

THE BPG NEWS

Fort Lauderdale, FL • August 2011



Business & Professional Group

www.bpgftl.com



THIS MONTH

Speakers

Paulette Halpern
Marshall Krug
Mark Lyons
Peter Meyerhoefer

Events

Bowling • Manor Lanes

Photos

Sunday Brunch • Rosie's Bar & Grill

MAKE MARKETING YOUR BUSINESS A TOP PRIORITY

By J.D. Carroll

Submitted by Peter Meyerhoefer, Director of Communications



Where does improving the results from your advertising, sales and marketing rank on your company's "bucket list"? If it's not one of your top priorities for this year and beyond, then you are putting the business at risk!

The first words I hear from business owners in this challenging economy are "I don't have any money to invest in marketing the business right now". And my standard response has become... well then, should we start talking about an exit strategy? The bottom-line is this, if you are not investing in advertising, sales and marketing to grow the business, then in all likelihood your business will not be successful.

If you are one of those business owners who is peering out the window expecting Jack to come sliding down the bean stalk with

those magic beans to turn everything around for you, well guess what...it's over. Just turn out the lights, lock the door and put the For Sale sign in the window, because Jack's not coming! Or, you could try another approach, and chart a new direction for the business that could lead to future success and profits.

In Sales 101 you learn to "change the ground rules" when you are in a loss position. The same holds true for the business as a whole. Jack Welch was a master at changing things up when he was Chairman and CEO of General Electric. Mr. Welch and his leadership team constantly sought out ways to improve the operational performance of GE's varied business units. And GE has often made major organizational changes when business performance was at a high point, in order to continue to produce record sales and profits each year.

LGI Homes in Houston is another great example of how successful companies creatively market their businesses. LGI Homes is one of the few home builders in the U.S. that has grown its sales and revenues every year since 2002, despite the economy's fluctuations. When the home building industry started taking a nose dive in 2007, LGI's management team charted a new direction for the company and doubled its marketing budget in order to stay ahead of the competition. The end result...record home sales, despite the worst economic climate in decades!

If your business is struggling to make a turnaround in this economy, here are some ideas for you to should consider to help get things headed in the right direction:

1. Host a brainstorming session. Get your team together with some outside experts to come up with creative ideas and action plans to help "jump start" the business.

Continued on page 6

DO BUSINESS WITH A MEMBER

Business & Professional Group

P.O. Box 4587
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www.bpgftl.com

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BPG Members meet for breakfast every Thursday at 7:45 a.m. at Hugh's Catering 4351 NE 12th Terrace Oakland Park, FL 33334



PRESIDENT'S MESSAGE

Hello everyone.

Is it HOT enough for you? Either I am getting older or the climate changes predicted for 2012 are here early. I just can't take it this year. So I am forced back indoors which means I am finding new work projects. This is the time of year to try and stay motivated through the slow down and as I always say each year, go after the LOCAL business. It is still here and people are spending again.

Summer is a perfect time to track your past business. Where does it really come from? Print advertising, internet referrals, or word of mouth? Spend some time and take a look at what brought in your clients. Sometimes our perceptions don't match reality.

If your business is referral based (the best source), how can you maximize that source? Client appreciation! Whether it is as simple sending a "Send Out Cards" (your welcome Bev) to your referring clients or getting them a Starbucks card or Whole Foods gift card, the amount doesn't matter, the gesture does. Also, are there people who you think should be referring to you but don't? Maybe use this time to call them and meet with them and see why. Maybe they just don't know enough about you or maybe they have a wrong impression or maybe they use someone else for your particular service. But, by trying maybe they will learn something new to change their mind, or say "Hey you do one thing my guy doesn't" so in those cases I can send you that business. Either way, it's a win for you and you look good. Try it and see what happens.

If your print ads aren't working, now is the time to review them. The internet is HUGE for referrals. Hire someone like Peter Meyerhoefer or Drew Miller to help you if you're uncomfortable on the net and see how that works for you. I NEVER thought a person would choose a doctor on the internet but I was WRONG. Most of my business that isn't a personal referral is all internet based. No one is more surprised than me but it is true. So that is where I focus my advertising money.

Maybe your referrals come from one profession such as accountants. Try picking a few close to you demographically and set a schedule to meet them. Bring them something small to remember you. There is a difference between a referral and a referral SOURCE. The personal referral can be a one-time event; the referral SOURCE is someone that can bring you many referrals. A referral source for my business would be a Primary Medical Doctor. It pays to keep a referral source aware of your business. Consider this while trying to best use your time and resources.

What will pay off for you in these economic times?

