

How to plan more effective coffee meetings



The Professionals' Marketing Tool Kit part 3

1. Success is not one coffee.

The idea is to build meaningful relationships with the people that you are having contact with.

2. Good coffee meetings require you to have different conversations

Good coffee meetings require you to have actual conversations, you can just rely on asking "can you refer work to me please".

Success is about adding value, listening attentively and thinking creatively to find opportunities to strengthen connections.

3. Coffee meetings are about more than just asking for referrals

Can you find opportunities to speak at trade events?

Does your contact have newsletters or blogs you can contribute to help you get visible to a brand new audience?

Can you get on your contact's invite list for formal and social events?

4. Always build in a 'call to action'

Never leave the table until you've agreed exactly what the next steps are; are you going to make an introduction, forward an article, invite them to an upcoming event or organise a team-on-team?

5. Know who you're meeting

Have you researched your contact on LinkedIn before your meeting? It'll help you find common ground and identify potential areas of interest, both of which will make the conversation easier.

6. Go walkabout

Where your contact has land or physical premises (e.g. land or property) have you considered a walkabout as a bolt on to the coffee? This makes it more likely that conversation will flow and potential opportunities will crop up naturally.

7. Always set objectives

What specifically do you want to get out of having coffee? Is it a follow up meeting with a colleague, an introduction to one of their contacts or clients, an opportunity to deliver in house training to their team or an invitation to join their upcoming roundtable?

8. Get the inside track

Have you told your colleagues and contacts who you're meeting? They may be able to share some valuable info.

9. Always try to add value

How will you add value for your contact? Have you got relevant client anecdotes to hand? Have you read the relevant trade magazine before your coffee meeting?

10. Plan the detail

What is the best venue? Your office, their office or a neutral venue)?

And how will you dress? Underdress, you won't impress ... but overdress and you may put them off. Think about your contact's world.

And 10½ ...?

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