

HOW TO PRESENT YOUR BUSINESS

It's important to educate your fellow members about what you do and what would be a good referral for you. And, in turn, they will educate you about their businesses. This education takes place in four ways:

- Your 60-second commercial
- Your 10-minute presentation
- The few minutes before the meeting begins
- Calling Cards with other members

To help you prepare to educate your fellow members, consider these questions:

- Who are my three best customers?
- What type of referrals work best for me?
- What types of professions are my best contacts?
- What businesses or professions naturally provide a source of referrals for your business?
They might be somewhat related, but non-competitive. They would support and enhance yours.
- What are some new doors that I would like to open?
- What is my specific product or service?
- Do I have a select target market?
- Are there benefits to a particular group?
- Do I have special qualifications as a professional in my industry?

Use handouts or samples to show or pass out to make a strong impression. The more things people can see, hear, feel, and touch, the more likely they are to remember your message.

MAKING YOUR 1-MINUTE PRESENTATION

A good introduction consists of 5 sections and is designed to allow you to share specific information about you and your business. Here's a suggestion...

SECTION 1: Introduction (18 seconds)

- *Name*
- *Position & company name*
- *Overview of products & services*

SECTION 2: Tell a story (20 seconds)

- *What makes you different from your competition?*

SECTION 3: Ask for the Business (10 seconds)

- *A good referral for me is... (be specific)*

SECTION 4: Call to Action (5 seconds)

"So if you see/hear/know of _____, please give him/her my card."

SECTION 5: Memory Hook

A memory hook should remind members of you, your company & what you do.

MAKING YOUR 10-MINUTE PRESENTATION

At each meeting a member gives a 10 minute presentation. It is important for members of the chapter to make the best use of this time. The purpose of the presentation is to inform the other members about your business and why they would want to refer you. Avoid spending a lot of time on how you got into the business or what is going on in your personal life. Talk about your business and how the members can find you more referrals. Educate the members as to what you do. Educate them as to how they can help you. That's our mission.

Write down what you want to say, rehearse it, practice it in front of a mirror, and time yourself. Get feedback from someone else on your presentation. If you have display materials, be sure they are set up ahead of time. Don't use your 10 minutes to set up or pass out handouts. This is distracting to your message.

If the presenter wishes to give a door prize, it is recommended that it have a value of \$15-\$20. Offer something that pertains to your business if possible. Another suggestion is to offer a gift certificate to your company or purchase a gift certificate from one of the other members.

10-Minute Presentation Guidelines

- 1-2 minutes about yourself
- Education
- Credentials
- Experience in field

- 1-2 minutes about the company
- Where business is conducted
- Unique services
- Hot products
- How the company is innovative

- Tell a short story about a client who had a problem and how you solved the problem.
Describe what type of company it was and the type of industry that the company is in.
What was the problem? How did you solve it? What was the end result?

- Consider discussing industry myths and some benefits of your service (1 minute)

- 5 types of referrals that you are seeking (Who do you know who...?)