
MAY 20, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 27** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Tom Fox** of Keller Williams Tri-Valley Realty and **Scott Burns** of JTD Under Pressure.

The VALUE will be given by **Dr. Haili Sun** of Dr. Sun's Acupuncture.

New member, **Jerry Raney** of Raney Insurance will be giving the CLASSIFICATION.

MEMBERSHIP DIRECTIVE:

CLASSIFICATION EXCLUSIVITY - Classification Exclusivity within the Tri-Valley Executives' Association in which a member provides a good or service means the following: each member of the association is in agreement that none can market any similar good or service of another member or a good or service that is not directly within the defined Classification held by that member while attending a TVEA meeting or function.

REASONS:

- Our members are considerate of the others and won't think to bring in a new member for a category that is "covered" by someone else in the group, even if it's not their classification.
- This is a networking group and the more members we have the larger the sphere of influence. Each one has their own sphere of influence and if one person holds more than one category, it limits the number of referrals you may get within the Association. This is why a member cannot hold more than one classification without another executive representing that category.

If you have any questions about what you are able to promote or the limits of your classification in the TVEA meetings, please talk with any Board Member.

WHO CAN YOU INVITE TO A MEETING THIS WEEK?

THE WEEKLY "POT" REPORT: TVEA's 50/50 raffle is now up to **\$82.00**.

7 SECRETS OF GETTING MORE REFERRAL BUSINESS

Are you looking for a way to get more referrals from LVEA members, your present customers, or even from your competition? Implement these seven strategies and a flood of new business referrals will result:

- 1) Make referral sources comfortable enough with your business to refer your business. Potential referral sources must have confidence in you. If you relate success stories (with the customer's permission) the referral source will get the idea that good things happen when you are around.
- 2) Teach referral sources how to refer your business. If someone suggests you call Bill Gates, resist the impulse to celebrate. Instead, ask questions: How do you feel I could help him? How do you know him? What have you told him about me? Ask that person to call Mr. Gates so he will expect your call.
- 3) Be sure potential referral sources know exactly how you can benefit customers or clients. If their knowledge of your business is limited, you can improve your position by explaining how you benefit customers or tell about the results you get. If you were an optometrist, you might say, "I help people see better", rather than "We give eye examinations and fit eyeglasses."
- 4) Let your potential referral sources know that you need and want referrals. Many people have the impression that all of your customers come through the yellow pages. Others may think that you are always very busy and don't need any referrals or more business. Plant seeds any time you can. For example, when asked about your activities, you might respond "I'm excited about a new account that was referred to us by another client who was pleased with the work we just completed for them. In fact, most of our new business comes by way of referrals."

5) You will get more referrals if you thank your sources enough. Always thank a referring party three times. Thank them verbally, both at the time of the referral and after contact has been made with the prospect. Then thank them with a hand-written note.

6) Have a game plan for gaining new referral business from competitors. You can get at least 10/0-15/0 of your referrals from the competition. Choose people who are where you were 2-3 years ago in the development of their business, and get to know them and their capabilities. Refer work to them that you cannot or will not do, then encourage them to pass along to you the things they can't handle.

7) Don't let your referral sources forget about you. Combat any loss of memory by staying in touch. Keep a database of your referral sources just as if they were prospects. Don't let six months go by without them hearing from you. Remind them you are there - by telephone, mail or e-mail.

Since referred prospects normally close at the rate of 5 times those generated by cold calls, using these strategies will be very much worth your time and effort.

DID YOU GIVE A LEAD THIS WEEK?

NEW MEMBER: WELCOME!

Classification: Insurance – Medical/Dental

Member: Raney Insurance

Represented by: **Jerry Raney**

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