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## About Dennis

Dennis Jaeger is an international marketer with hands on experience in retail, financial products, professional services and technology. During his career he had teams in Canada, USA and the EEC. Though marketing is his passion, sales are his game.

Dennis represent denjae Consulting. A consultancy devoted to bringing quality results to sales and marketing objectives. Our firm has over 25 years experience in this area and we have enjoyed many successes. We aim to improve our clients' sales, develop win-win goals, and find customers faster and more efficiently than ever before. That's our business! We are known for our 'telephone skills workshop' that will improve your prospecting and sales in a few days.

Today, I am looking for the following:

- I am seeking companies with 5 or more sales people who need to improve their sales efforts?
- I want sales people who need to improve their prospecting techniques?
- I need partners who want to share their success by co-marketing with a winner?

## About denjae Consulting Ltd:

The trend in business today is commercial education and training services consisting of establishments and organizations engaged in the delivery of education and training mainly on a fee or contract basis for profit. *More than capital or technology, wealth is linked to learning.*

denjae Consulting Ltd guides individuals, organizations and businesses to improve their profitability through effective sales and marketing training and one-to-one consultation to obtain a positive result. The company is focused on new marketers, entrepreneurs, sales and marketing personnel.

Dennis Jaeger is the Director of Training and principal. Dennis' career sums up 30 years of success as an international sales & marketing professional in retail , financial, professional and technology services. He has communicated and conducted business in multiple markets and has earned diplomas and certification in commerce and marketing to include a MBA and DBA.



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### 3 Minute Introduction

The following presentation is applicable for networking, meeting strangers for the first time, and general introductions whenever you have the opportunity to talk about yourself and your business.

The first paragraph should be **your** intro – this is about you only! (smile and make eye contact with as many people as you can.) Do not read, say it naturally and from the heart as if you have been doing it for a long long time. It should not bore people but rather excite them to know more about **YOU. Therefore is should not be more than 1 minute.**

The second paragraph is about your business. Use the third person as in we have done, we have built, they have accomplished. It should reflect the age, experience and competence of the company, along with your title. DO not emphasize that you are the OWNER. You are the `head of' or leader, team captain, coach, counselor, director, etc. And, please don't beat to death obvious titles i.e. President, VP, CEO, COO, these have been done to death and honestly what else would you call yourself as head of your own company – janitor?. Be creative as in Chief Imagination Officer, Head of Insight. While reading this doesn't sound exciting, verbally it catches attention, especially when you smile, pause, and accent, bow your head or simply hold your head high speaking with authority and confidence. Take pride in the **company** that you are part of!!!

Further, 1 min + 30 sec should be sufficient. Indeed, if you are part of an org that has history, success, accomplishment, notable clients, then insert the appropriate superlatives for highlighting that item.

At this point you have been talking for about 2 minutes and covered a lot of ground, but with gusto and interest. You are **not** trying to sell, but **rather attract attention in you and what you do.**

The third paragraph is really the **most important** believe it or not – cuz this is where you get to ask for what you want...who you want to do business with. **Be specific, not complicated.** Avoid usually general terms like `everybody that has blue eyes', tall people, companies who spend money on software. This is silly and says how little you know. **Take 1-2 minutes**

Example: small organizations who have a need to hire techs in software development.

- experienced security personnel with the following certifications:



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- elementary school teachers
- nurses with general and surgical qualification
- sales people for financial and technology sales experience of 1 year or more.

This concludes my brief overview but contains the meat of what you need.

Take it serious, learn it, change when appropriate, practice it until you know it well, and then put it into practice. When in doubt - **Less is better than more!**

The below is a sample of what my intro might look like: I have many that I use. Don't copy me, try to be original - **There is only one. You!**

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Good morning, my name is Dennis Jaeger. I am an international marketer with hands on experience in retail, financial products, professional services and technology. During my career I have lead teams in Canada, USA and the EEC. Though marketing is my passion, sales are my game.

I represent denjae Consulting. A consultancy devoted to bringing quality results to sales and marketing objectives. Our firm has over 25 years experience in this area and we have enjoyed many successes. We aim to improve our clients' sales, develop win-win goals, and find customers faster and more efficiently than ever before. That's our business! We are known for our 'telephone skills workshop' that will improve your prospecting and sales in a few days.

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Thank you, Dennis Jaeger, denjae Consulting,



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## The 3 – Minute Introduction Worksheet\*

- First paragraph is YOU 1 min
  
- 2d paragraph is your business 1 min
  
- Third paragraph - what are you seeking? 1 min

\*

- to be used for – Formal introductions i.e. meetings
- “ - Informal intro – introducing yourself
- “ - cold – on the spot moments