MiniChess®
Franchise
Business Development Symposium

# Pitch-perfect Marketing

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# The purpose of Marketing

**Marketing, at its core, has one primary goal:**

**driving sales.**

1. MiniChess marketing is a multi-step process.
2. Understand where your client is, on this staircase of the funnel
3. Be intentional and intelligent, moving down this staircase - up to the point of establishing your happy client.
4. Don't over-sell
5. After the invoice and the payment, you MUST recognise & continue to service your client, towards becoming a "free" marketer for you.
6. Our MiniChess clients are long-term clients (NOT once-off sales over the counter), therefore the "selling" process is a little longer BUT creating repetitive sales.


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# 1st things 1st: Preparation is everything

1. **The 1st thing** you show about yourself when you enter a room is … your ENERGY. Your body-language still speaks the loudest and a smile is still be brightest invitation to connect.
2. **Be sure about the context of your meeting** – it will impact your dress code for the meeting AND possibly what additional marketing materials will be suitable to take with you. If you are unsure – have it ready anyway.
3. **Know your product** – EVERY aspect of it. In-and-out. Be prepared to talk on the specific MiniChess-product this client could be interested in.
4. **Understand your client's needs/interest/desires**.
    - It will give you time to plan your talk/presentation, if you understand the client's situation & possible concerns ahead of the meeting.
    - Sometimes we also still have to "educate" our client around his/her needs – BUT NOT TELLING the client what he needs, or do not need.
    - The discussion ALWAYS starts from the client's point of interest.
    - And then it moves to how you can assist or service that need/desire.
5. **Manage your time** very intentionally: Respect your client's availability, be ON-time and use your given time wisely.


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# We have a STELLAR product!

## MiniChess offers ACTION-based training in a future world of Workplace-complexity

In today's competitive work environment, MiniChess strives to train learners in the most effective and efficient ways possible, to gain the upper hand in student-development.

**Our MiniChess Action-based learning:**

- develops learners' capacity to **adapt** to new situations,
- **bridges the gap** between theory and practice,
- delivers a stellar **learning results**!

We have witnessed first-hand the **shift in learning-strategies** towards engagement, with L&D leaders turning more and more to **Learning Experience Platforms (LXPs)** and **personalized learning paths** rather than traditional Learning Management Systems (LMSs).

Engagement is indeed crucial to training's success, but it's definitely not enough.

- It must be backed up by **real**, **actionable learning** in order to create lasting impact.
- Learners who engage with training content might remember it better and enjoy it more, but it doesn't mean they're able to **implement** the information and use it after the training ends.

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# How NOT to market

**Let's look at the many ways to go wrong:**

1. Non-authentic/disconnected engagement:

- *In today's tech-driven landscape, businesses are increasingly relying on AI to execute marketing campaigns, hoping that the efficiency and automation will lead to stronger sales. Unfortunately, this over-reliance on AI can result in marketing efforts that feel disconnected, generic, and—most importantly—ineffective when it comes to actually converting leads into customers.*

2. Talk about yourself, instead of the needs and requirements of your client

3. Over-talk, instead of LISTENING carefully to what your client is saying

4. Follow-up intentionally on the interest/concerns of your client. Evaluate facial expression, eye contact, enthusiasm, head-nods, becoming restless, etc.

# Peer Practice

**We are now moving over to our peer-practice opportunity to LEARN & SHARPERN our pitch-talk**

Kindly get out your worksheet & pen, for us to work on our perfect pitch together.

1. Let's go down our practice-paper together.

2. Now that we have done some very useful pre-work with our pitch, we are going to be paired 1-on-1 with a random attendee from the symposium.

3. Each of us receive a random "client"-persona, which allows us to assist our peer Symposium-attendee to market the MiniChess program to us, 1-on-1 AND also to get the opportunity to try-out your pitch as a marketer to your specific given "Client".

- Kindly prepare to play the client-role authentically and with appropriate "needs"
- And kindly prepare to play the marketer-role to a given "client". Also prepare your pitch for your meeting with the given "client".

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Thank you

Referencing MyQuest for data & visuals