

Getting Started



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A. Choosing a Site

ELBD Management will help find the meeting facilities, but it is helpful when you have been in the territory for a period of time to be aware of alternatives. Ideally, you will find an office location that is 200 square feet, in trade for membership, or a month-to-month rental/lease.

When you have established your 6th group, they should have available space for you to expand. Twenty can sit comfortably in 200 square feet, in conference room style.

Other possibilities include, Real Estate firms, banks libraries, and community centers, where there are usually conference rooms. Call around to find out what is available and for how much per meeting. If a Banker or Realtor chooses to participate, often you can begin by using their conference room. It does not give you the control that you really want, but as a last resort, it is okay to begin meetings at a member's office.

We do not meet at a coffee shop or restaurant!!!

I have been to many groups that meet in local restaurants. This is not a business atmosphere! We are here to do business, not to eat! If you find groups that meet in local coffee shops, you will see how distracting it is. Waitresses trying to do their jobs, dishes clanging, people carrying on enjoying themselves making all kinds of racket! It's great for lunch, but not a business meeting!

It is a good idea to establish a partnership with a coffee shop, as you will be able to lend a tremendous support to at least one. During the regular meetings you will count off to make groups of three so they can meet smaller groups. This practice allows members to become more familiar with each other's businesses. An alternative is to appoint a location time and date and suggest they all meet together. You will see the relationships develop because of this practice and it is one major reason why the number of leads generated will continually grow, it is impressive!

"The things we know best are the things we haven't been taught."

- Vauvenargues

B. Choosing the day and time

We will pick a day and time that is convenient. There will always be those who want a 7:30, 9:00 am, noon or even after work meetings. The first meeting will be scheduled a month in advance to allow you ample time for recruiting.

If you don't think well on your feet at 7:30 am, then we won't bother to schedule meetings at 7:30 am. Most of the meetings are at 9:00 am, but 8 am once a week is tolerable! Allow 30 minutes minimum between each meeting. ELBD Management will assist in structuring the times.

Right now, our only concern is the first three new groups and where they will be located.

C. Become familiar with the data base functions

Before you begin to establish contacts, you need to know how to use the database, queries and report procedures, etc. Even though there is a step-by-step guideline, you want to be comfortable with the management of your information (M.I.S.=Management Information System).

D. Finding potential member

The best place to get started is your local Chamber of Commerce. Do not call them. Go and visit their office. Ask for a directory of the members.

Ask who the active members are, they'll be the ones you want to have contact with immediately.

Refer to the "Group Wish List" (form20.p65) for typical types of businesses that are better known for networking. Use the list to fill in the blanks.

Get to know what other groups are out there. Find out what they liked and didn't like about the meetings. Ask potential members what groups they're in and what the group is like. It's great to know your competition You will need to develop a personal knowledge of what other groups offer, their fee structure and their guidelines.

"I have learned throughout my life as a composer chiefly through my mistakes and pursuits of false assumptions, not by my exposure to founts of wisdom and knowledge."

- Igor Stravinsky

E. Making your introduction calls

Refer to the Power Partner Industry-Category List (form8.p65) and the List of Open Industries (56-Access) to see what industries you want to secure first. You need to keep a good complement of individuals who are out in the field bird-dogging companies. The professional sales person thrives on knowing who's who, who's not and who's doing what and where! They are the prime candidate for Elite Leads membership! They know how to stir up activity, and they appreciate the value the leads environment provides!

The most ideal Industries to recruit early on, are Marketing, Training of any sort, and especially in Sales, Consultants, Coaches for small business and Computer Specialists, especially if they are knowledgeable about modems, Internet Services as well as Consultants who work with Marketing the Internet. These particular Industries will help you develop a pool for the Presentation Workshops (Refer to Section 12).

F. Your telephone script

I do not profess scripting, but you need to know where to begin. I try to develop my listening ear more than being the one doing most of the talking. Recruiting for ELBD is fairly easy, and considered a soft sale. You are offering an opportunity for them to promote their business, effectively and inexpensively.

