

BONUS TIP:

He who has the agenda controls the meeting

Stop "winging it" in presentations. Always bring a proposal with you. If you don't bring an agenda, the conversation could go anywhere and you might not like where it's going. If you're not in charge of a meeting, the "tail" will wind up "wagging the dog" with the client setting the agenda. I recommend the one to two-sheet SOS (Situation, Objective and Strategy) approach. Read the article at www.paulweyland.com ("Prospecting with One-Page Proposals") and never go to another client without a custom proposal.