

Worksheet: Credibility Intro

Credibility Building Introduction Practice Guide

Overview

The credibility building introduction is a technique you can use to introduce yourself, when a longer more thorough introduction is called for. It utilizes customer-oriented phrasing and value proposition headlines. This technique is a four-step process that ideally takes about 60-seconds to deliver:

1. Your name and position
2. What you specialize in doing
3. What your customers like most about you, your company, your products/services
4. Transition question

Customer-Oriented Phrasing

Customer-oriented phrasing is KEY and you use it throughout your introduction:

- A couple of things our customers tell us they find unique about how company include ...
- Recently, a customer mention to me that what they find most unique or different about our service is we ...
- If you asked our customers what makes us unique or different and why they prefer us over our competitors, you'd probably hear them say...

Credibility Building Introduction Insights

- Your credibility building introduction should be tailored to the person or people you're introducing yourself to. Think carefully about what details would have the most positive impact on your audience.
- Be sure to pronounce your name clearly and don't rush through it.
- When adding a fact or two about your background, emphasize your experience, area of specialization and make it's relevant to the person you're speaking with
- When describing what you specialize in doing, it should ideally highlight something unique. It's helpful to review your value proposition headlines to identify these unique factors.
- Use customer-oriented phrasing as much as possible in steps two and three
- It's critical to describe how your best customers would describe what they like best about working with you. Think in terms of how THEY would communicate that.
- Focus on the key benefits that your best customers get from their relationship working with you.
- Your transition question can be as simple as ... "if you could, please tell me a little about your background and what you do here at XYZ company." It might, however, be quite different from depending on the situation and who you're meeting.
- When practicing, first make notes with the practice worksheet, then stick to the four step process until you get comfortable with it then make it conversational.
- The entire credibility statement should be less than 60-seconds.

Practice Tips:

Credibility Building Introduction

Here are some helpful tips and common mistakes to be aware of so you can master Credibility Building Introductions:

- When you prepare, pick a specific person you might be meeting and tailor your message to fit what might be relevant and important to them.
- When practicing, first make notes with the practice worksheet and then stick to the four step process until you get comfortable with it. Then make it as conversational as possible.
- The entire credibility building introduction should be less than 60-seconds.

Tips for each section

1	<p>Your Name & Position:</p> <ul style="list-style-type: none"> • Be sure to pronounce your name clearly and don't rush through it.
2	<p>What you Specialize in Doing:</p> <ul style="list-style-type: none"> • When adding a fact of two about your background, emphasize your experience, area of specialization and make it relevant to the person you're speaking with.
3	<p>What your Customers Like Most:</p> <ul style="list-style-type: none"> • Ideally, your "typical customers" show a variety of different customers you work with and are relevant to the person you're speaking with. • It's critical to describe how your best customers would describe what they like best about working with you. Think in terms of how THEY would communicate that. • Focus on the key benefits that your best customers get from their relationship working with you.
4	<p>Transition Question:</p> <ul style="list-style-type: none"> • Your open ended question is absolutely key...think in through and it's often best to make it broad and easy to answer to get the conversation rolling.

Credibility Building Intro Practice Worksheet

This practice worksheet will help you prepare to practice verbalizing an effective and quick credibility building introduction of yourself to a prospect, customer or new business contact.

WHO is the person your are introducing yourself to? What would be important to emphasize (think headlines) to make as positive an impression as possible?

1. Your Name & Position: State your name clearly and confidently, and some facts about your background

2. What You Specialize in Doing: Describe what you specialize in doing ... (use customer-oriented phrasing where possible)

3. What Your Customers Like Most: - What your customers like most about you, your company, your products/services

4. Transition Question: Open ended question to get your customer/prospect talking