



## Your 1 minute presentation at your table at the event

There are blank Aide-Memoires available at the table, but you might want to think about the following:

### 1. Do not over-run the 1 minute.

People get bored and switch off. You are also “stealing” time for general conversation at the table.

### 2. Be very clear about your clients and your offering.

- Best Clients: Which client types **really** get you motivated?
- Issues: What is a typical business “pain” for these clients?
- What I do: Give the short version – don’t go on!
- Outcome: Focus on quantifiable benefits that result  
(Do you have any testimonials from well-known clients?)

### 3. Be very specific about who might be an ideal connection.

Who might know your best clients but has a complementary offering to you?

Given your best client is not likely to be in the room go for people who might know them.

### 4. Share one of your passions.

Remember, people buy you (not your goods/service) and revealing an interesting and unusual aspect of yourself makes you an attractive and interesting person.

Using these guidelines, you can fill in the blank Aide-Memoire on the opposite page. This will ensure that you are fully prepared when it is your turn to speak at the table.

## Meeting Aide-Memoire



### Personal and Business Details



**My Name:**

**My Company Name:**

**My Best Clients are:**

**Issues they have:**

**What I do is:**

**With the Outcome:**

*E.g. At NRG our best clients are the owner managers of service businesses & partners in professional firms. Their best business comes from recommendation & word of mouth, but they need more. We enable them to build an extended network with Like Minded Business Professionals to grow their business.*

### Ideal Connections

**Who do you know who works with my best clients?**

### Summary

**My Name:**

**My Company Name:**

**Also, Outside of Work I Love to:**