

Double reverse

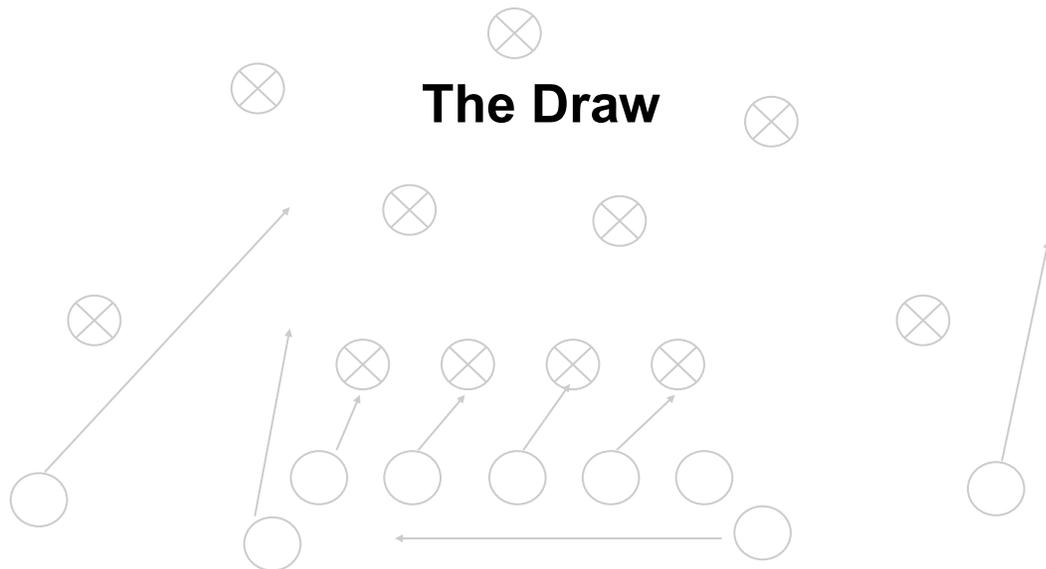
If you receive an unsolicited call from a telemarketing firm, turn it back on them.

- Don't hang up
- Tell them that you cannot help them but you would like to make an appointment with someone to discuss their product or service more in depth.
- If you can get phone numbers of regional reps that would be helpful.

Letip is a marketing solution that is much more effective than telemarketing. When you get a hold of the Actual rep at the business, invite them out to lunch.. Some buzz words to use when talking to the sales rep;

- You would love these people
- You would be amazed how much business is done
- I don't think you category will stay open too long
- Lunch is free all you will lose is 50 business cards

These people are actively looking for business. You should not feel angered that they are trying to get it from you. Just give them the business. Figuratively...

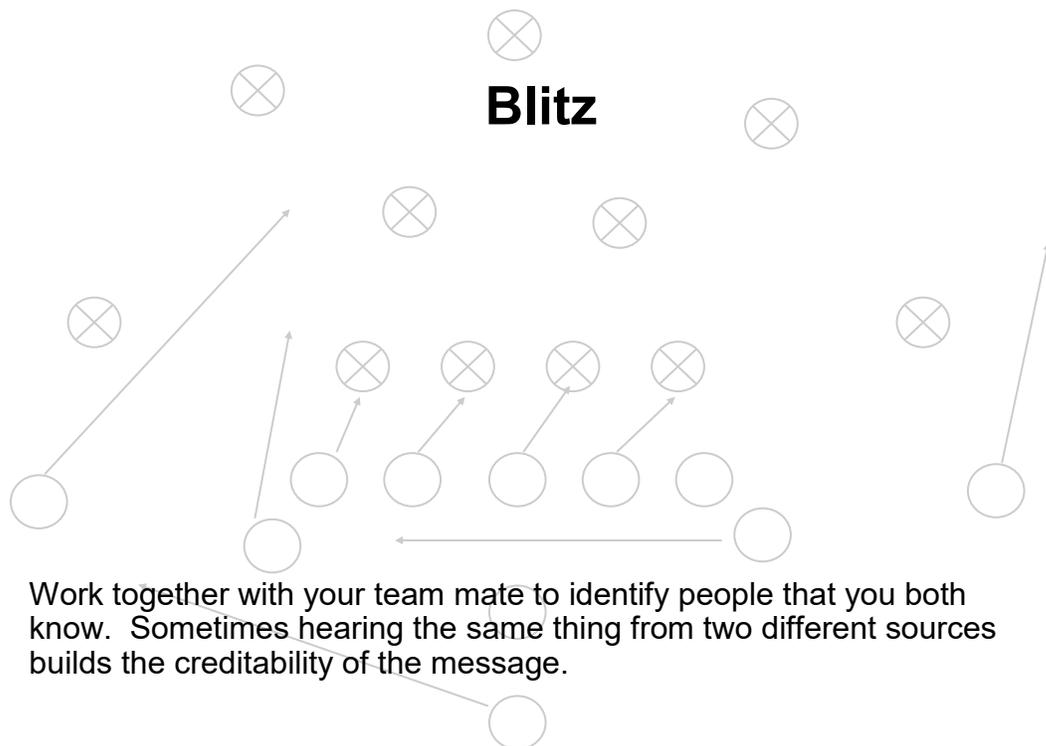


Social events are great opportunities to meet people that are great for our group. Next time you have a Poker night or football party, pass out Letip Brochures.

Use a side bet in Poker. If I lose this hand I will buy you lunch this week..... Lose but you won't have to pay. Just bring them to Letip.

Church is also a great place to meet people. If you have someone you sit with often they might be a good fit in our group.

If you are at a party that is catered, find out who is catering and invite them to the group. Caterers are a great category. They work weddings and other events that are helpful for the finance power group.



