



Education Coordinators Mini - Workshop

Issue Number: BE 136

Title: How Others Can Help Your Business Part 2

This is a 2-4 minute workshop presented by the Education Co-ordinator or their nominee.

To the presenter: Please ensure that you are familiar with the objective of the workshop and read through the workshop before presenting it. What you say out loud to the chapter is in larger type bold. The small print is guidelines for you

Purpose of this workshop: To help members understand, ways their Networking Partners can help their business.

Start by saying.....

Last week we asked the question: Has anyone ever said to you, "If there's anything I can do to help you with your business, let me know"?

Most people respond, "Well, thanks, I'll let you know" instead of being prepared enough to take up the offer by replying "Thank you. Now that you mention it, there are a few things I need".

Most aren't prepared to accept help at the moment it's offered and let the opportunity slip by because they haven't given enough thought to the kinds of help they need.

When help is offered, it's to your advantage to be prepared and to respond by stating a specific need and Over the next 2 weeks, I'll continue talking about systematic referral marketing and the 15 ways people can promote your business. Today we will go through number 6 to number 10 ways of *How Others Can Help Your Business*. You may wish to write these down:

6. Nominate you for recognition and awards. Business professionals and community members often are recognized for outstanding service to their profession or community. If you've donated time or materials to a worthy cause, your sources can nominate you for service awards. You increase your visibility both by serving and by receiving the award in a public expression of thanks. Your sources can pass the word of your recognition by word of mouth or in writing.

7. Provide you with leads. A source can help you by passing along information she hears about someone who needs the kind of product or service you provide. Following through on such leads--for example, a rumor about a new company moving into the area or a news item about the troubles another business is having--could result in new business.

8. Provide you with referrals. The kind of support you'd most like to get from your sources is, of course, referrals--names and contact information for specific individuals who need your products and services. Sources can also help by giving prospects your name and number. As the number of referrals ...you receive increases, so does your potential for increasing the percentage of your business generated through referrals.

9. Make initial contact with prospects and sources. Rather than just giving you the telephone number and address of an important prospect, a network member can phone or meet the prospect first and tell him about you. When you make contact with the prospect, he will be expecting to hear from you and will know something about you.

10. Introduce you to prospects. Your source can help you build new relationships faster by introducing you in person. She can provide you with key information about the prospect. She can also tell the prospect a few things about you, your business, how the two of you met, some of the things you and the prospect have in common, and the value of your products and services.

Next week we will cover ways 11 to 15 on *How Others Can Help Your Business*.