为你可以看到我们会上，大部分都是公司的决策层面的管理人员，这对具体业务部门是难得的商务机会。可以充分利用一次会议旅行，同时结识几十个重要客户，这原比一个一个去约见更加容易和节省成本。我想这也是我们高层商业会议的对行业的一个重要作用。

5) ...据我了解，你们公司目前.....,我也知道 YY 公司现在正在.....，（继续聊，可以聊很多，只要对方没有表现出结束的迹象。说的过程中要提及一下他公司在行业的地位，赞扬一下，同时也提及一下他的竞争对手，说说对手的优势，让他有点紧迫感。过程中多提及对方的名字，显得比较亲近。结束前不要忘记收集所有可能的客户信息。）

Mr.B, 你刚才提到的某某，他是负责什么的？.....哦，那很好啊！（确定所提人的名字、职位、部门、所在区域、联系方法）这样吧，Mr.B, 我先把邀请函发给你，你看了后转给 Mr.C, 明天我给你个电话，同时我会联系 Mr.C. 希望你们到时可以一起过来。

总之一原则，不要輕易被他一句话就打发了，要变着方法说下去，目的是让他知道这个会议对他公司的作用。

6) 继续找他上司去 PITCH。直接由上面派下来。

2. 延长 pitch 时间，粘住客户

- 1) 了解项目的背景，成为行业的专家，给客户想象的空间
- 2) 如果客户没有耐心，可以跟他说如果不感兴趣就不用发了，他的竞争对手都已经来了，而且是最大的老板作决定的。

延长 pitch 时间的目的是为了让客户了解我们的项目，从而对我们的项目感兴趣。和客户聊的内容，有几个方面：

- 行业的新闻、动态，尤其是发生在中国市场上的事情，会对海外客户带来新鲜感，摘录一些最新新闻，放在手头随时可以使用
- 历届项目的盛况介绍（参会的规模，层次，核心公司的罗列，知名人物），容易引起对方的重视，觉得确实是一个盛会，整理或者利用项目提供的有关历届会议的资料
- 尝试和客户聊一些客户所在国家的旅游、中国的一些旅游胜景，聊聊客户来中国的经历，如来过几次了，留下什么印象，对上海、北京有什么特别的感受。总之聊一些他可能知道但又不是很了解的内容

了解他们公司现在在做的项目和新闻，并结合市场跟他聊，这样的话可以让对方感觉你很了解他们公司和整个行业，并在聊的过程中了解他们的需求再入手。要注意的是，对自己的项目和行业一定要熟悉。

3)最好是从新闻中了解了足够的信息之后，和他聊聊对于中国的最新战略和对中国的关注度。

4) 关注项目行业中的重大新闻及行业政府公告，利用其中 KEY 信息结合客户公司背景及近期战略进行展开，切记千万不要过于脱离客户公司境况而对行业大谈特谈，把握住其公司信息就是保证不会脱离我们的主要目的—会议销售。

以前有没有参加过别的公司主办的类似的活动，是以哪种方式参加的（sponsor or delegate）他们的会议怎么样，主要是问怎么加以改进满足客户的需求

3 决定很慢，如何 push、close

- 1) Early bird discount。首先要确认他的兴趣，预算，时间，可能参会人员等，有什么阻碍你发报名表，可以帮你解决。
- 2) 比较 positive 的 case 一定要跟他说，Shall we book you on first and reserve seats for your company，这可以看出是不是真的有兴趣参加。
- 3) 可以用 group discount 吸引客户。今天有其他几家公司报进来，如果你能传表的话可以帮你申请相应的折扣，过了今天肯定就没有了。
- 4) 敢于拒绝客户，但留好后路。主动跟客户说报名很紧张，如果在今天下午 5 点前不传表就下次合作，同时说如果后期有位子或调整还是跟你联系，保持联系。

需要从一开始接触客户就设计好大致整个过程：first pitch 中就留下伏笔（如目前已经报了 223 人，就剩下 17 个位置了），在 call back 中再提醒一次（如，昨天一家德国公司报了 3 个人，还有一家日本公司报了 2 个人，还有其他的，现在就剩 7 个了，不知你是否已经决定了？），在第二次 call back 或者后续 call back 中就可以开始用比较强势的手段 push 了。实在不行，下一次就可以告诉对方没有位置了，非常可惜，等有调整的位置再通知他，或者他如果决定了告诉我们，我们想办法看看是否可以做到。

通过和对方的聊天，了解对方的顾虑，消除他们的疑问，并给出 DEADLINE。

视情况而定，如果属实，可以多给点时间，要是拖，那就坚决毙。一定时间之后，换人在与之联系，告知其报名已经结束，但是还有几个从合作机构处搞来的几个位置，问他要不要。

- 5) 可以利用“模糊报名表”战术进行试探…

按照地域，行业来划分，比如说日本只邀请 10 家公司，现在已经邀请了 8 家，别的公司 XXX, XXX 对我们的会议也有兴趣，我们公司奉行先到先得的原则，所以要他们先报名，帮他们预留席位。

