

EAGA Business Builder

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Today's presentation was by The Membership - Round Table Discussion



This particular Round Table Discussion was titled "Best practices for finding new accounts". The chairs were, once again, almost all occupied and, as would be expected, a variety of suggestions, experiences and recommendations were shared. Also, as would be expected with our group, the specified topic for discussion was interpreted as a suggestion—not really a hard and fast requirement, so various other items were also discussed. Some just tangent to the directive; some totally off the subject.

Attendees had suggestions for finding new customers as well as suggestions for retrieving and/or retaining previous and current customers. Here is a list of some of the suggestions; general ideas; and random commentary gleaned from the meeting:

Direct mail is still a quite effective way of getting your company information to a selected demographic.

Social media angles. Many members commented about the beneficial aspects of all pieces of the social media phenomena. Facebook; LinkedIn; Pinterest; Twitter; and about six hundred forty nine other variations, all provide a means of making your business information available to potential customers.

On a related note: make sure that your social media pathways are properly guarded and well maintained. They can become ugly at the speed of light if you receive negative reviews; customer complaints or bad press. It is not good when a customer's rant about a bad experience 'goes viral'.

Business web site is another internet based method of providing up-to-date information to persons looking for something that your company has to offer.

Blogs are also a technological means of providing a beacon for guiding potential customers to your business.

Personal referrals from friends, associates and current customers.

Networking. Being involved in various organizations that foster personal encounters with folks that are potential customers and/or potential referrers of customers.

We used to get business leads from attending EAGA weekly meetings, but those leads are quite rare these days. ...Ouch!

Sales staff coaching and training. Education of your sales force, not only on selling technique, but more importantly, on the big and the small details of your particular business or products. A well informed salesperson is a beneficial asset.

Cultivating existing customers so that they become repeat customers, as well as '3rd party sales people' for you.

Add-ons where an additional feature, a particular enhancement, or just a complimentary item is included with your standard product.

Promotions, whether of a specific product, or of the business itself are an effective way of attracting the attention of potential customers. Think outside of the box when setting up a promotion. The non-standard type are likely to draw more attention to your offering.

Make sure that you have a well defined plan for handling business that comes to you, no matter the avenue of its arrival. Potential business is funneled to your operation, but it has to be converted into customers; then those customers must have their expectations properly fulfilled if you are to be successful.

There were also some low muttering sort of comments that I believe I overheard. Like our barber wishing he could get the word out that short hair looks really nice and is much easier to maintain than long flowing hair; or our plumber wondering how that rumor about not putting grease down your kitchen sink ever got started. We even had a couple of members that were so enthused about the suggestions, they left early so that they could begin putting the newly learned practices into action.

Thank you to all the attendees and to our membership in general. Great attendance at our Tuesday breakfasts.

- ◆ Board of Directors--Next meeting right after breakfast on November 10th.
- ◆ There will not be a normal EAGA breakfast meeting on November 24th because of the Thanksgiving Holiday.

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Business Leads:

Advance Auto Parts coming out of the ground at 2801 4th NW.

Toni & Guy Hairdressing Salon going in 8000 Paseo Del Norte.

- Lionel Specter—Zeon Signs

Reciprocity:

None written today.

- ♦ EAGA Holiday Party will be December 5th at Hyatt Regency - Downtown Albuquerque. 330 Tijeras, NW The hotel's self-parking is complimentary, upon availability. Valet parking for a special \$10 rate. Cocktail hour will be from 5:00 to 6:00 PM. Two drink tickets will be given to each attendee, and there will also be a cash bar. Dinner at 6:00 PM. Entrée selection of beef or salmon - with wild rice and seasonal veggies; salad, desert and wine service. Look for the sign-up sheets at our Tuesday breakfast meetings. The hotel has set aside a block of rooms with a special rate of \$89 per room, plus tax. They are providing a Booking Website for you to use when securing your room reservation. <https://resweb.passkey.com/go/EAGApartnership>
- ♦ November 15, 2015 will be the 55th anniversary of the formal founding of the Executive Association of Greater Albuquerque and we will present a few historical items; commentary or memorabilia in the next few bulletins. If you have interesting, historical data that can be included, please contact Mario.

Some quotes from the June 2, 1981 bulletin when meeting attendees were asked for comments regarding the operation of EAGA:

- Arnie Allen-Albuq. Battery "Excellent business contacts. Cordial membership. Diversified members beyond construction industry."
- Charlie Barnhart-Attorney "Leads are valuable. Personal acquaintance with member businessmen is valuable."
- Dr. Tony Chan-Optometrist "To increase my knowledge of what's happening in Albuquerque. Business leads."
- Jack Clifford-Jack M. Clifford Company "Very congenial compatible membership. Contact with many businessmen who give me insight to daily business activity."
- Rudy Diaz-Dixon Paper Company "Confidence that the information exchanged remains confidential. Class of membership is top rate and cordial."
- Paul May-Cook's Building "Fellowship. Construction leads."
- Vic Bruno-Vic Bruno Company "To be the best in business, you have to keep up with what's going on about you—EAGA is the best way I've come across to do this. It's great to associate and be able to rely upon professional and ethical businessmen."
- Bob Bush-Albuquerque Prosthetic "Keeps us informed as to the events around the state—economy too."

Badge Board Greeters

- Nov 10th Kent Cravens - Kent Cravens Consulting, LLC
- Nov 17th Jeff Bentley - Bentley's Auction
- Nov 24th No Meeting - Thanksgiving Holiday
- Dec 1st
- Dec 8th

Upcoming Speakers

- Nov 10th Miguel Morrison - Gold Street Cafe
- Nov 17th Brock Carter - Safety Counseling
- Nov 24th No Meeting - Thanksgiving Holiday
- Dec 1st Garrett Hennessy - TLC Plumbing
- Dec 8th

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