

REDEFINING
THE BEST
WAY TO DO
BUSINESS
IN THE
21ST CENTURY



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MARCH 8, 2017

With 25 reporting, EAOC members had \$65,561,650, in total sales for 2016

Top Seven Open Classifications:

Window Cleaning

Auto Collision Repair

Auto Mechanic

Tires

Roofer

Carpet Cleaning

Auto Detailer

TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!

SCHEDULE

*March 15 Aaron Check
Aaron's Plumbing & Home Repair*

*March 17 Flag Lunch at
La Chiquita*

GREETERS

*Pete Sloan
OC Toner Pros
Joe Lightman
Star Real Estate
Gary Gregg
Creating With Glass*

HOW TO DEVELOP A LEAD?

Developing leads is an easy habit to acquire if you educate yourself to who is in the Executives' Association and listen to people's needs.

- Get to know your fellow members and their business as quickly as you can. Before each meeting read the roster.
- Develop a feeling of confidence about your fellow members and the service they could provide. Do business with members.
- Train your mind to recognize a need when an opportunity presents itself. Listen for needs at the office, home, church, club, golf course, parties, etc.
- Train every member in the Association to sell your company and its products or services. Your Executive sales staff needs to know you and your firm.

HOW TO GIVE A LEAD

- The more complete the information, the more valuable it becomes. A member about to turn in information should make certain that it actually is a lead. Nothing is worse for the receiving member when incorrect information is all that is provided.
- A great help would be to print the leads before submitting them. This is not always possible, however, legibility is important.
- After you fill out a leads form why not look at it and ask – "If I were to receive this information, would I be able to act on it as it is written? Is all the information there: the person to contact, the phone number, can I use the referring member's name?"
- Contact the receiving member at once. DO NOT WAIT for the Wednesday meeting. At the Wednesday meeting when you are exchanging and reporting leads, you then can explain the leads that you called about in the more detail. Wednesday is for record keeping.

HOW TO RECEIVE A LEAD

- Whenever a member of the Association gives you a lead, they are putting their reputation on the line by referring you. It is your responsibility to follow on every lead you receive.
- Instruct your employees about EAOC. Every one of your customers should receive great service from your firm, but the Association members and their referrals represent a track record. If EAOC referrals get great service, the member is happy and will refer you again.

MEMBERSHIP

The following firm has been proposed for membership in the Executives' Association of Orange County. Any member who wishes to cast a negative vote please call the Executive Director.

SECOND PRINTING

ST. PIERRE WINDOW CLEANING
2408 S. HOPE, ONTARIO, CA 91761
REP. ALAN
CLASS. WINDOW WASHER
PROPOSED BY DALE JOCHIMS

KINDS OF LEADS

CONFIDENTIAL

Although all leads within the organization are considered confidential, confidential leads involve information that is not of a public nature.

THIRD PARTY REFERRAL

A referral by one member to another member that involves an outside third party is a third party referral. If a third party lead requires the member receiving the lead to contact the third party, a telephone number should be provided. The referring member's name can be used unless otherwise specified.

The potential client must contact the member when personal recommendations are made for members who cannot solicit business directly due to professional ethics (attorney, accountant, doctor, etc.)

SHANGHAI

A personal introduction where the referring member personally introduces the third party to a fellow member is a Shanghai. This can be accomplished either in person or over the phone.

Thought for the Week

**"Concentration comes out of
a combination of confidence
and hunger."**

-Arnold Palmer