

TRANSITION LANGUAGE

Be sure you transition from experiential marketing activities to the sales opportunity appropriately every time. Separate who you are from what you do so that your personal relationship remains intact. After you have developed a rapport and connection, whether when you are delivering a memento or after you have connected while serving on a committee with a prospect, transition from marketing and visibility to sales activities by:

Learning the script below verbatim – DO NOT WORD SMITH or change it to fit your style. Style isn't the issue here, correct positioning and articulation is!

Learn the transition language word-for-word!

Now that we have spent time together personally (serving on a committee, playing golf, etc.) I would like the privilege of introducing myself to you professionally.

So, let's have breakfast or lunch one day next week and, after we have a conversation, we can decide if we ever need to bring it up again. Would Tuesday or Thursday be best?

[Transition Language script audio available here.](#)