



iTIP

Iowa Travel Industry Partners

iTIP

How to “Sell” to Your Elected Officials

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Time to “Sell”



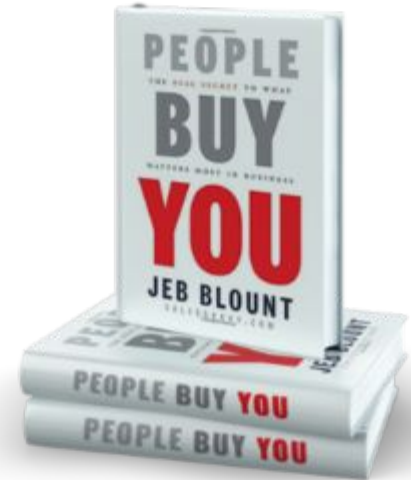
The First Amendment to our Constitution allows "the right of the people peaceably to assemble, and to petition the Government for a redress of grievances".

- ▶ This is a new “market” - put on your sales hat and get going
- ▶ To market and sell, be prepared to educate
- ▶ Become real, not just a form email
 - Use your voice
 - Be authentic
 - Tell your story
- ▶ Follow-Up - again and again and again
 - Send updates to your story
 - Send industry news highlights
- ▶ Remember to make the “ask”

Tell Your Story



- ▶ “People Buy You” by Jeb Blount
- ▶ Solve their problem
- ▶ Make a connection
- ▶ Be Likeable
 - Smile - when you speak and when you write
 - Be Polite
 - Be Respectful
 - Use Your Manners
- ▶ Say Please - more than once
- ▶ Provide Full Information
 - History
 - Employees
 - Revenues
 - Impact



Tell Your Story

- ▶ Be honest - being vulnerable is not a negative trait
- ▶ Be confident - courage cannot exist without fear, fear is vulnerability
- ▶ Ask questions
- ▶ Listen
- ▶ How can we solve their problems?
- ▶ Be empathetic
- ▶ Close the “Sale”
 - They will know you really care when you follow-up
 - Thank them - remember - use your manners

Testimonials “Sell”



- ▶ Let someone else speak for you
 - Industry White Papers
 - News Articles
 - Pictures
 - Statistics
- ▶ Be vulnerable - share your authentic feelings
- ▶ Use impact statements/testimonials from your clients - use a diverse pool
 - 92% customers read online reviews before buying
 - 72% of consumers say positive testimonials and reviews increase their trust in a business
 - 70% of people trust reviews and recommendations from strangers
 - 88% of consumers trust online testimonials and reviews as much as recommendations from family and friends

On the Call



- ▶ Gather Statistics
 - Memorize them from the industry and your company
 - Know your company stats
 - How long have you been in business?
 - How many employees do you have?
 - Who are your clients?
 - What is your annual revenue?
 - What is the impact of what you are asking?
- ▶ Make a cheat sheet (nerves can rob your brain of functioning)
 - Write down your statistics
 - Write down your key points
 - Write down your asks

On the Call



- ▶ Remember your manners (Do I sound redundant?)
 - Use their title and last name
 - Please and thank you
- ▶ Use proper English/Grammar
- ▶ Avoid colorful words your grandmother would shake her finger at you for using
- ▶ Ask Questions
 - What information do you need from me?
 - What can I do to further this cause?
 - What is Congress doing to assist businesses like mine?
 - What are you hearing from your other constituents?
- ▶ Stay on Track - Remember that cheat sheet?
- ▶ Remember your manners
 - Wrap up with the key points - by both of you
 - Make your ask
 - Thank them for their time

Twitter Sells



- ▶ Build the Relationship - meet them on their terms
- ▶ Elected Officials Tweet
- ▶ If you don't have an account - personal and business - create one
- ▶ Follow all of your elected officials
- ▶ Comment on their tweets
- ▶ Tag them in your tweets
- ▶ Share relevant news articles - tagging them
- ▶ Share photos - tag them
- ▶ Be memorable - stay in front of them

Twitter Sells to Your Elected Officials

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