

# *Niagara Business Network*

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## Promoting Business In Our Community

### NIAGARA BUSINESS NETWORK Speaker Format

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Presentation length should be under 5 minutes with 2 minutes for questions

1. Information pertaining to your company.  
Location / years in business etc...
2. Information pertaining to your personal background in your field.
3. Brief explanation of your core service and/or products.  
Case Study / examples...
4. How is your business broken down?
  - a. Percent Consumer \_\_\_\_\_ %
    - i.
  - b. Percent Business \_\_\_\_\_ %
    - i.
5. Who are your three main competitors?
  - a.
  - b.
  - c.
6. How is your product, service and company different and or better than your competition?
  - a.
  - b.
7. What are the two main obstacles you encounter when selling your service/products?
8. How do you overcome them?
9. Who do you market your product/services to in an organization?  
Example: Owner, office mgr, marketing person, secretaries
10. What is a question(s) other members can ask when visiting customers that may open the door for a referral?