

## **Business Tip: The Rule of 3's**

To avoid overwhelming someone you have just met, we recommend you employ a system of earning the right to reveal more information about your company – it's called the Rule of 3's. The key concept is give small bits of information and then let the listener tell you if he/she wants to know more about you and your business. This will prevent the listener from tuning out half-way through your pitch.

### **3-seconds**

When asked "What do you do?" you have 3 seconds to answer and earn the right to go onto the next level of revelation. You need to find 6-10 words which will tell what you do AND do it in a way that the listener wants to hear more. Your goal is for the listener to say "How do you do that?" or "Tell me more". If the listener does say that, then you have earned the right to a 30 second infomercial.

Some examples of the 3 second elevator pitch include:

- I provide painless chiropractic relief
- I turn technology into an asset rather than a liability
- I help busy women beautify themselves
- I coach businesses to be massively more profitable

### **30-seconds**

If the listener responds with permission to reveal more, then you need to have a very well honed 30-second infomercial. It should be based on your Unique Value Proposition – or what makes your business unique from all others. It must tell who your customers are and how you improve their lives. The goal of the 30-second infomercial is to get permission for a 3-minute conversation.

Some examples of 30-second infomercials include:

- I help businesses be more profitable, by repairing & upgrading computers & networks, and training people on how to better utilize the computers & software
- I coach business owners to increase their profits and decrease their hours by using proven strategies. On average my clients see more than a 50% increase in profits.

### **3-minutes**

If the listener gives permission for further conversation, your goal is to learn about the listener and his/her business to see if you can help him/her or if he/she can help you. If you are at a networking meeting, you'll need to stop the conversation at some point so both of you can meet other people at the meeting. If there is value in continuing the conversation, you can suggest a follow-on meeting. One way of broaching this idea is "We're both here to network with multiple people but I would love to continue our conversation. Would you be interested in grabbing a cup of coffee later this week so we can continue this discussion?" If they agree, suggest meeting at some neutral location (coffee shop) or at their office, not yours – to make the next step not be too much of a commitment.

### **30-minutes**

If you earn the right, the next step would be a meeting to further discuss how you can help each other. Depending on the sales cycle for your business, the goal of this meeting might be to earn the right for a longer meeting (3-hour meeting) or an introduction to someone else, or some other action.

For more information, please contact Van Smick, *The Success & Profits Coach* and Chamber Board Member of two Chambers at [www.SuccessAndProfits.com](http://www.SuccessAndProfits.com) or [Van@SuccessAndProfits.com](mailto:Van@SuccessAndProfits.com)