

EBBE group

Expand Business Beyond Expectations

Meeting Minutes- April 2, 2009

- Meeting started: 7:15 am
- Members in attendance: 8
[Andrew, Bramucci, Corigliano, Forrest, Gilligan, Hirsch, Lincoln, Moran]
- Guests: none
- Introductions: none
- Speaker: Round Table discussion- “The Business of Referrals”
- Referrals: 2
- Testimonials: 0

Agenda

1. The meeting was called to order at 7:15 am by Bill Gilligan.
2. 60 second round table commercials- none this week
→ round table discussion on referrals
3. Bill Gilligan initiated the round table discussion on “Business of Doing Referrals”

Bill’s experience has shown him that the best type of referral is one in which the potential client is receptive to a phone call. Bill makes the call, inquires about the interest but will not followup a second time if there appears to be a lack of interest- no hard sell!

4. Sydney Hirsch suggested that there are a series of questions that you might ask the potential referral or client.
 - *Where are they in the process? (This question works for both house buying or car buying and many other businesses.)*
 - *What can I do to help them?*
 - *Would you like me to help them? Be non-threatening*

Referrals for realtors are sometimes very difficult to obtain because some people have had bad experiences.

5. The EBBE group’s mission is to generate referrals and potential new clients for group members. Each member needs to work at obtaining these referrals.
6. Sydney Hirsch mentioned to Flynt Lincoln that she is involved in an upcoming opportunity at Loomis Village that might be of interest to him. It could help him identify some new clients that might be interested in reverse mortgages. Sharing of such ideas between group members can be of significant benefit.
7. Develop networks of referrals....Bill Gilligan and Tim Andrew described their efforts to cultivate an external network (associate members?) of automotive related businesses with the extent of developing referrals. It started recently with inviting these people to a lunchtime discussion.

8. How do you accept referrals? With each new referral between them, Tim Andrew and Bill Gilligan will usually arrange a meeting and personal introduction at Tyre Trak Automotive Center to help strengthen the relationship right at the beginning.
 9. There was a brief discussion on different types of referrals. Intra-group referrals are good but external referrals have potentially much greater value. For example, Tim Andrew is interested in new fleet maintenance business so a personal introduction with other business owners having such fleets would be of great interest to him. Flynt Lincoln recently identified such a business owner and is already arranging for such an introduction.
 10. Tim Andrew shared some of his ideas (key tags, coffee cups) for gaining new clients. He has had a number of the key tags returned from those which were given to Larry Krainson and the Boy Scouts.
 11. No items for Tech Corner this week.
 12. Our next “after 5” event will be held on March 31 at Bertucci’s in Longmeadow. Members are encouraged to attend, bring a prospective member and/or their spouses. Prospective members are treated to a drink and dinner by the members who is reimbursed later by EBBE. For additional information on this next “after 5” event, see the EBBE blog at ebbegroup.wordpress.com.
- Bill Gilligan will schedule the next monthly lunch and send email to members.
13. The next Springfield Chamber of Commerce “After 5” event will be held at Wilbraham & Monson Academy in Wilbraham on April 8. See the chamber’s [website](#) for details.
 14. The next speaker at our next meeting (April 9) will be Sandy Saffer. Flynt Lincoln will develop list of future speakers.
 15. EBBE membership dues (\$125) were due by the end of March and all delinquent members were asked to pay them.
 16. Next EBBE meeting is April 9 at 7:15 am.

Submitted by Jim Moran, 4/05/09