

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 21: **“No one had any money!”**

This is going to hurt some of you...so be warned!

The most common complaint I hear from advisors who are struggling with seminars is:

“No one in the room was qualified!”

When I ask how they knew that was true, they say, *“I could just tell that no one had any money.”*

I get that. At some point in your career, you develop a sixth sense about people with money. It's not foolproof, however, and it often fails when it comes to seminars.

Education only or sizzling steak?

If you are doing educational seminars without a dinner of some kind, your odds of attracting people with no money are negligible. People with no money are not simply coming to the library to hear about retirement or estate planning. It's just not happening, so I wouldn't worry about that at all.

But with dinner events...the risk climbs a bit. Now you could be attracting “plate-lickers.” (*I despise that term, but we all know what it means.*) In some markets, retirees can eat for free for the rest of their lives by attending seminars.

I once had a gaggle of retirees celebrate a birthday at a seminar. They came with all their friends and had a cake and candles delivered to their table during dessert. It was a bizarre moment.

Your marketing company

The most modern seminar marketing techniques are so advanced today that it's frightening. I've seen the processes used by the folks at AcquireUp and it's stunning how they can target the exact people you might want at your event with either a mailed or digital invitation. The old method of mass mailing a few zip codes is a dinosaur by comparison. So a lot of the non-qualified issue can be solved by working with the best companies.

Don't trust your eyes or ears

You can't tell by how people look or dress whether they have money or not. In fact, many people purposely dress down for financial seminars to give themselves an out or an excuse if the seminar stinks or you come across as too salesy.

Some advisors say, *“I could just tell they had no money by the questions they asked.”*

Again, that's often wrong. It's highly likely that someone could be at the top of their own profession yet know very little about money. Avoid judging wealth by audience comments.

There is simply no sure way to tell who has money. So assume everyone in that room is qualified and in need of your services until you're certain.

Here's the painful part...

If, during your follow-up process or on your evaluation form, someone claims to have no money, chances are what they're really saying is *“I have no money I want to give to YOU.”*

Whatever you did up in front of that room did not inspire them sufficiently to want to make a change or even to set an appointment. So they are telling you the only thing they can that will insure you will never bother them further. *“I'm broke!”*

The critical lesson is this:

The better you get at seminars, the more “qualified” your audiences magically become!

When you get great up in front of that room — delivering massive value, wisdom, humor, warmth, and insight — people will WANT to work with you! That's what makes seminars so damned exciting. Your ability has a direct, tangible impact on your success. This isn't luck...it's pure skill! And anyone can learn it. The techniques are proven and they work!

Try the “Free Meal Close”

If you're doing dinner events and are worried about feeding the masses with no business results, try this close. I've used it hundreds of times with major success.

“Folks...I'm really glad you came tonight and I hope you picked up a few useful ideas. You know, I've been doing these seminars for quite a while now and I realize that some of you may have come more for the steak dinner than to hear another financial advisor seminar. But let me just suggest something.”

“You didn't need me to buy you dinner tonight. (Pause) You don't need anyone to buy you dinner...ever! You came here tonight for another reason...whether you are consciously aware of it or not.”

By referencing the sub-conscious motivation, they can't argue with you.

“You came tonight because somewhere inside, you have this sense that something might be missing. Something may not be going the way you hoped. Or there's something more you feel you

would like and you're not sure you're getting it."

"Look, I'm not saying your current advisor is bad, or that your portfolio is in trouble. That's not true. But somewhere there's this tiny voice that is saying, 'Maybe there's a better way.'"

"Maybe you need a little more guidance, a little more contact or responsiveness. Maybe you need someone who listens to you a bit more carefully and looks at your situation with a different perspective and a fresh pair of eyes."

"That's why you came tonight without even realizing it."

"Don't waste that instinct. Trust that inner voice. Use this opportunity to see if there might be a different path. Let's grab 20 minutes over the phone or come into my office and let's see what's going on. You can bring your statements if you like, or just come in and let's talk. I'd love to hear your story."

"Best case is I will confirm that you are doing the right things and you're on target to see your dreams fulfilled. That would be a fantastic feeling! Or I might show you what other options you might have that could make the future even brighter."

"There is absolutely no pressure. I hope after spending an hour with me tonight you get the sense that I just don't operate like that. The days of the hard sell or product pitch are gone. Frankly, there are many more people here in ____ who need help than I can possibly handle."

"Take this opportunity to peek into the future with an expert who has the special tools, knowledge and experience to master the art and science of retirement."

In conclusion

It takes big money to fill a seminar room and non-qualified attendees could cost you dearly! So it's only natural to scrutinize everyone with suspicious eyes.

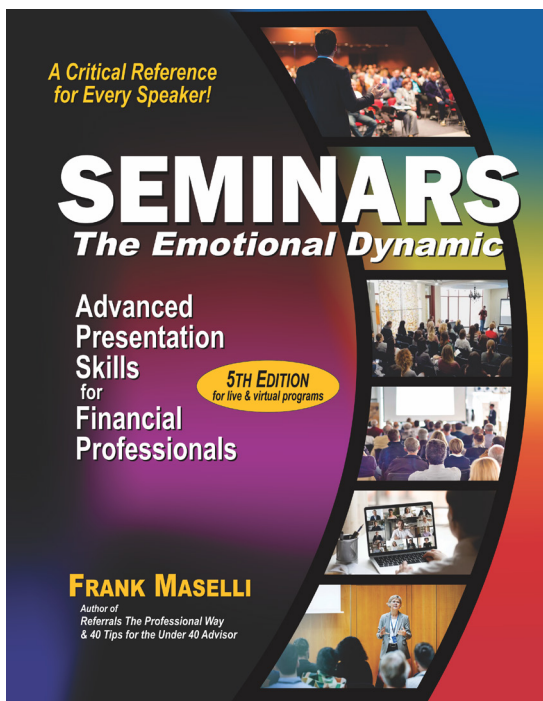
But there is no way to know for sure, so why bother? Just stop worrying if the audience has money. Chances are they have truckloads of it! Whether they want to share that information with you is the issue.

Focus on maximizing your performance. Can you convince them to sit down with you? Can you inspire them to consider making a change in their relationship? Can you calm their fears and fill them with confidence that working with you will be better for their family's future? Can you get them to imagine having you as their skilled guide and caring partner on a lifelong journey through the unknown?

That's the magic of seminars. And nothing else even comes close.

You see...it's not about THEM being qualified.

The real question is...**ARE YOU QUALIFIED?**



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