

# Running the Meeting



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## RUNNING THE MEETING

### A. Set up for the meeting

Arrive at least 15 minutes before the meeting is to start. Check out the room to make sure it's set up properly, that there are an adequate number of chairs and tables and the room is orderly.

Take out the Newsletter, Events Binder, Workshop sign-ups, Agenda, Attendance, Receipts, and Teal Guest Folders and place the materials in this order.

Place the materials in order, according to the Agenda, in front of the Elite Calender Binder, which should be on top of the Library Binder. I keep them in order so I don't have to fumble around looking for anything at the last minute.

Put Lead Record Forms out on the tables, so they are strategically placed in easy reaching distance of everyone.

Pass out the Teal Guest Packets as the guests arrive.

### B. Setting the Stage

While I'm in this process, I think of the room as being a bright, positive environment. If there was a negative or argumentative meeting going on prior to my being there, the room feels heavy or sluggish. I think other people take on the feelings and act accordingly, so I make a conscious effort to re-work the energy into an upbeat fun atmosphere.

In fact, visualize the most positive meeting you can imagine. Set the stage. When the first person walks into the room, walk up to them, introduce yourself, "Hi I'm Sharyn, welcome to Elite Leads!" with a warm smile reach out to shake their hand, firmly, and make them feel welcomed.

If they are known to you, make sure to make a personal comment that is positive.

Invite them to sit down. Continue this with each person that walks in until one minute prior to the meeting starting. Experiment with the introductions, try introducing each new person as they arrive. It will make a difference.

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"The distance between insanity and genius is measured only by success."

-James Bond:  
Tomorrow Never Dies.

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### C. Running the Meeting

I choose the moderator, at random. I try to make it fun, by announcing that it is a policy for a member to help moderate the meetings. It is good practice for each person and it will help them know what it's like to keep a group of their peers in order!

When the potential moderator (make sure they are not presenting and they are a member) walks in the door, I now just point to the chair and there is always laughter!

Ask them to sit to your right at the head table.

#### I. Introduce Yourself:

I forget half the time, but it is the courteous thing to do!

Read through the top part of the Agenda, item by item.

Guests: At future meetings, introduce the guests, try to know what their business is about and what a good lead for them will be! "I'd like you to meet Darrell Blagburn from Digital Business Services. Darrell is an independent consultant for Telecommunications Systems. If you know of any companies who are planning to move or even if they have the old 'fat' style phone cables, they are good leads for Darrell!"

Two things are accomplished. First, you reinforce the need to call to action, "What is a good lead?" It helps to isolate particular industries, areas, size of companies or as Yvonne, a massage therapist says, "Any BODY is a great lead for me!" or Dr. Michael, one of our chiropractors says "I'm looking for anyone with a spine!"

Second, if they have never been to a networking meeting before, they now have an example of a sharp way of introducing themselves!

Even though this is a business meeting, I encourage having fun! If you're not enjoying what you're doing, find something else to do!

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*"Success is that old ABC --  
ability, breaks, and courage."*  
- Charles Luckman

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Ask that they pass their business cards around in a clockwise direction, this will keep them from crashing into bidirectional cards! It also helps keep the confusion to a minimum. You might suggest that this be done "quietly!" It's worth a try!!

New Members: At future meetings, welcome the new members and restate their businesses. "Please welcome Carol, she works with IKON and has one of the best copier programs available to businesses! If you ask, I bet she'll audit copier usage rate at no charge!"

Newsletter and Calendar: Explain the Calendar, the purpose, highlight particular events taking place during the next two weeks. Ask for members to contribute flyers and helpful information!

Mention the new members: "Please feel free to call the new members and welcome them to the group. Try to have a Power Partner for them to contact."

Article reviews: "If you missed last month's workshop, the review will give you the blue book version and if you'd like to do a workshop in the future, please let us know."

Advertising: "Ads in the newsletter are \$50 per month with a 3-month commitment."

Your Events binder has been set up in this specific order. Please keep the information current and in the same order.