Keep it on the friendly professional side of conversation, it's difficult for someone to respond negatively when you are positive and friendly. Most people enjoy talking about themselves and their business, so it's a great way to get them interested in what you are presenting.

Smile often when you are talking on the phone, you truly can hear it in your voice!

"Hi my name is Sharyn, I'm calling to invite you to be a guest at our leads group!" You will get a better response by inviting them to "a leads group," rather than a "networking" group due to the networking/multilevel marketing connota-

"He who asks a question may be a fool for five minutes, but he who never asks a question remains a fool forever."

- Tom J. Connelly

tion that is easily misconstrued.

If they are not sure why they would like to attend a meeting you could suggest if they are a Factoror, Bookkeeper, CPA, or Business Broker, "I know several bankers I could personally introduce you to. Imagine how many referrals you could receive from a banker, especially if they want to help their clients develop stronger, more viable businesses."

If they have anything to do with supporting a company moving or expanding, "We always have leads for (fill in their industry, like movers, telecommunications, interior decorators, office furniture or equipment, etc.). Our members personally introduce each other to their clients."

G. Use the support material

The Benefits (form5-benefits.p65) lists reasons why Elite Leads is a good investment for both entrepreneurs and sales consultants. Keep in mind, there is no other group or organization that offers as much as Elite Leads does.

Since you will be talking with guests prior to attending a meeting, watch the Elite Leads meeting video several times until you're comfortable with what happens at the meetings. Then refer to the Agenda (formW3-Agenda.doc) to answer questions about what they can expect.

You may also refer to the website page <http://www.eliteleads.com/visitors.shtml> to guide them through the meeting process.

Remember some of the primary differences:

- We meet in a business environment, not in a restaurant where there are too many distractions to conduct an effective leads meeting. We're there to do business, not eat.
- We have a lending library to help our members continue their business education.
- We personally introduce members to people we know who share the same clients.

"You know more of a road by having travelled it than by all the conjectures and descriptions in the world."

- William Hazlett

- Members have a free listing on our website with a link to their website.
- We have a Speaker's Training to encourage our members to give more visible in the business community.
- We also have Sales Training course to help our members develop their sales skills and learn how to recognize personality traits.

H. Entering data into the database

To Open the Database in Access:

Click ✓ Start, ✓ Program

✓ ✓ Microsoft Access from the Menu

✓ ✓ to open "Elite"

✓ at the top corner to make the frame larger

As you're talking with them on the phone, begin creating their data entry form. While you're waiting for the phone to be answered, enter their "Full Name" and "Business Phone" including the area code which is to the left of the "Business Phone" field.

If you have to leave a message without talking with them complete the following fields only:

Field Name	Enter
Last Name	
Full Name	
Company	
Area Code	
Business Phone	
Code:	"GElite"
Industry	
Contact Date:	"Current Date"
Related to Elite:	"Spacebar" for "✓"
Group:	Group you want them in
Referred by:	Where you got their info
Call Back:	Enter next month's 1st date (i.e. September 1 "9/1/03")
Territory:	"01" for Contra Costa, CA

"The test of a first-rate intelligence is the ability to hold two opposed ideas in mind at the same time and still retain the ability to function."

- F. Scott Fitzgerald

The second time you attempt to talk with them enter the following information:

Field Name	Enter
Message:	The date you call
Next field:	Whether it is Voice Mail (VM), Live Message (M)

When you have five attempts without return calls from them, delete them from the database as they would not be a qualified prospect for Elite Leads membership because they don't return calls.

Once you are able to talk with them live, complete the following fields:

Field Name	Enter
First Name	
Category	
Power Partners	
Fee Due:	\$500.00
Guest Fee:	Same as Group Number
Call Back:	Should be empty
Will Attend:	The 1st date of the meeting they are able to attend
Email:	Use to send the Email notice
Website:	

I. Creating a Phone Log

Any routine that will work is perfect. I use a three-ring notebook. I like to make copious notes when I retrieve a call from my voice mail and then check each message off as I return the call.

