

Conversation Starters



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To the right are sample conversation starters to help you effectively invite prospects and clients to your seminars — and schedule one-on-one follow-up appointments with every attendee.

Tip: The more personal you can make your conversations, the better the reaction you will receive.

Building the right audience

Inviting prospects

“I’d like to invite you to attend an exclusive workshop on [INSERT SEMINAR TOPIC]. Because this is a fairly small event, I’m extending invitations only to a limited number of people who I think would be especially interested in the subject. Let me know if you’d like more details. I’d be happy to reserve a seat for you.”

“I was given your name by [INSERT REFERRAL SOURCE]. I hope you don’t mind my contacting you, but I wanted to tell you about my upcoming workshop on [INSERT SEMINAR TOPIC]. I’m confident that you’ll gain some valuable insights from my presentation. It’s 100% free of charge, and there’s no hidden agenda or sales pitch. I hope you’ll consider coming. Please let me know if you can make it.”

Inviting clients

“I enjoy working with you and appreciate your business. As a way of saying thanks, I’d like to invite you to a free workshop I’m presenting on [INSERT SEMINAR TOPIC]. I think you’ll find it useful and gain valuable insights about the subject. Please let me know if you’re interested in attending.”

Asking clients to invite friends or colleagues

“As a valued client, you probably know someone who’d be interested in learning more about [INSERT SEMINAR TOPIC]. I’d greatly appreciate it if you could help spread the word about this complimentary workshop. Feel free to pass along my contact information. Thank you in advance for your help.”

“If you have friends you think might be interested in attending my free workshop on [INSERT SEMINAR TOPIC], I’d be happy to speak with them. If you pass along their names to me, I can reserve a seat for them. Or if you prefer, you can ask them to contact me first so I can provide them with more details about the presentation. Thanks very much!”



See the reverse side for additional conversation starters.

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Following up after the seminar

Scheduling one-on-one appointments

"I'm calling to thank you for coming to my [INSERT SEMINAR TOPIC] workshop last week. I hope you had a good time and gained a lot of valuable information. Please let me know if there are any questions I can answer for you, now or at any time in the future."

"I wanted to follow up with a phone call to see if you'd be interested in scheduling a one-on-one meeting with me. During this meeting, I will review for you all the services that I offer to my clients and their families."

"I hope you found last week's presentation on [INSERT SEMINAR TOPIC] interesting and informative. I would like to schedule a few minutes with you to discuss ways we might be able to work together. Please let me know a convenient time to call, or contact me at any time."

For topic suggestions or more information on conducting a successful seminar, contact your MFS® wholesaler or visit mfs.com/seminar.

Please check with your firm's Compliance Department before initiating events to verify that the activity complies with firm policy and industry rules.

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