Practice until you are able to interject a light hearted attitude and occasional humor.

"We have worked hard to find unique methods of getting you inside of companies that you can do business with. Please make a note on your newsletter to follow up on anything that might strike your interest."

Sheet 1: Events Binder: The first page in the binder is the enlarged version (128% with 1/2" top and left margins) of the Calendar. Refer to chapter 6 for complete details of the pages order and please be sure to review the Binder video."

"You will notice that occasionally there are items in red on

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*"Success seems to be largely  
a matter of hanging on after  
others have let go."*

-William Feather

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# Elite Leads Business Development

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the calendar, these are last minute additions or changes. Please review the website periodically during the month to make sure you have the latest information. Next month's calendar will be on line by the first Monday of each month"

Sheet 2: Calendar of Events from Business Journal or Times  
"We have arranged that you may have 4 - 6 weeks free from the Journal/Times. This is the greatest resource for finding out what businesses are moving, expanding, promoting and any newsworthy information about companies that you might want to do business with."

"Events are a great place to meet CEO's or those who have the ability to make decisions for the companies that they work for. You will hear about their inside scope. This is one of the easiest methods of getting introduced to the right person within the corporation."

Sheet 3: Home Page: "If you haven't had a chance to review our website, please take the time. We have a wealth of information that should make it easier for you to get a jump start on connecting with other members of Elite."

Sheet 4 & 5: Meeting Calendars: "Once you are a member, we suggest that you visit each one of our groups. This will help you develop a great resource for Power Partners. Please check first, just to make sure there isn't anyone in your industry who is already a member, since we do protect the exclusivity clause."

Sheet 6 & 7: Workshops: "You can always check in with the website to verify what workshops are going on and where they'll be."

Sheet 8: Products: "This a great resource for business related products, including the CD business card. This is the greatest way to stand out in the crowd and prove how innovative you are. It will hold as much as 52mgs of data. You may have any combination of Power Point, Video stream and websites. Most resources charge \$15 per CD with a 1,000 minimum, but Elite members can order these for \$1.00 a piece with a minimum of 10. The setup cost is anywhere fro \$150 to \$1500 depending on the material you choose. Just write your name on a leads form with CD business card on it and we'll get back to you."

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*"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."*

- Helen Keller

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Sheet 9: Resources: "To get to the following pages on the website, click on the 'Resources' button."

Sheet 10: Library: "The Library has video's, cassettes and videos. We believe that you should 'use your drive time for prime time!' Imagine if you were to listen to one audio cassette program every month, where would your business skills be a year from now? Just copy the title and email a request that you want the material. You may keep it one month. If you keep it longer than that however, you will GET to contribute something business related and current to the library."

"We also gratefully accept anything that you might have in your library that's been doing shelf time collecting dust!"

Sheet 11: Members: "All members and guest have a free listing and link from our website. Please use this list. You will never find a group of people more helpful than those in Elite Leads. We've even had members who have sold life insurance to members they had never met before."

Sheet 12: Organizations: "We have an incredible list of organizations that we've checked out for you. You may attend their meetings as a guest. You might not be interested in the organization as a general rule, but we challenge our members to get out there and attend at least one new function every month. These are great resources for finding new clients and new Power partners, especially if they are outside of your industry."

Sheet 13: Ask Leada: "Leada is the Leads Queen. She has an answer for everything. We have a company that markets this page specifically. Instead of answering the questions she is asked, she will pass the question off to an Elite member to help generate more business for them."

Sheet 14: Visitors: "You will find the details on what to expect from Elite Leads and a number of helpful resources including:"

Sheet 15: "Networking Tips: "If you're not one of those people who loves to find yourself in the middle of 200 people, this page will help you with ideas on how to get more comfortable with Mixers and tips on how to make them more productive."

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*"Try not to become a man of success, but rather try to become a man of value."*

- Albert Einstein

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# Elite Leads Business Development

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Sheet 16: What's New: "You can keep up with what new groups are forming and where you might visit other groups in new territories. The new members are listed on this page as well as the newsletter by the first week of the month.

