Evening Class
Session #3
Tonight’s Training Team
David Park
Liz Bolt
Mitchell Fasanya
Tracey Hassall-Jones

Details of Session #4
Session #4 is at 6.30pm on Thursday 15th March in LT3, Exchange Bldg
- Intellectual Property (Chris Hartland, PotterClarkson)
- Guest Entrepreneur #4 (Emma Hartley, PulseAED)
- Getting funding and generating a cashflow (David Park)

Different Location for NEXT WEEK ONLY
Exchange Building
Jubilee Campus
You Are Currently Here

Ingenuity18 Submission Details

Key dates & Info
Proposal submission deadline: 23rd March
Pitches: 9th – 16th April
Ideas Summit: 23rd – 25th February
Gala Dinner 24th April
What do you need to prepare? (1 of 2)

The Idea
• What problem are you trying to solve? (300)
• What is the solution to that problem? (300)

The Market
• What is the market need for this product or service? (200)
• Is there a social need for this product or service? (200)
• Who are your customers? (200)
• How do you intend to reach your customers &
  What is your marketing strategy? (200)
• Who are your main competitors?
  How is your product/service innovative or different?
  If you have no competitors, explain why (200)

What do you need to prepare? (2 of 2)

The Money
• How do/will you generate income?
• What operating budget do you have? (300)

FOR A NEW BUSINESS:
• How much start-up money do you need? (300)

FOR AN EXISTING BUSINESS:
• How do you plan to fund the next stage of growth? (300)
• Estimate your income and expenditure for the next 2 - 3 years. (200)
• SWOT analysis (500)
• 30 second Pitch (50)

Ingenuity18 Submissions

[Cut to Website / Demo]

“Entrepreneurs are Simply Lucky”

university of
Nottingham
Haydn Green Institute for Innovation and Entrepreneurship

Ingenuity 18

Liz Bolt

Session 2 – All about selling

WHO AM I?
DEFINING THE ‘HOW’
• the specific actions taken to realise the WHY
How do our customers ‘think’?
What are their problems that we can solve?
• Triggers & barriers
How can we get them to believe us and trust us?
Sell the benefits rather than focusing on technical details

BACK TO BASICS – KEEP IT SIMPLE

WORKING IN SMALL GROUPS – TEST YOUR IDEA.......... 
Is the idea simple to explain – one liner?
• What is it?
• What problem does it solve?
• Who is it for?

So............
Did you easily get the message across?
Did people understand the benefits?
Was your USP engaging?

“Whatever you are trying to sell, storytelling is the most powerful thing you can do. Most of the best business ideas come from personal experiences.”

From Jack Preston’s blog post about Virgin Media Pioneers’ Pitch to Rich competition
“If content is KING, context is GOD.”
Gary Vaynerchuk

What does it all mean?

RULE 1
Simplify your message.

Have one clear action.
One clear goal.
Stick to it.

 RULE 2
Maintain a consistent visual code across all channels.

If you’re confused then your customer definitely is.
Confusion kills conversion.

RULE 3
Create clear & appropriate content.

Create a brand tone of voice. Use language that EVERYONE understands.
(Your words might not make sense).

 RULE 4
Remove any unnecessary barriers.

Consider what you’re asking the customer to do. Could it be done later or through a more applicable channel?
**Rule 5**

Reward frequently

Be appreciative. Establish a relationship by rewarding your customers in any way you possibly can. Even just a ‘thank you’.

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**My Clients**

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**A Few Examples - 'Cloud and Cuckoo'**

‘My Friend Goo’

A lightweight natural rubber ‘teether’ that has been designed to provide comfort during the early stages of teething. It’s easy to hold, develops fine motor skills and made from natural rubber so free from BPA, PVC, Phthalates and Nitrosamines

http://www.cloudandcuckoo.com/

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**Challenges When Selling**

- Target Market?
- Issues to overcome?
- Effective marketing?
- Limited budget
- Fact: 20m babies born in China each year

http://www.cloudandcuckoo.com/

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**Lumos Education**

Working with families managing the educational needs of their children - the approach is always child-focused

- Tutoring
- Preparation for exams
- Relocation services
- Academic assessments
- Schools placement service
- Cultural programme
- Tuition programme
- University Advice

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At Lumos we provide expert Education Advice and Cultural Programmes for Expat, UK and International Clients

- Old Boys Network
- Based in Nottingham
- Networking – face to face
- Too many strands – what will work?
- Time/Resources/Family
Social media is not the answer to everything!!