Some find that 2-part phone message books adequate.

To make it easier for you, I created a phone message page in Microsoft Word (formW1-PhonePages.doc). Because I receive about 30 messages a day, I don't like having a lot of little pieces of paper to track.

The "Date" indicates the day the call came in. No matter how hard we try, we are bound to make typos and inadvertently transpose numbers. When I enter the information into the database, I include the date of the original call in the "Contact Date" Field. Then it is easy to refer to

"A man's character may be learned from the adjectives which he habitually uses in conversation."

- Olivia Langdon

the original message when necessary. The "RET" column logs the dates I try to return the call. That's how I know after two or three times that it might be better to suggest switching to email.

The "RT" is checked off when they return a call that I made. That way I know they're already in my database.

The "REF" is to help me track who referred a caller to me. When it's possible, I start out the conversation by saying, "Warren gave you my number and I'm returning your call," it's easier for them to remember why they called.

On the first line, I enter their name. On the second line I enter their company name. I'll write their area code if it's different from mine, so it's easy to spot local calls.

Their phone number is in the next column. Often, they leave a fax number as well. I just put a check mark to the far right and it's more easily spotted.

Once I've called them, if they're a prospect, I enter their information into the computer and put a wide marker above their phone number. This eliminates double entries in the database.

When the purpose of the call has been completed, I put a vertical line through their name and company. If there are only a couple of calls left on the page, I'll put a paper clip at the phone number for a quick reference. I refer to each paper clip on Monday morning and try to complete the calls. When every call on the page is complete, I mark a large "X" in the bottom right corner of the page. All of the pages are kept in a binder. When the binder gets too full, I move pages out to a storage box.

Since I created this system, I rarely have forgotten or ignored any call.

I. Print Phone Pages

To Open the Microsoft Word:

Click [✓] Start, ✓ Program

✓ ✓ MicrosoftWord from the Menu

"By trying we can easily learn to endure adversity-another man's."

-Following the Equator

- ✓ "File", ✓ "formW1-Phone Pages.doc", ✓ "Open"
- ✓ "File", ✓ "Print", Number of copies: "10" ✓ OK

Cut the sheets in half (5 1/2 x 8 1/2) and 3-hole punch using the following settings depending on how the ruler reads on your punch:

Bottom of sheet at	4 3/8"	10"
First punch at	2 3/4"	or 8 1/2"
Middle punch at	0"/center	5 3/4"
Top punch at	2 3/4"	3"

Place them in your phone book binder.

J. Print Phone book

You will use these lists in meetings to easily create leads.

To Open the Database in Access:

- Click ✓ Start, ✓ Program
 - ✓ ✓ Microsoft Access from the Menu
 - ✓ ✓ to open "Elite"
 - ✓ at the top
 - ✓ Queries ✓ 40-Phonebook
- The Query opens as an alphabetical listing of all the members and pertinent records from your territory.
- ✓ Save ✓ Print
 - ✓ Industry ✓ A to Z to sort by Industry
 - ✓ Save ✓ Print
 - ✓ File ✓ Close

K. Time Management

There are many tasks to complete during your first month of operating your Elite Leads Territory. Several years ago when I only ran six leads groups I began to feel overwhelmed. After several months of forgetting one thing or another that I needed to run the meetings, I started creating a list of tasks. Within a year the concept of a Time Management calendar was developed.

One of the nicest feelings is starting out each month with the knowledge that the meetings will run smoothly.

Please refer to the Time Management Worksheet (form40.p65-newterritory). All tasks must be complete.

