



Your First Chapter Member Presentation

– A Highly Recommended Outline –

As a member of AmSpirit Business Connections, over time you will be given several opportunities to give an extensive presentation to your fellow Chapter members. However, none is more important than your first.

In an effort to assist you make this first presentation as effective as possible, we have provided you with this outline. It was developed by one member, used successfully by dozens more and now it is provided to all new members of AmSpirit Business Connections. In addition, this outline is incorporated in the New Member Handbook, which is provided to all members.

We strongly recommend that you follow this outline closely in preparing and giving your first presentation.

1. INTRODUCTORY MATERIAL: NAME, RANK & ...

In summary fashion ...

- Indicate your name, company name, and position;
- Make a single-sentence statement about your company's primary business; and,
- Make a credibility statement about your company, such as, "We have been in business since ..." or "We have NNN employees in NNN office ..." or "We are the largest/newest/leading ..."

2. SERVICES: WHAT SERVICES DOES YOUR BUSINESS OFFER?

Expand on your basic weekly 30-second commercial, giving an overview of the products or services your business offers, especially those products or services that you might not normally mention.

IT IS IMPORTANT TO REMEMBER, however, that if your business offers products or services that compete with another member of the Chapter or if they are outside of the scope of the category under which you joined the Chapter, you should not mention those.

3. **BRANDING: WHAT MAKES YOUR BUSINESS DIFFERENT FROM YOUR COMPETITION?**

Provide the Chapter with what gives you your competitive edge (i.e., those things that distinguishes your product or service in the marketplace).

4. **RECITE YOUR A, B, C's: WHERE DO YOU GET YOUR BUSINESS FROM?**

Your business likely comes from all sorts of different sources. You have great clients ... you have average clients ... and, you have clients that you service because you have hope that they eventually become something more.

With that in mind, the guidelines provided in the New Member Handbook on Page 6, entitled "Remember The A, B, C's Of Referrals."

5. **SOMETHING MEMORABLE: INDICATE ONE THING THAT MEMBERS SHOULD REMEMBER ABOUT YOUR BUSINESS.**

People learn through repetition, so it is unlikely that anyone is going to remember a tremendous amount about your presentation. Nevertheless, you should attempt to provide them one thing they should remember to bring up with a potential referral.

6. **OFFER Q&A TIME: FINISH WITH TWO OR THREE MINUTE FOR QUESTIONS AND ANSWERS.**

Be sure to save time so that Chapter members can ask questions of you. This will allow you to clarify for those in attendance anything that you may not have been clear on.

Acknowledgment: This program was written and provided by Gary Campbell with Pinpoint Value Appraisal Services and a member of the Buckeye Chapter.