

# GROWTH Strategies

March 2008

Issue: 80313



## A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Dear Stephen,

The 'To Your Success' newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Glen Gould with Inspiration Agents.**

To Your Success,

Stephen

### In This Issue [Meet Me At Starbucks](#)

Stephen H. Jones



GROWTH STRATEGIES  
Provides "Hands On"  
Sales & Marketing  
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## Meet Me At Starbucks

Have you ever been the recipient of verbal vomit? You know, you meet someone at a Chamber of Commerce event and before you know it, you've been forced to listen politely as this new acquaintance regurgitates everything you didn't want to know about their company. It leaves you feeling the need for a *Silkwood Scrubdown*.



This happens because novice business people and



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seasoned professionals alike haven't stopped long enough to think about how they want to be remembered. Unfortunately, we remember them in the worst possible context.

An experienced professional (let's call her Jane) who knows what the end-game is approaches the message sharing process differently. Recognizing that a chance meeting is no place to try to share her message or make the sale, Jane politely asks questions about the other person (let's call him Steve), taking mental note of interests and preferences and transferring those mental notes to the back of Steve's business card. It's all a part of the ultimate plan.

Jane's plan includes the type and number of people she wishes to meet, what she'll ask those people - and once she's armed with everything she needs - she'll contact her new acquaintances and invite them for a cup of coffee (let's say Starbucks). Jane's call to Steve the next day sounds something like this: "Hi Steve, it's Jane. We met at the networking event last night. Have you got a moment?" (Jane's always thinking of the other guy - she continues with permission.)

"I'd like to know a bit more about you and your company. I might have some resources for you but I need more information to be sure. Would you meet me at Starbucks for a cup of coffee so we could chat - my treat?"

Since Jane focused all of the conversation on Steve he's happy to meet with her, after all she may have some solutions for Steve's challenges. When they meet, Jane has taken five steps to ensure that the meeting is successful:

1. Jane has arrived early and scoped out the best spot. She's probably been there long enough to ensure that she got the big comfy chairs to make the meeting more relaxed. And she's relaxed since she isn't fighting to get there on time.
2. Jane has left her credit card with the baristas or otherwise arranged for them to take Steve's order without charging him. He's being treated like a valued guest.

3. When Steve arrives, she greets him with a firm but not overly aggressive handshake, making certain that her hand and Steve's interlock web to web. She greets him with a smile.
4. Jane has a brief outline or agenda for the meeting and makes certain to stick to the time allotted. How does she know how long she has? She asks and honors the time given. Starbucks is an easy place to linger, but she won't.
5. Jane observes the Christmas present law: She comes prepared with a gift for Steve. An introduction to someone in her sphere of influence outside of her company and the business she wishes to do with Steve. By giving first, she gets what she wants - a relationship with Steve that will endure beyond a simple business transaction.

Jane demonstrates her professionalism by never attempting to tell anyone everything about her company in the first meeting. There will be time to tell her story in a relaxed, casual atmosphere that is conducive to building strong relationships that stand the test of time. Try these tips and see your relationship base grow.

**Glen Gould is a networking specialist and co-author of *Meet Me At Starbucks: 70 Sips to Growing Your Business at America's Office*.**

Visit [InspirationAgents.com](http://InspirationAgents.com) for further information.



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***Did You Know...?***

**On average, only 3% of your market is looking to buy your product**

**or service.**

**6-7% are OPEN TO IT.**

**30% are NOT THINKING about it.**

**Another 30% DON'T THINK they're interested.**

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