FOR THE PERSON INTRODUCING MARK

Host introductions

Pick the script for the session. Each takes about 30 seconds at a conversational pace. Read it aloud once before the doors open.

FOR A TALK

Think of the last customer who chose you. What tipped the decision? Our next speaker still has to work that out in his own businesses. Mark calls his framework Connect Those Dots. It links what you promise, why a customer trusts you and what you actually deliver. Today, you get to sit in the buyer's seat. Please welcome Mark Preston.

FOR A WORKSHOP

Think of a sale you thought you'd won. You sent the price and everything went quiet. Keep that one in mind. Mark calls his framework Connect Those Dots. It links what you promise, why a customer trusts you and what you actually deliver. Today, you'll use it to work out what to try on your next enquiry. Please welcome Mark Preston.

The handover

Finish on Mark's name and cue AV. Step away from the mic as the music starts. The original 16-second hook carries him on to the stage and fades for his first words.