
Valid Business Reasons

When asking for an appointment...
Always use a Valid Business Reason.

It might be a Valid Business Reason if you can say yes to these four questions:

Does your VBR provide a reason why they should move you up on their priority list?

Clients are busy people with lot of demands on their time. Why does your call or meeting deserve their attention now?

Does your VBR make clear why they should want to meet with you?

Or does it center more around why you want to meet with them? Your purpose may be important to you, but make sure its even more important to them.

Does your VBR relate to needs they likely have?

Does it build upon what you learned from them, an inside coach, or research you have done?

Does your VBR show your empathy, expertise, or problem solving?

Does it show you are looking at things from their perspective and have information or experience that makes you a valuable business contact?

Your VBR should communicate that you can be trusted and valued to not waste their time!

See page 2 for some valid and not so valid examples...

Weak, not valid	Better, but mediocre	Strong, valid VBR
<p>“I’ll be in your area next Thursday.”</p> <p>“Our company has recently decided to target your industry.”</p> <p>“We’ve got new lower pricing from now through the end of the month.”</p>	<p>“My company is currently supplying reliable customer-service and ramp personnel for three other regional airlines. We know your business and we can do the same for you.”</p>	<p>“I recently read in your company’s annual report that you’re planning to upgrade your reservation system. I know how challenging a project this can be because we just helped a cruise company do this. I’d be delighted to meet with you and share the top three things we learned in that deployment. Meeting with me to discuss that roll-out and what we learned will not obligate you in any way, but I think the insight would help you prepare your RFP.”</p>
<p>“It’s been a while since we met. I thought I would touch base and see how things are going.”</p>	<p>I’d like to come and talk to about the change your experiencing with your new location.</p>	<p>I read your comments in the Business Journal about the unique challenges you’re facing with the new location. I’d like to schedule a meeting to gain a fuller perspective, and share with you how we’ve been able to assist other businesses with the same issues.</p>
<p>I’ve had success with retail stores like yours. Because we are moving into the slow season here in town, I am able to offer a limited time 50% discount if we can put something together before the end of the month. Can you see me Monday when I am visiting your area?</p>	<p>I would like to set an appointment to tell you about the new things we’re doing here at Acme. We are helping companies like yours become top-of-mind with consumers; getting people to think about you before they need new running shoes and then making it easy to find you when they go online to search.</p>	<p>Hi Joe, my name is Lisa Bender... Adam Smith introduced us at your store a few weeks ago. You may recall that I was in the market for some new running shoes and he suggested I see you for a custom fitting. A few days after this experience, a friend of mine who needed the same kind of service mentioned to me that he drove to your competitor to buy custom-fit running shoes. He had searched online and asked a few people, and concluded that they were the closest place. He ended up buying his shoes there and I know from my experience, he could have bought from you instead. I would like to set an appointment with you to share two or three concepts I’ve been thinking about to make the runners in this community aware of your custom-fit capabilities and your remarkable service. Are you available Tuesday or Wednesday at 2pm so we can brainstorm some ideas together?</p>