Are your emails being ignored?
Are customers not finding you?
Are you struggling to get your products in front of people?

WHAT DO I SAY? AND HOW?

1. Your name
2. Company name
3. A clear one liner about what you do/specialise in - product/service
4. Clients - mention those that you are proud or are suitable
5. Sell the benefits - "People use us because".............................

Another tactic
Questions about problems/issues they are likely to face – do you find that...
OR
Would you like to save money?............

Then we would very much like to come in to see you to show you what we can do – can we arrange a meeting?

"We are actually in Leeds wherever next Tuesday and Friday is that any good for you"

Get the conversation going a bit more "is there anything that you are particularly looking for/finding hard to source " try and find the gaps

-Ask
HANDLING REJECTION – TURN IT AROUND

We are cutting back –
“We know, most are, we are benefiting, our business has grown significantly, since we can offer such a wide range of products/or we have been able to significantly improve prices/margins for our customers”

Give examples i.e. cost prices to John Lewis at 25% less than they were paying - we would obviously like to do the same for you.

We have had problems with working with consultants before as they don’t always understand our business.
“Yes we know this is a common problem, we have benefited because.................”

EMOTIONAL INTELLIGENCE

“Altruism and Emotional Intelligence are the best tools for conquering the world”

Julian Dunkerton – Superdry CEO – Sunday Times – Style Magazine 18 Feb 18

Emotional Intelligence

Emotional words.......

Fear
Anxiety
Excitement
Love
Nervous
Envy
Lust
Melancholy
Happy
Sad
Jealous
Frustrated
Joyous
Depressed
Merry
Hungry!
Apathy
Proud
Interested
Optimistic
Shocked
Apprehensive
Disappointed
Stressed
Sensitive

Emotionally how do we use emotions to sell...

https://www.youtube.com/watch?v=cT0dISXlE5Q

LET’S PRACTISE

Swap mobile numbers with person next to you

Quick preparation of what you are selling or meeting you are trying to arrange

Tell your partner who they will need to be – CEO, Buyer, Press

The ‘sellers’ are trying to get a meeting with you – will you agree to this (good cop/bad cop?)

EMOTIONAL INTELLIGENCE

Who knows their Mensa score here?

But what is emotional intelligence?

Look at emotional vocabulary - we ask people “how are you?”

Most common response is ‘Fine’

That's not an emotional word – How are you really feeling?

WORK IN GROUPS AND LIST ALL THE EMOTIONAL WORDS YOU CAN THINK OF
The root cause for poor sales performance is often linked to the inability to manage emotions, resulting in an inability to think clearly and react effectively.

Research by Gallup shows that customer satisfaction and future business is based on an emotional connection with the salesperson. Customers who like their salesperson are twelve times more likely to continue to purchase.

Salespeople need to possess both high-concept and high-touch skills in order to sell today.

Apply the emotional intelligence skill of empathy
Understand what others are thinking or feeling.
Step into your prospect’s shoes and really think about what he or she may be thinking.
Usually they’re dealing with multiple roles and responsibilities and are constantly being asked to do more with less.
Do you really think they have the time to focus and study products, services and solutions as you do?
Be a great salesperson to be a valuable shortcut and make their lives easier.

“T’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU
born April 4, 1928 – May 28, 2014) was an American poet, singer, memoirist, and civil rights activist. She published seven autobiographies, three books of essays, several books of poetry, and was credited with a list of plays, movies, and television shows spanning over 50 years.

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