Sheet 17: Benefits: "You should become familiar with you benefits as a member. Refer to this page occasionally, as we are always adding to the benefits."

Sheet 18: FuturePath Expo: "This innovative event is the first Entrepreneur and Job Fair combination of its kind. Attendees will be allowed to pretest their skills through the internet, so they can identify what business or job they are best suited for. And rather than costing \$500, it's only \$10. There will only be 3 in each industry of Franchisors and employers for exhibitor spaces."

Sheet 19 & 20: Additional events from the Journal/Times: If there are current events cut them out so you can remind the members that they want to go to these events to meet the decision makers face-to-face.

Sheet 21: National Speakers: "The average member in NSA earns \$2,500 for every keynote speech. We encourage our members to become public speakers since we found out the IRS discovered that those who speak about their industry are earning an average of 40% more than those who don't speak at events and organizations."

Sheet 22: Local speaker's material: "We encourage you to hang out with as many speaking groups as you can find. This will help you get on track for earning the big bucks faster."

Sheet 23: Society of Association Executives: "This is a group of Presidents of specific associations. When you attend this function, you will be able to introduce yourself personally and have a better chance of getting booked for their organization, just because they have met you."

Sheet 24: Meeting Planners International: "This organization plans functions for larger corporations. Again, it's the personal exposure that will get you the paid engagements."

Sheet 25: American Society of Training and Development: "This is a group that has already established an inside

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*"Success in almost any field depends more on energy and drive than it does on intelligence."*

- Sloan Wilson

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# Elite Leads Business Development

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contact within a corporation and it's an unusual method for you to find out what companies are looking for what kind of speakers, new equipment, more employees and even plans to move."

Sheet 26: International Management Consultants: "This is one of the most professional consultants groups out there. This is yet again, one more way of finding out what companies are doing what and who to contact."

Sheet 27: International Facilitators: "This is one more group that will know what trainings and speakers companies are looking for."

Sheet 28: International Association of Communications: "Another group that has established contacts within the corporations."

Sheet 29: International Federation of Management Association: "This groups primary membership has been contracted by corporations to facilitate their moving."

Sheet 30: Rotary International: "These meeting are great places to practice your speaking techniques."

Sheet 31: Lions International: "As well as the Lions."

Sheet 32: Kiwani's: "And the Kiwani's" (ka-wa-nas).

Sheet 33: IUniverse: "This is a resource to help you self-publish your material so that when you speak for free, you'll have back-of-the-room material to sell, so you will always be able to create an income from your speaking."

Sheet 34: UC Berkeley Entrepreneurial Forum: You might not have one in your area, but let's look to find out. The incubators directors will know.

"This is one of our favorite events each month. You will meet about 100 companies who are seeking 2nd or 3rd round venture capital. That means, they will be looking for larger facilities, more employees, new equipment and furniture. Attend this function and get to know these companies decision makers before they have a chance to establish who their vendors will be."

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*"Courage is the price that  
Life exacts for granting  
peace."*

- Amelia Earhart

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# Elite Leads Business Development

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Sheet 35: Contra Costa Council: Most communities have a council of some sort. Your chamber will know who they are and how to get a hold of them.

"The council is responsible for the economic development of the community. When you attend their functions, you will hear about companies moving in, new business developments and who's in charge of what."

Sheet 36: Bay Area Council: You might not have one that is working for the greater area, but again the chamber will know if you do.

Sheet 37: Graphic Arts Association: You might have to look for a printing related group like Printers International Network Corporation, (PINC), Book Publishers, Web designers, etc.

"This is another way of finding clients that you might otherwise not be able to get to as many decision makers as you will by attending their functions."

Sheet 38: Printing related

Sheet 39: Human Resources: The Human Resource Management group is national, but look for all human resource groups.

"I will caution you to be respectful as to the purpose of these functions. The members are attending to learn about human resource functions. DO NOT try to solicit business in any way, shape or form or you WILL be escorted out of their meeting. Wait until they ask what you do."

