

HOW TO MAKE A TIPPS GROUP WORK FOR YOU.

Mission

PowerTips is an association of small business people dedicated to generating new business for each other through networking and sharing leads and referrals.

Tips

A referral is the easiest business to write...

- Companies can spend \$300/per person for a new customer
- We need to nurture that lead.
- As members we need to be committed to using the group...and referring the members Value of a referral....RHO

What should we do when we get a lead?

- Offer impeccable service.
 - People are laying their reputation on the line referring you...make them look good.
 - Need to encourage them to do it again.
- Good communication.
 - Call the day you get the lead
 - Return all calls promptly
 - Offer quick response your quotes and service.
- Be competitive with your pricing.
 - Offer a discount if possible
 - Remember it cost you less to get the lead.

If you've had problems in the past...Get with the member and make it right.

Bill Jhung with SBDC talks about how it is much cheaper to keep a customer than to find a new one...Much truer Today than ever .

Giving tips – Always remember a member.

What is a tip...

There are fines associated with tips.

Being on time,,
wearing a name badge,
bringing a guest.

Soft referral. – gave a prospect a card or name and number.

Hard referral – gave a prospect a card or name and number and call member with prospects name and number.

Also used to let people know of things going on around the community the members could generate business from.

We are supposed to be giving our tips that we gave out each week...It builds synergy in the group. 2 per week.

REMEMBER - It's not just you using the members services...It's all your contacts and customer...It's who you know...Your circle of influence.

This group works best if you take your eyes off of yourself and focus on helping others become successful...It will always come back. Zig Ziglar.

You can get anything you want...If you just help enough other people get what they want.

Give the member a chance to earn your business

We need to keep a supply of everybody's bus cards so that they can hand a card to a potential customer or the membership list.

Tip – if you can't use a member for a particular reason...Tell the member so they don't become upset because they see that they didn't get a chance.

Other things to help people know you!!!

It's easier to refer you if they know you.

Attend all meetings

Attend all functions

Power hours

Hold a power hour so people get to kick the tires,

know your staff

understand your business

know you better.

Christmas and summer parties.

Speak once or twice a year – so people get to know your business better

THE MORE PEOPLE KNOW YOU...THE EASIER IT IS TO REFER YOU