4. 如何 call back, make story

- 1) 首先正常的重新 pitch, 讲 selling point。
- 2) 多引用其它客户说的话或者对市场的理解, 自己要重新组织准备, 不要就事论事, 要大胆的添枝加叶, 不能无中生有。
- 3) 要让客户知道, 我们提供这种平台是整个市场和客户自己的呼声, 目的是切实的解决问题, 并不仅仅是个会议。

Call back 要注意重复会议的卖点, 并补充一些还没有完整的客户联系信息 (如手机、直线、分机之类的), 过程中根据之前放的 urgency, 再次提醒和强调 urgency。一般的几个部分:

客套的问候 Hi, Kevin, this is Steven from the organizing committee of AAAA How are you today? You are so busy right? Just come back from India.

讲述一个小故事, 新闻或者其他, 一般情况下他可能不知道, 会询问几句, 一旦他问了, 你就这个事情反问他的观点和看法。一旦他说了, 让他说去, 时不时要应对一下。

逐步开始转到我们会议上, 重新 pitch 会议的亮点, 行业的盛会 (人数规模、国际化程度), 前瞻的视野 (权威机构、行业领袖的预测), 潜在的商机 (客户、竞争对手), 让客户意识到会议在行业中的影响力, 对他公司业务发展的意义 (可以了解行业动态、结识新客户、巩固老客户、了解竞争对手的动态, 其中一个简单的计算告诉对方, 可以节约大量的时间和精力)

转到他公司的相关业务上, 发表一些自己的看法 (引用其他行业人士的观点), 给出一些简单的建议 (也是借助于行业专家的看法), 引起一些小问题的讨论。让客户去说。差不多的时候, 开始要告诉客户我们目前的会议规模和进展, 需要他马上定下来, 否则可能出现没有席位的情况。问问除了他还有谁可能来, 谁在负责相关的业务, 今天是否可以定? 不行, 明天或者后天? 是什么原因定不下来? 预算审批? 还是时间表排定? 还是需要讨论? 还是不感兴趣? 最后必须达成一个约定什么时候给答复。如果有 discount 或者其他优惠随便提及。

就他们公司遇到的问题 and 解决方案跟他们扯, 最后回到这次大会如何帮他们解决问题。

让他多说, 对项目的评价, 行业的评介等, 找触点。

围绕客户公司利益进行重点阐述, 强调我们这次会议就是针对贵公司的现状及未来发展情况而搭建的交流平台, 将 agenda 中与客户公司相关的内容及信息进行重点阐述及放大。

5. 如何判断 potential

1) 很明确说要参加（邮件或电话），立即打电话催，问清楚所有手续，如谁传表，谁参加，多少人参加，怎么付款等

2) First pitch 很愿意聊，而且从语气感觉到很感兴趣，并且问多少费用，这种情况很有可能成为 potential，同时还能了解其它市场的信息。

注意：客户只是回邮件表示会考虑或者转给别人并不说明什么，当然有些市场上的客户说肯定会有人来，但是总不传表也是有问题的。作为销售原则是落袋为安，客户一有兴趣就要 push 到底，直到付钱。

所谓的 Potential

几种信号：客户告诉你，他感兴趣需要老板批；看到项目后，再 call back 时显得很兴奋；主动打电话或者发邮件过来询问有关会议内容、价格和报名的事情；第一次打过去就觉得对方非常兴奋，你有十足的把握；找到这个公司时非常兴奋，觉得这个公司肯定回来（一般是看到该公司有一个十分符合我们项目内容的新闻）。

成为一个 deal 的前提：

就是对方曾经在电话或者邮件中明确告诉你：我们要参加。但报名表还没有传进来。

客户已经知道会议内容、价格、时间、地点，也基本确定可能参加的人数和人员，但是办理流程还不是很清楚，或者时间还需要等待。

跟你交流时对项目询问很仔细，语气比较平静的人才最有可能成为 DEAL

对有经验的人来说，就是一种感觉，一种判断，不是一定要对方清楚的告诉你，我要报名，而是从侧面，从他的应对就能感觉得出来。甚至，你对他刻薄一点，对方还是比较收敛，那就更证明你的判断了。

3) 通常判断 potential 按照三个顺序进行（满足其三个要素）：

- 1， 对内容或者会议 topic 是否有兴趣
- 2， 确定兴趣后，确认预算是否有问题。
- 3， 预算无问题后，时间安排是否合适。

其中前两点最为重要，如果时间冲突，可建议安排其他相关人等参会，这里有很大的处理空间，如果兴趣或预算其中之一有问题，都不能称之为 potential。要避免“虚假繁荣”的情况出现。

往往 on line 不听 pitch, 不问价钱，不问时间的直接说要来，都不是什么很 PO 的 case。