



 Electronic Transactions Association Annual Meeting and Expo
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STORIES, MYTHS AND LEGENDS

Techniques to get you through the door

Mary Winingham
 Tsys Acquiring Solutions
 April, 2008



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- ↳ **Stories**
 - What to say
- ↳ **Myths**
 - Who to say it to
- ↳ **Legends**
 - The legend of the gatekeeper


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STORIES...

- ↳ **What do I say?**
- ↳ **Let's talk about your pitch**
 - Elevator pitch (30 – 60 seconds)
 - What's your value proposition
 - What is your prospect really looking for


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TELL THE STORY...

5 STEP FOUNDATION OF A PITCH


- ↳ Attention
- ↳ Interest
- ↳ Desire
- ↳ Conviction
- ↳ Action


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MYTHS...

5 MYTHS OF PROSPECTING

- ↳ Prospecting IS sales
- ↳ Prospecting is a numbers game
- ↳ Scripts are for kids
- ↳ Prospecting takes time
- ↳ Close them on the appointment


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LEGENDS....

THE LEGEND OF THE GATEKEEPER

- ↳ Gatekeepers
 - Engage the Gatekeeper
 - Check your understanding
 - Give them a reason to trust you
- ↳ Case Studies



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THANK YOU!
