

Member to Member Basics

What is the most valuable tool that MBX provides for you to find referrals for fellow chapter members?

Those of you who said the “Member to Member Meetings” were correct. The single best MBX tool for knowing how to find referrals for individual members is the M2M.

In this Education Minute we are going to look at ways to use the MBX member to member meeting. The acronym “Masters” will serve as a framework on which to hang these ideas.

M = Market. What Market niche do you maintain? To whom do you primarily market your product?

A = Ask. What have you asked members for that has produced the best results? Being intentional in your marketing team requests is very powerful and effective.

S = Share. What stories can you share that we can pass on to others? Successes you’ve had. Real life stories about your customers.

T = Teach. How do you teach your clients about your customer service? Don’t assume they thoroughly know what you do or what you have to offer.

E = Energize. How do you energize your team for action? How do you make your marketing team excited about your product or service? A bored team will not be fruitful.

R = Referrals. What is your ideal referrals? Your marketing team cannot advocate for you, if they do not know who you want.

S = Success. What is your success goal for you and your chapter? What would you realistically like to see happen as a result of MBX marketing?