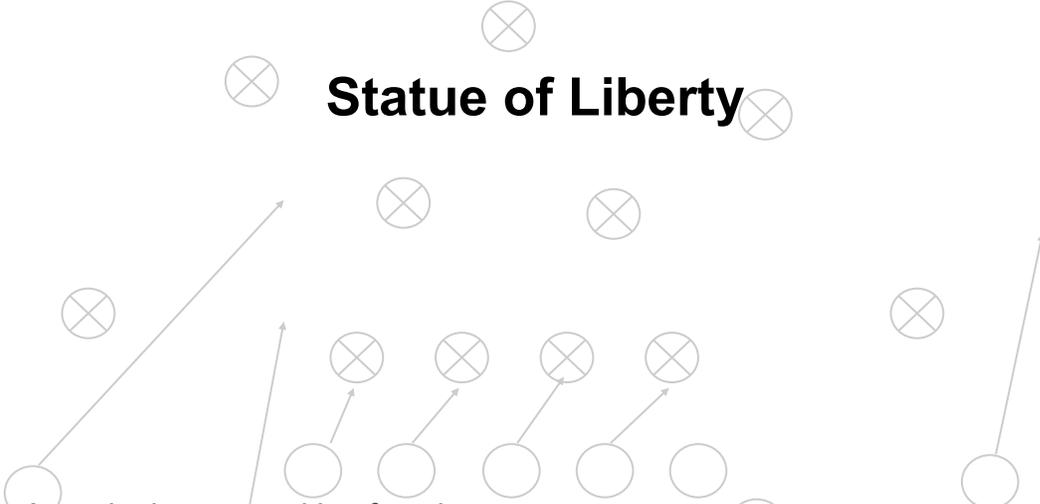
Work together with your team mate to identify people that you both know. Sometimes hearing the same thing from two different sources builds the credibility of the message.

This is a team effort. If you get a prospect and call him, have your partner call him for a follow up and support your efforts. Guests will feel more interested if they hear from someone else that is anxious to meet with them.

Use online resources;

- Craig's List
- Yahoo Yellow pages
- Google business categories
- Look up Chamber rosters

When you make contact have your Team member follow up.



Statue of Liberty

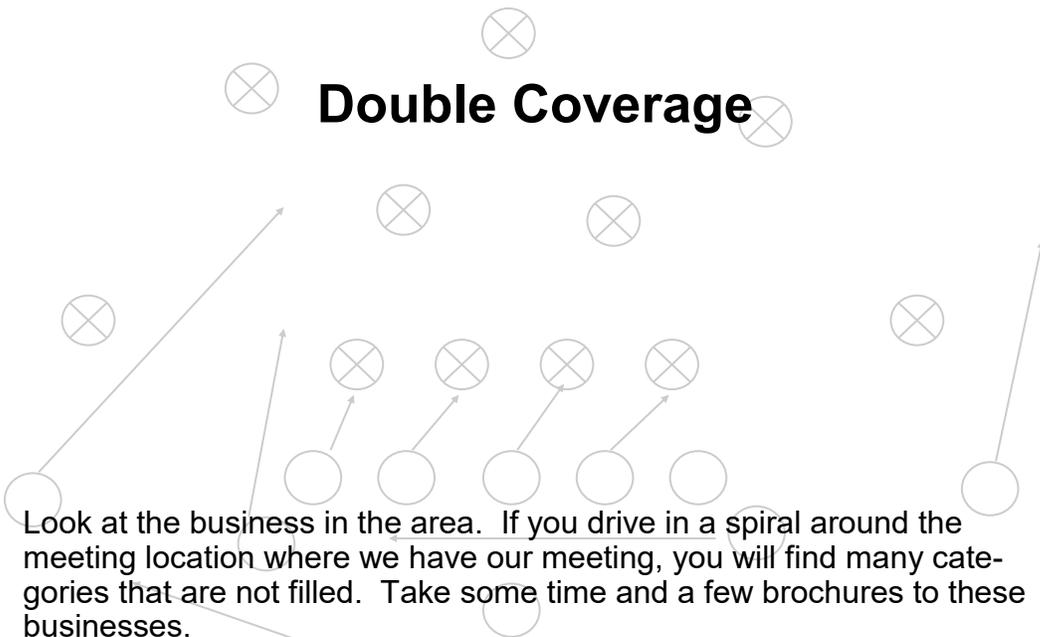
Attend other networking functions;

- Chamber events
- Trade shows
- Trade unions mixers or functions
- Service Organizations (Rotary, Kiwanis etc..)

When attending these events, look for qualified individuals that seem like motivated business professionals. (Cherry pick) the group. We want highly qualified business professionals in our group. These people are not strangers to networking, they are doing it right now.

Great Ice breakers;

- Man the food here is not as good as the food at my Letip meeting
- I bet no one ever gets any business at these meetings.
- How many realtors are here anyway?



Double Coverage

Look at the business in the area. If you drive in a spiral around the meeting location where we have our meeting, you will find many categories that are not filled. Take some time and a few brochures to these businesses.

If you go with your team member and wear your badges you won't look like you are selling something. Since you both are in different categories. This is likely to be obvious to who ever you talk to.

When you get welcomed upon entering, ask for the owner or sales manager. Sales folks will appreciate saving them the time and they are not decision makers anyway.

Explain to the decision maker you talk to ;

- We are members of a local business network group (Letip)
- Our group is looking for a _____ (insert category) and thought you might be interested
- We meet every Wednesday at _____ from _____.
- If you are interested please be our guest, *your first meal is free(or maybe not).*

Be sure to exchange business cards and follow up two days before the meeting.