

MARCH 4, 2010

THIS WEEK:

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

GREETERS will be **Lawrence Ling** of QES Computers and Real Estate Appraiser, **Larry Brumm**.

Lawrence Ling of QES Computers will give the VALUE.

New member, **Kevin Gundry** of Custom Exteriors will be giving his CLASSIFICATION.

VALUE:

For Real Estate Appraiser, **Larry Brumm**, the VALUE of the association is the brochure and the people in it. Not only do the members of the group get to know you, but so do their employees and associates. He finds that it is a lot easier to spend the money when people know who you are.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$202.00**.

DID YOU GIVE A REFERRAL THIS WEEK?

LEADS AND REFERRALS:

Thinking about how a member wants leads can be essential to building business through a referral network. What are the characteristics of their clientele? Ask yourself: how I generate business, and then ask yourself: how do *they* generate business. Some business leads are simply generated by symbiotic businesses like real estate agents and mortgage brokers or door sales with window replacement. Other leads can be tougher to produce.

An easy referral is one that is actually heard, such as someone saying that they are going to go shopping for new carpet. Other referrals take a little more effort, but just a little. That is thinking of those that *could possibly* use a particular member's service. 20% of people are just "hard-wired" to give referrals; 50% of people need reminders that they should be giving referrals; and 30% of people are just not wired to ever give referrals and are not generally members of groups like the TVEA.

To be a good referral source all we really need to do is to give the member the **opportunity** to establish the relationship. We can't expect others to actually "sell" for you.

There are three types of leads:

- A. The hand-off: This is someone who is introduced by you to the member.
- B. Use my name: This is a contact name that you give to a member, and are given permission to "use my name".
- C. Cold Call contact: This is just knowing the proper person to talk, but your name isn't known or won't get you anywhere with that lead.

Keys to making the TVEA really work for all of us:

1. Change the way we think about what a lead or referral is.
 2. Ask ourselves: Am I actively doing what I can to help provide leads to my fellow members?
-

TVEA BOCCO TOURNAMENT:

Bocce anyone? We have scheduled our second TVEA **Bocce Tournament** on Thursday, April 22 at Campo di Bocce in Livermore.

The tournament will begin at 6:00pm followed by a classic spaghetti dinner at 7:30. The cost will be approximately \$45/per person and will included dinner.

This will be a great event to bring your spouse, your associates or your **prospective members**.

Sign up with Cristin ASAP!

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK? Thank you to Jan Batcheller and Dr. Barry Winston for inviting Brad Hirst, Commercial Realtor.

NEW MEMBERS: WELCOME!

Classification: Windows – Sales & Replacements
Member: Custom Exteriors
Represented by: Kevin Gundry
Address: 440 Boulder Ct. Ste. 400, Pleasanton 94566
Phone: (925) 249-2280
E-mail: kgundry@custom-exterior.com
Website: www.custom-exterior.com

Classification: Pressure Washing
Member: JTD Under Pressure
Represented by: Scott Burns
Address: 8681 Fenwick Way, Dublin 94568
Phone: (925) 828-6719
E-mail: srburns4@comcast.net

Classification: Solar Energy Systems
Member: Next Energy Solar
Represented by: Jeff Johnson
Phone: (510) 331-6624
Website: www.nextenergysolar.com

Classification: Acupuncture
Member: Dr. Sun's Acupuncture Center, P.C.
Represented by: **Haili Sun**
Address: 4275 Rosewood Dr. #29, Pleasanton, CA 94588
Phone: (925) 463-8686
E-Mail: drhsun@ymail.com

EXECUTIVE OF THE YEAR:

Past Executives of the Year:

- **Larry Smario**, Landscape & Tree Service
- **Manny Martin**, Amador Property Mgmt.
- **Dave Cherry**, Big O Tires
- **Darlene Crane-Peel**, Residential Pacific Mortgage

On the attached ballot, please write the name of the member who you to believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality, that you think should be awarded "Executive of the Year".

The deadline for turning in ballots is Thursday, **March 18**.

The award will be presented at the Installation Breakfast on April 1.