*"Many a small thing have
been made large by the right
kind of advertising."*

-A Connecticut Yankee

Once you have earned the Franchise you will file a Fictitious Business Name License (doing business as, DBA) name with the County and the City. When you go to the county, you'll look up the name Elite Leads Business Development of Contra Costa County, California. They will generally insist that you go through this process.

When you've completed the paper work, they will give you several copies. One for publication which you will take to one of the recommended newspapers on the list. To publish your DBA, they will charge a fee of around \$50.00 and will mail you the proof of publication.

One copy for the city business license which is usually less than \$50.00, one to open your business checking account and one for your records for future reference.

You'll want to add a phone line that you will include as the number on your business cards. Compare the services however, because you might find that a cellular line and service is less expensive than land lines. You would generally use the voice mail service and only take calls when you are expecting to talk with someone specifically. You do not want to give out your home phone number. People, though well intentioned, have a tendency to call when they think of why they want to call and it could be at six in the morning or eleven at night.

Request that the Yellow Page listing be under the heading of "Business Development."

Acquire a DSL or AT&T@home equivalent (form E1-checklist.xls). Cable connections are about three times faster than DSL and don't require expensive equipment to operate.

Set up your email delivery account. Your regular email address for Elite Leads is yourname@eliteleads.com and will be forwarded to your private email.

Open a business checking account. It is recommended that you get duplicate checks and an endorsement stamp.

Apply for any one of the several resources for a merchant account. At the present time, Costco's merchant account is the best and they do allow home based businesses.

"It is better to give than receive- especially advice ."
-Mark Twain

Visit the nearest Chamber of Commerce and ask for a member directory. Most chambers have their members listed on-line, but if not, the printed directory, even though it might be a year old, will suffice. This is one of the greatest resources for members, as people who join chambers are three times more likely to join a leads group.

Find out when their next mixer is so you can attend.

Contact the nearest Business Journal <http://www.bizjournals.com>. Talk with the circulation manager and request that you offer to give members 6 weeks free. Let them know that in the Bay Area the Journals have a 50% close ratio on subscriptions from Elite's free offer.

L. Press Releases

Press Releases should be sent out no later than 30 days prior to the next meeting.

To Open the Database in Access:

- Click ✓ Start, ✓ Program
- ✓ ✓ Microsoft Access from the Menu
- ✓ ✓ to open "Elite"
- ✓ at the top
- ✓ Queries ✓ 42-Press Release

Enter all the newspapers, magazines and journals that are business related, especially if they have a calendar of events. Be sure to change the "criteria" in design mode the first time to be your territory number.

- ✓ Save
- ✓ Open ✓ Reports 42-Press Release
- ✓ Preview ✓ Print ✓ Close

M. Approach Calls

Most of your first month will be spent marketing and returning phone calls.

Commit to making no less than 80 calls per day. This will put you on the fast track for new members and higher earnings more rapidly.

We will talk each week either live on the phone or by email. Make notes about questions, reactions and various

"What we call the beginning is often the end. And to make an end is to make a beginning. The end is where we start."

-T.S. Eliot

thoughts that occur while you're making the calls. It's best to address them as soon as they come up.

Once you're comfortable with the type of questions that come up, you'll place an ad in your local newspaper for a telemarketer:

TELEMARKETER: Call businesses for leads participation. \$10/hr.

The ad is very simple. The Telemarketing Agreement (form32-TMAgreement.p65) is in the inside cover of the black Telemarketing Handbook. You may change the agreement depending on your comfort level. I've had several people over the years who opt for the \$20 per member right from the beginning and have earned an average of \$60/hr.

For simplicity sake, I've included several forms so that you can see how to prepare your binder for the telemarketer. Keep this binder intact.

The Telemarketing Script (form33-TMscript.p65) also includes the binder spine and the Telemarketing Program definition.

One week before your first meetings you will send an email confirmation notice (chapter 5, Page 1.)

The adventure has begun!

"Life is like a combination lock; your goal is to find the right numbers, in the right order, so you can have anything you want."

-Brian Tracy
