

Chamber Development Strategies

Issue #53 August 2004 an idea exchange - from Joan Testa, Chamber Development Services, Inc.
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Editor's Corner:

Business Tip of the Month:

People Buy Emotionally

This is an article I observed in a Chamber's newsletter: food for thought!

"People don't buy products or services. They buy how they perceive those products or services will make them feel. Furthermore, emotional decisions tend to be fast and final, whereas logical decisions tend to be slow and lack commitment.

Your client is saying:

- Don't sell me clothes. Tell me how great I look.
- Don't sell me a house. Tell me about location and great neighbors.
- Don't sell me toys. Tell me about my happy children.
- Don't sell me a home computer. Tell me how I'll be "ahead of the pack".
- Don't sell me insurance. Give me peace of mind and love of family.

Our tendency is not to buy what we need but to choose what we want, and wants are based on feelings.

If you are married, which means having made probably the biggest decision of your life, did you insist on an I.Q. test, a medical exam, and a financial statement before you said, "I do"? Or were there other, less local factors involved? "

Now the question: are you helping your business community understand what the Chamber is? Are you clearly communicating what the Chamber product and service is so they will "feel" it is a worthwhile investment, not an unnecessary expenditure?

Lou Holtz quote - A winner!

Ability is what you're capable of doing.

Motivation determines what you do.

Attitude determines how well you do it.

FUNworking (a.k.a. Mega Marketplace)

In my files of "great ideas from Chambers throughout the country", I had a brochure dated October 2000 from the Cocoa Beach, FL Chamber of Commerce. It is titled "Mega Marketplace: the Premier Networking Event of the Year : You can't afford to miss this event! Network with approximately 100 potential new clients in a fast-paced fun marketing bonanza".

Recently, Denise Polachek from the Greater Elkhart, IN Chamber of Commerce made me aware of their twist on the same basic concept that they call FUNworking: Fun, Educational Networking Experiences.

The concept is great and well received in most areas. It can be tailored to your particular Chamber's personality, just as Cocoa Beach and Elkhart had a few differences, but the bottom line is that it is (per Denise's flyer):

"An energetic, interactive networking and prospecting event where you make numerous business contacts in a short amount of time.

As a participant, you have two minutes to introduce (in Cocoa Beach it was one minute) to others at your table, your company, products, services and the types of referrals you are looking for to grow your business. After everyone has had an opportunity to speak, you will rotate to another table - and to another audience!

Round Table networking with a TWIST!"

The program can be kicked off with a breakfast (Elkhart) or a luncheon followed by an afternoon social at the Mega Marketplace conclusion (Cocoa Beach). You can vary the outline a bit by allowing for a one-minute presentation with a one-minute Question and Answer time per participant - but most importantly, they are networking while perfecting their sales presentation. Other ideas include:

Prior to the event, have a session to teach tips on "optimizing your 1 (or 2) minute presentation"

Encourage each participant to bring presentation materials, promotional items and plenty of business cards to hand out at each table.

Set up tables on the perimeter of the room to showcase table-top displays of participants

Participants will receive a list of all attendees to facilitate follow-up contacts

Purchasing agents from major corporations and government agencies are always invited to serve as table hosts.

Event sponsorships are encouraged and door prizes make it even more fun for the attendees.

Great Newsletter Article

From the Springfield (OR) Area Chamber of Commerce:

The Six P's of Chamber of Commerce Membership

Your Chamber of Commerce...It's:

PROFITS: Investment in the Chamber of Commerce returns a big dividend directly to you...Membership services, community programs, exposure to new markets and fellow business people.

PUBLICITY: As a part of the big picture, member volunteers share in the publicity of getting things done for our area. (Editor's note: I would also add a line about the publicity Chamber members individually receive in such vehicles as the buyer's guide, internet business directory, newsletters etc.)

PROGRAMS: Quality of life in our community is of primary importance. Whatever the scope of involvement or type of activity, remember..."Things Don't Just Happen". As a matter of fact progress is made through the efforts of many people working together through an avenue know as...Chamber of Commerce.

PARTICIPATION: We realize the limits of your time...especially in an era of uncertain markets and budget controls. But, it is only through volunteer involvement, that the Chamber represents the voice of the business and professional community and conveys its message loud and clear.

REMEMBER: Most businesses are not members because they don't understand why they should be members....so instead of doing "membership drives" shouldn't you be doing "Community Awareness Programs?" Give me a call and let's talk about it!

ALSO: Check out our website: www.chamberdevelopment.com

PRESTIGE: As a member of this team of community leaders, you hold the key to making things happen. Your ideas, input and actions are translated into results. You ARE the Chamber...working to make ours a better place to live and to work.

PROTECTION: Now, more than ever before, your views must be made known to our elected officials. Through our education programs, news releases and forums, we express your views and the good things about the free enterprise system.

**THANK YOU FOR YOUR SUPPORT
AS A VALUED MEMBER OF THE
SPRINGFIELD AREA
CHAMBER OF COMMERCE !**

Tidbits about Change

Change = Opportunity

When things change - we have to change.

There is always a way to use the change to your advantage: the secret is to find the way.

People who embrace change enjoy the journey.

There is a lesson to be learned by every change that occurs in life: the secret is to be sure to pay attention.

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