

Solon Chamber Business Builder Group 2018 Calendar

Solon Chamber Business Builder Group meets the first and third Thursday of the month from 8 to 9am at Honey Baked Ham, 33493 Aurora Road, Solon.

What is the Solon Chamber Business Builder Group? A Business Referral Source FREE with your Solon Chamber of Commerce Membership! Join us for an hour to learn more about member businesses, pass referrals and to discuss relevant sales and marketing topics.

The Solon Chamber Business Builder Group meets regularly to develop best business practices through referrals, business strategies, peer coaching, networking, growing business, mentoring, and motivation. This networking group offers members an opportunity to form deeper and more personal relationships with other businesses while developing business skills and referrals. Weekly one-on-one's with other members are encouraged outside of regular meetings.

**See Member SPOTLIGHT guidelines and tips at end.

Standard Meeting Agenda-8:00-8:15 Introductions - each person has an opportunity to provide their information (one-minute) and pass business cards.

8:15-8:30 Spotlight presenter- The 15 minute time frame includes questions and answers. (When no presenter is signed up, the moderated topic will take place for the entire meeting.)

8:30-8:50 Moderated topic-a 20 minute discussion;

8:50-9:00 Wrap up/ Announcements/ Events going on we can participate or visit to explore more business. Come prepared with the name of one (or two) person/people or company who you'd like to be introduced to this year. You'd be amazed what a small world it is!

Anyone can be a moderator topic presenter/meeting leader. If you feel passionately about a particular topic and would like to facilitate let the Co-Chairs know.

DATE	SPOTLIGHT	TOPIC DISCUSSION
January 4	Charisse Louis - Charene Creative	How To Build Your Personal Brand - Charisse will be showing a presentation she attended while at Adobe Max in Las Vegas by Stephen Gates Head Of Design, Citi
January 18	Sheila Davis - VMS	What are the productivity apps you are using to do business smarter and faster?
February 1	Jeremy Dean Webb - Douby Packaging	Come prepared with the name of one (or two) person/people or company who you'd like to be introduced to this year. You'd be amazed what a small world it is!
February 15	Brian Alquist - ActionCoach	What are some ways to make customers fall in love with you and your business? This includes helping them to understand all you do and products you sell.
March 1	Dr. Nick Toumazos - Explore Family Chiropractic	Who is your core client now and who is your ideal client. How do you sell to those people? In preparation for March 15th meeting, bring a marketing campaign you would like critiqued. Bring several copies.

March 15	Jeremy Saham - Cedar Brook Group	Come prepared to this meeting having met with one other member of our group and share what you discovered during this one on one time. In preparation for March 15th meeting, bring a marketing campaign you would like critiqued.
April 5	Ron Levine - SpeedPro Imaging	Today we will critique each others marketing campaigns in groups of 3 or 4. Bring something your company uses to sell their services such as an ad, brochure or website. We will split up into groups and critique the campaign.
April 19	Larry Apple - Omni Senior Living	How to nail your elevator speech or 60 second commercial? We will practice our pitch to each other and ask for constructive feedback.
May 3	Chuck Valenches - TCP Efficiency	Today we will explored the importance of self-promotion. What are your tips for sharing your accomplishments without appearing arrogant?
May 17	Chris Anderson - Effectium	Following up with potential clients or referrals is one of the most important marketing tasks for any business. Today we will discuss essential stages in the selling process.
June 7	Connie Wika - Ohio Savings Bank	Come prepared with the name of one (or two) person/people or company who you'd like to be introduced to this year. You'd be amazed what a small world it is!
June 21	Alissa Cunix - Porath	Marketing to different generations - What do generational characteristics have to do with marketing and advertising? Is it an issue in your business and do you even bother?
July 5		Today we will discuss why it's important to attend industry conferences and seminars - Learning new things, get inspired and have fun! What else?
July 19	Susan Wanamaker	How to Prospect for New Customers? Live networking, email prospecting, referrals, cold calling, direct mail, word-of-mouth, social media, web marketing and more.
August 2		Today we will discuss important questions to ask a potential client? What Do and don't You Need? What Problems Are You Facing? Who Are the Decision-Makers, and what is the approval process? Others?
August 16		Bring any helpful marketing books to this meeting to share and discuss.
September 6		Come prepared with the name of one (or two) person/people or company who you'd like to be introduced to this year. You'd be amazed what a small world it is!
September 20	Nancy Wright - Parallel Solutions	Content creation, curation, and continuity ... which social media platforms work best for each. Be consistent and participate daily or weekly to reach your audience!
October 4	Sandie Monsman - Dollar Bank	How to effectively follow up with potential clients without irritating them. How do you strike the right balance while building this new relationship?
October 18	Jackie Robertson- Producto Dieco	Marketing Clarity or unique selling proposition - come prepared to discuss what makes your work, process, services or the way you do business different, better, more special, or more compelling than the competition.
November 1		Ways you can make your sales pitch more compelling.

November 15

Planning for 2019

December 6

Why do your customers stay with you? What makes you different?

No Meeting December 20

Spotlight Presenter Guidelines

To be a spotlight presenter and teach us about your business and how to find referrals for you, you must attend at least 4 meetings to be added to the calendar. The spotlight speaker has the floor for 10-15 minutes (including questions/answers) of the meeting to teach us what a good referral is for their business so that when we are out in the market, we might see opportunities we can share with you. Anyone can be a moderator topic presenter/meeting leader. If you feel passionately about a particular topic and would like to facilitate let the Co-Chairs know.