

Making the Most of a Member-to-Member Meeting

The key to a successful Member-to-Member meeting is communicating clearly about your company and your product. Too often the M2M meeting is consumed in small-talk with little attention given to the real reason for the meeting—becoming a more effective MBX partner.

Successful networking is not rocket science. It is, rather, the communication of basic ideas to those who represent you as part of your marketing team. Want to be a “Master” marketer? Use the following acronym to help you remember these ideas and incorporate them into your member-to-member meeting.

M = Market. From what market niche do you get most of your clients? What new niche would you like to penetrate in the future? Define this carefully for your marketing team.

A = Ask. What have you asked MBX members for that has produced the best results? What should your future “asks” be? In other words, what do you want fellow MBXers to look for?

S = Share. What stories can you share with MBXers that we can pass on to others? These should be stories of success, of happy clients, or of extraordinary service given to clients. Give your fellow MBXers ammunition for selling your product.

T = Teach. How do you teach your clients about your customer service? In other words, what do you say to your clients to help them understand that you are serious about serving them? This information might include easily accessible contact information, the scope of your service, and what your product line offers them in the way of additional services.

E = Energize. How do you energize your marketing team for action? Each MBXer should be asking this question—Why should my fellow chapter members be motivated to tell others about my product or service? Do they trust my message? Are they inspired by what I do? Do they confidently understand my message?

R = Referrals. What is your ideal referrals? The odds are high that you will not get the kind of referral you want unless you are very specific in describing your ideal referral. The idea for you could be an age group, a market sector, a specific individual or position within a company. Don't be shy about communicating this to the chapter.

S = Success. What is your success goal? At the end of an MBX year, what would you like to have accomplished? This can be expressed in dollars or contacts made or opportunities to tell your story or in a hundred other ways. Your goal will be unique to you and your product, but your fellow MBXers need to know what it is.

Want to be a Master marketer? Use these seven guidelines to keep you on track with communicating your message and using the Member-to-Member meeting in an effective way.