

JUNE 4, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 11** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Mark VanSlambrook** of The Swenson Group Business Technologies; if you'd like to fill in for Ron Johnson, who will be out of town, please let Cristin know.

LEAD CHALLENGE: **Rich Notzon** will give a lead to, sing to or visit the business of **Tom Fox**.

Phil Maser of The Maser Company, General Contractor will give his CLASSIFICATION.

PROPOSED MEMBER:

2nd Posting

Classification: Landscape Maintenance
Member: R&S Landscape & Maintenance
Represented by: Terry Johnston
Address: Pleasanton, CA
Phone: (925) 846-6821
E-Mail: terry@rsland.net

If you have any questions or comments about or objection to the proposed member, please contact the Chairman of the Membership Committee: Mike Peel 426-3849.

QUOTE OF THE WEEK:

FROM JAN BACHELLER OF GIFT SOURCE

"I do not think there is any other quality so essential to success of any kind as the quality of **perseverance**. It overcomes almost everything even nature." – John D. Rockefeller

DID YOU GIVE A REFERRAL THIS WEEK?

16TH ANNUAL SPIRIT RUN:

Father's Day - Sunday, June 21st
"A Family Tradition"
10K 8:00am, 5K 8:20, Kid's Challenge 9:30

T-shirts for the first 1,200 participants

\$25/adult, \$15/middle schooler, \$5 age 2-8 or
\$15/each for family of 4 or more

Proceeds benefit Rotary Club Pleasanton
Scholarships

(Jan Batcheller will be hosting a private
"mimosa stop")

TVEA SUGGESTED READING:

FROM JIM PEASE OF W.H. MAYER

A book by Malcolm Gladwell about a study of why some people succeed more than others: "**Outliers**" is the suggested reading for a group discussion on that topic in an upcoming meeting.

You don't have to read the book be involved in the discussion – it's just a fascinating read.

TOPIC OF DISCUSSION: HOW DO YOU GET CUSTOMERS IN THE DOOR OR HOW DO YOU GET YOUR CUSTOMERS TO SPEND MORE MONEY?

- Doing things we haven't had to do for a long time – like when we just started out.
- Promote yourself by reminding your client's of your other services.
- Increase communication with clients using the internet and e-mail.
- Take time to cement relationships.

- Listen to your customers and take notes of their likes/dislikes and their life events.
 - Maintain quality services and add no-charge extras.
 - Give referral discounts and reward customers right away with something like a small gift card for a place you know they like (or Starbucks is always a good “safe” choice.)
 - Send postcard reminders with coupons.
 - Update your website and spend more money on search engines.
 - Personalize letters to former customers, or those you haven’t seen in a while, with a “catch” to make them hang on to the letter; handwrite the envelope and use a real stamp all to get their attention.
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