"You will hear more about what's happening in the various corporations than at any other function you might attend."

Sheet 40: Marketing: "When you attend marketing group functions you will hear about events that companies are going to do that you might be able to fulfill contracts."

Sheet 41: Visitors & Convention Bureaus: "These groups are like chambers, but generally have a more extensive membership who generally specialize in events in the area."

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*"A scheme of which every part promises delight can never be successful; and general disappointment is only warded off by the defence of some little peculiar vexation."*

- Jane Austen

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# Elite Leads Business Development

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Sheet 42: Commonwealth Club: "If you're going to hang out with any group, hang out with those who have money, it's a lot more fun!"

"The primary purpose of the Commonwealth Club is to generate more wealth for it's membership. They host several meetings every month and the group is always interesting and comprised of incredible resources."

Sheet 43: Small Business Development Centers: "SBDC's are designed to help people who are starting out in business. By attending their functions, you will get to meet new CEO's. You can also volunteer to provide workshops for the participants which will give you incredible visibility."

The following organizations are to be mentioned by name and point out that various meetings are listed on the newsletter.

"Men are encouraged to attend the following functions, you guys will get a lot of special attention when you attend."

Sheet 44: American Business Women:

Sheet 45: National Association of Female Executives

Sheet 46: National Association of Women Business Owners

Sheet 47: Women's Network

Sheet 50 etc. - Look through the organizations to see what you might have locally and add them to the book. You don't need to get too details, but highlight a different group each month so they will hear new listings.

"Please keep the binder moving along so that everyone will have a chance to look through it. You may also stay after the meeting to look at it more closely."

"While I tell you more about the workshops coming up will you please pass enough business cards, quietly, to your left so that everyone will be able to have one."

In June we introduce the person to our right just to see how well their business card describes what they do.

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*"Spend eighty percent of your time focusing on the opportunities of tomorrow rather than the problems of yesterday."*

- Brian Tracy

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Workshops: After you have at least three groups, find members who wish to use Elite Leads as a platform. It is a wonderful way for them to gain visibility while sharing their expertise and gaining the experience of performing a workshop!

Refer to Section 12 for possible subjects!

You will start producing member given workshops after you have your first six groups. You will also begin to work on a workshop you are interested in giving.

The speakers and sales workshops will be sometime after your first six months, when you have become more comfortable with the format.

Always sell the workshop. That is, "This is a workshop to help you do better presentations," is flat and lacks inspiration.

However, with enthusiasm, "If you want to keep your prospects on the edge of their seats and have a better understanding of how to set up your close during a presentation, you'll want to sign up for the workshop coming up on Presentation Skills!"

II. Introductions: "Your introduction is 8 seconds long. This is the average adult attention span. (pause) If yours is less, it just means that you're more intelligent than the average adult!"

"It includes your name, business, feature and benefit, followed by what you are looking for in a lead. This will make it easier for everyone to remember how to support you with leads."

Introduce the Moderator: Introduce the moderator by name and include their company. Hand them the Agenda and ask that they follow the outline.

The Moderator position is one that some individuals resist. However, with a little coaching and support, in time they seem to blossom and take charge of the situation. It has become a self-improvement position. You will discover that your role, as a facilitator, is to create and maintain a comfortable, yet challenging environment for

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*"To have one's individuality completely ignored is like being pushed quite out of life. Like being blown out as one lows out a light."*

- Evelyn Scott

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members to conduct business. It is NOT to control the group, yet you will have to learn the difference as you become more experienced.

Education with constructive and caring support, helps individuals accept self-improvement. They become empowered and develop skills before your eyes. It is wonderful to observe as well as gratifying when you see someone who started out being resistant and then becomes not only comfortable with moderating, but that they actually enjoy it.

Let them take control. Encourage them to adhere to the time frames, as you'll want to make sure the meeting is over within one hour.

