

Impact Teams

Impact Teams are sub groups of MBXers who market to a similar customer base. They are called Impact Teams because of their ability to increase referrals within a particular base of people. Clearly, the more people there are in one of these powerful sub groups the greater the odds of increased referrals.

There are some basic Impact Teams that a good, logical places to begin, however, creative MBXers might discover more.

Home services.

This impact team is comprised of real estate, mortgage, home inspections, landscaper, remodeling, HVAC, pest control, or any other category that has to do anything with a home. Most every chapter is strong with this power team.

Financial.

This impact team includes CPA's, Financial Advisors, Banks, estate attorney, and anyone else that has something to do with handling money.

Personal.

This impact team is tougher to build in a chapter. This one includes cosmetics sales, body shops, mechanic shops, auto sales, apparel sales, interior designer, life coach, photographer, and so on.

Health and Wellness.

This group includes most anyone that has to do with health: Chiropractor, cosmetic sales, dentist, fitness trainer, eye doctor, etc.

Business Services.

This final group is comprised of the businesses that such as CPA's, Banks, computer sales, payroll services, printers, promotional services, business coach, etc.

Two things are true for these impact teams. First, each group is doing business with the same type, if not the same, customers. For example, realtor is doing business with the new home buyer as is the mortgage person, the home inspector, and so on. This is the logic of an impact team.

Second, each member often are in more than one power team. For example, CPA's are in both Financial and Business Services. Everyone has a primary impact team, which is where your focus is in business, and most have a secondary impact team.

Now here is where the "Impact" in impact team comes in – 70% of your referrals will naturally come from within your impact team! This makes sense since when a house sells, the mortgage person and the home inspector and the real estate appraiser and the closing attorney has a high potential to get a referral, but the auto mechanic and payroll service probably will not. Since this is a fact then it would be beneficial to you to not only build strong relationships within your impact team, but also invite people from open categories that would be in your impact team. The more in your impact team, the more referrals you will get.