

EDUCATION SLOT (4 Mins)

Today I will Talk About 1-to-1 Preparation and Action

- Effective one-on-one meetings are not isolated events, they are part of the process of building relationships with other members.
- A one-on-one is your chance to;
 - Establish how you will go about obtaining a referral for your 1-to-1 partners
 - What sort of referrals they would prefer
 - Build up trust between you
 - Establish a business relationship and maybe a lifelong friendship
- First, you need to develop your strategy and goals for your one-one-one meetings.
- How many meetings with different people are you going to have during the month? One? Two? Three? You decide, set a goal and measure yourself against that goal.
- Who you are you going to have meetings with. Who do you think has synergy with or is complimentary to your business? Who do you already feel comfortable with? Who do you feel you are going avoid for the time being. However, be governed by business sense rather than irrational personal feelings if possible
- But, trust does not build at just one meeting. Trust can only build with multiple planned one on ones with the same person. Set agendas for each so that the process of trust building and information exchange progresses.
 - Mutually agree how many formal 1-to-1 meetings there will be between you. Minimum of two, 3 or 4 give the best results. For example 1st one at your business office, the 2nd at the other and the 3rd on neutral ground – perhaps a coffee shop.
 - At the first meeting, exchange your Bio, Gains Profile Worksheet, Power Circle Planning Sheet and up to previous 10 Customer details. These provide basic, but very important information about each of you.

It might be a good idea to exchange BIOs before your first meeting.

NOTE YOU CAN USE THE LAST 10 CUSTOMER SHEET TO DESCRIBE
GENENERIC RATHER THAN ACTUAL CUSTOMERS. (EG TRAVEL AGENT,
SOLICITOR)

****** Here's examples to pass round. ******

- Be prepared to identify who you who you would like to have contact with, and why they would be particularly good for you.
- Set up a time and date for the next meeting.
- At the next meeting, your goal is to come prepared with a list of possible candidates for introduction to your fellow member. Discuss the most effective way to make the introduction. Is it to let the member call them? Or better, how about setting up a meeting with the person and your member associate?
- At the end of the second meeting, set up another meeting. During the third meeting, switch the roles and your member partner may present you with candidates for introductions and discuss introduction strategies.

Obviously you could do both at your 2nd meeting, it's up to you. However remember as the initiator of the 1-to-1 you want to follow the idea of givers gain by supplying a referral first which is why separate meeting are suggested

- Plan another meeting where you review through your progress together and fine tune the introduction plans. What better way to build that trust than to set joint goals and create joint projects?
- Finally, when you have your 1-to-1 meetings make a note of when and who with and let your chapter director know they have taken place.

HAPPY 1-TO-1s everybody – Thank You