Introduce yourself after explaining the 8 second introduction, which includes your name, your business, a feature and a benefit. State specifically two or three industry categories you want to add to the group. "If you know of anyone who leases equipment, a commercial leasing agent or a moving company, they would be perfect to add to our group!"

Then start with whoever is on your left to give the moderator time to scan the Agenda and become more comfortable with the task.

While attendees are introducing themselves, pass out the Roster, Policies, Power Partner Industry Category List and Lead Tracking Forms to all guests.

When you are adding groups, ask for anyone they might know who work in those territories!

You should have your information preprinted on the Attendance sheet. Pass it to the moderator to left.

III. Presentations: Introduce each presenter with a benefit. Try to help keep the private conversations to a minimum. Pay attention to the presentations. It is unnerving to have everyone reading, talking to their neighbor, writing or day dreaming while a presentation is going on.

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*"Politeness costs nothing and gains everything."*

- Stevenson

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IV. Next Presenters: Appoint 2 members or potential members for the next meeting. In the future, you will assign presentations in order of the date they have paid their membership.

Try to give new members two meetings to get comfortable with the format and the members, prior to their first presentation. It will save you from the reluctant volunteer syndrome and others who are always willing to do a presentation. Usually, the presenter will receive two to three more leads than anyone else.

Prepare them by telling them that the presentation is 5 minutes plus 2 minutes for questions and should include what makes them unique amongst their competition.

Item 11. of the Policies states, "Members must be in attendance to be scheduled to do the presentation at the next meeting." Do not deviate! You'll avoid finding yourself at the next meeting without a presenter!

V. Power Partner Coffee Meetings: Help count the attendance for your moderator, or look at the number on the Attendance Sign In Sheet. Divide by 3! At least half the time, everyone wants to count off by 3's! You want 3 people per group!

This practice is how Elite Leads members get to know each other and continually develop better leads for each other! The better we know what each member does, the easier it is to remember them when we're out talking with our clients and prospects.

You should participate with the coffee meetings in the beginning. However, once you have six groups you won't be able to be with all the coffee groups. Then you should choose who you would like to get to know at each group.

You might also suggest that the coffee meetings take place just prior to the networking meetings or immediately after. This will save the members setting two separate times aside.

VI. Events - Announcements - Testimonials: This a the time to thank members for referring others to Elite. Members should share other networking events (i.e. mixers).

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*"Imagination grows by exercise, and contrary to common belief, is more powerful in the mature than in the young."*

- W. Somerset Maugham

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Also, if there are specific Chamber meetings, public hearings, auctions or school events remind them members.

This is the perfect time to announce that fees are due for renewals only, you'll pass out the receipts and remind them to leave their checks. It is important to adopt an attitude of you are doing them a favor, by letting them participate.

VII. Guest Policy: Guests are always welcome, and members should refer guest to you prior to the meeting. This will avoid any conflict in Industry and Categories. You will also be better informed. "I want to personally welcome each guest and let them know what to expect and that they have all the pertinent information concerning the meeting."

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*"Eighty percent of success is showing up."*

- Woody Allen

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VIII. Power Partner Request: Refer to the Power Partner Industry Category List. "Power Partners are the Industry Categories that work the same type of clients that you do, for a different resource. They will be able to have an ongoing resource of leads to share with you, and vice a versa.

IX. Leads: The moderator reads the Leads Form information. You'll want to explain each type of lead with basic information, warm might include a contact, hot leads mean I've mentioned you'll call and Nutopian leads are when you personally introduce someone from the group to someone you know with the intention that they become Power Partners or they do business. Also, leads need to be read out loud. They are often good for other members.

Leads Count: Count the number of leads for the Moderator then announce the number after all the yellow copies have been passed up.

X. Thanks: Take back the Agenda from the Moderator. Thank the Moderator for doing a great job.

Stand near the exit as quickly as you can with the invoices. This puts you in a better position to make sure you can answer any questions and collect any checks that are due.

Be sure to collect extra Leads Record Forms, Calendar Binder, Library Binder, Etc. Put everything back in the book bag!

Job done, enjoy the aftermath . . .