

10 Ways to Make Your Business Brekkie Partners Membership Work for You

1. Put your Business Brekkie Partners meeting in your calendar as a recurring appointment.

This avoids scheduling conflicting appointments during your BBP meeting time. Attending regularly is essential to success.

2. Identify a substitute to take your place when you can't be there. Life happens. It's important to consistently get your message out to your BBP sales team. This can be anyone you know – a family member, next door neighbour, or even someone you would like to experience a BBP meeting. Have several 1 minute speeches written out to email your substitute who can give your message effectively.

3. Schedule at least one BBP hour outside your meeting each week for inviting visitors, honing your 1min speech, or conducting business development chats with other members.

4. Set a goal to bring at least 1 visitor a month to our BBP meeting. Who do you do business with that should be introduced to your BBP members? If you like and trust this professional, wouldn't you want to help them increase their business this year?

5. Schedule at least 2 Business Development appointments per month with a member (only one appointment counts per quarter with each individual member towards your performance points). The business development chat will give you new ideas about how to bring referrals or who to introduce them to.

6. Participate in at least one other networking event a month. This will not only potentially expand your business, but also be a source for BBP guests.



7. Set a goal to bring at least one contribution element each week (a referral, a written testimonial, a Thank You for closed business or a guest). Avoid, at all costs, having nothing to contribute.

8. Take notes during each member's 1 minute speech and 15 min Feature presentations. This will help keep them top-of-mind through committing ideas to paper.

9. Create 5 or 6 meaningful 1 min elevator speeches. Remember, that during this time each week, you are teaching your sales team about who you want to be introduced to, what needs you can fill, and the words or phrases people might say that can help your BR members identify good referrals for you.

10. Participate actively during each meeting and mingle with guests; they are the source of almost 50% of new business.