

# Sales & Marketing Connection Group Member Spotlight Guidelines

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**THE SALES & MARKETING CONNECTION GROUP is a part of the Solon Chamber. Membership to the Chamber affords you the opportunity to participate in the connection group. There are no dues or fees or attendance requirements to be a part of the group. To take advantage of the opportunity to have a business spotlight, the presenter should attend the connection group at least 4 times. The spotlight presentation is designed so that members can get to know you, your business, and how to refer customers to you and your business better.**

Here are some Guidelines that you may want to consider for your spotlight presentation.

Consider the business showcase as a teaching /sales manager presentation. This is not your sales presentation you give to a customer who enters your store; we are your sales force so teach us how to find a good referral for you. Teach us about why we should refer people to you. Your job is to educate us and answer the following questions:

- 1.) Why are you different from your competitor?
- 2.) How can we, your networking group, find you leads/ referrals? What buzz words or key words should we listen for that would alert us that the customer has an issue and we can direct them to the solution?
- 3.) What is an example of a good referral or a dream referral?
- 4.) What are the products and services that you offer?
- 5.) Why do customers like to buy from you?
- 6.) Teach us key words or phrases we should listen for or things that we might observe as a problem for a customer. If you are IT and work on computers-- do you sell to businesses with 5 or more or 50 or more... what is the target market we are looking for?
- 7.) What does the customer experience or what is in it for them when they buy from you?
- 8.) Do you have a customer referral program, or other rewards program that might be an incentive to help bring customers to you?
- 9.) Share something personal about yourself so we get to know you better. Do you have any accolades you've won in the past or accomplishments/recognitions/special talents or gifts etc. Briefly let us get to know you better since people buy from those they like know and trust.

Plan to speak for 10 minutes and then allow 3-5 minutes for Questions and Answers. It is a 15 minute presentation. It is ok if it ends short. If you are at 15 minutes and still talking, the meeting moderator will interrupt you and ask you to wrap it up so be sure to leave time for Q & A.

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## HOW DO YOU PRESENT THE SPOTLIGHT?

You can "teach us" any way you feel comfortable.

- A power point presentation
- A game-- like Jeopardy where all the answers would likely be your company name, or info about your company and the categories could be Customer Service, Product lines, Who my competitors are (we have no idea) etc. Google will lead you to many creative ideas!
- Brochure or handouts about products and services where we walk through your company's materials and you explain each service and offering
- White board or paper and Easel presentation
- A tour of your website where you can cover the above questions and show us a video or other item there
- Before and after pictures

The possibilities are endless here-- be creative, be fun. It's not a stuffy sales group... we are all attending to achieve 2 things.

- 1.) Build a network where we can refer business to each other
- 2.) Improve sales and ourselves.

I caution you to not spend a lot of time on the history and founding of your company \*(there are only 15 minutes in the presentation) you want to focus on what we, your sales staff, need to look for when we are doing our own jobs that would be a good referral for you.