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

July 2011 Meeting

The BPG Board Meeting was held on Wednesday July 6, 2011 at George Kallas' and Arlen Leight's Office at Wilton Executive Suites.

In attendance: Donna Watson, John Hand, Steve McAleer, Arlen Leight, Matt Gill, Chris Traini, Susan Kissinger, Jim O'Keeffe, Debby Meltzer, and Peter Meyerhoefer

Meeting was called to order at 7:10pm.

Continued on page 4

MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

August 4

Paulette Halpern

August 11

Marshall Krug

August 18

Mark Lyons

August 25

Peter Meyerhoefer
Social Media and BPG

MEMBER BIRTHDAYS

August 2 Chris Traini
August 4 Chris Ellison
August 7 Chris Truster
August 10 Donna Watson
August 11 Chuck Murabito
August 19 Don Greene
August 21 Steve Powers
August 22 Howard Cunningham



SOCIAL CALENDAR

Bowling

August 27th

5:00 to 7:00 p.m.

Manor Lanes



MEMBERSHIP REPORT - JULY 2011

Our Guests

Erika Gonzalez, Orchids Salon

Referred by Yamilet Ramirez

Ken Stolar, American Burial & Cremation Center

Referred by Cal Steinmetz

Fernando Gill, Las Orquideas

Referred by Yamilet Ramirez

Andy Rogow, Sierra Insurance

Referred by Peter Meyerhoefer

Colleen Walker, Number Control Services

Referred by Susan Kissinger

Derek Skiba, Manela & Associates CPAs

Referred by Paulette Halpern

*When you attend breakfast, introduce yourself to our guests and welcome them to the BPG!
Please bring a business associate or friend to a BPG breakfast, networking or social event.*

Thank you for your support!



BPG BOARD OF DIRECTOR'S MEETING

Continued from page 2

Matt Gill made a motion to approve the minutes from the last meeting and Steve McAleer seconded it and it was unanimously approved.

New Business:

The was a discussion regarding board position assignments.

New Business was closed.

Susan Kissinger, Treasurer, presented the Treasurer Report. It is as follows:

| | |
|---|------------|
| Opening Balance 06/01 | \$ 5851.35 |
| Deposits & Other Credits | \$ 3775.00 |
| Checks Written: | \$ 1761.98 |
| Other Withdrawals & Service Fees Charged: | \$ 323.89 |
| Closing Balance: | \$ 7540.48 |

Steve McAleer, stated that they were going forward with the printed directory, in the final stages. The back page is blank and there were suggestions that it might be auctioned off. Guests attendance has been low and membership attendance has been lower than it has ever been. Steve McAleer suggested that the board should think about ways to increase membership. Matt Gill, suggested that the focus should be on what makes this group special and building on that. There were a number of ideas such as soliciting members of the GLBX.

Matt Gill reported on social events. Cal Steinmetz is having a pool party on July 9 and there is an ala cart brunch at Rosie's in July.

Deborah Meltzer recommended that the photo and bio for new members be incorporated into the new member pack once they are approved.

Jim O'Keeffe had no news, he is attempting to contact a Breast Cancer organization to speak the first week of October.

Chris Traini, past Director of Networking, presented his report for Sam Chalfant. Sam will hold the drawing for the winner of June's networking contest at the next breakfast meeting. A July prize has already been set.

Arlen Leight, VP of Programs, presented his report. The August speaking calendar still has one opening.

The meeting adjourned at 8:30 pm.

The next meeting will be held on August 3, 2011 at 7:00pm at Arlen Leight's office at the Executive Suites.

HAVE A SPECIAL PROMO?

If you have a promotion or a special event that you want the whole membership to know about, you can create an article or announce it in the monthly Newsletter. You can also ask BPG to have it sent out via the BPG Facebook page.

Thank you for being a member!

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

One in Four Parents Link Autism to Vaccines



A study released in the March 1, 2010 issue of the American Academy of Pediatrics' official journal, Pediatrics, showed that 1 in 4 parents believe there is a link between vaccines and autism. The study also showed that nearly one in eight parents have refused at least one recommended vaccine in the past.

In this study, 2521 online surveys were electronically sent to a nationally representative sample of parents of children who were less than 17 years of age. The responses and opinions of the parents were recorded on the subject of vaccinations. From these surveys, 62% responded and were included in the study.

One of the most telling statistics obtained from this study was that 54% of all respondents expressed concerns regarding serious adverse effects from vaccinations. Additionally, 11.5% of the parents in this study had refused at least 1 recommended vaccine for their child. According to the study, the vaccine that parents were most likely to reject was the HPV vaccine, designed for human papillomavirus for cervical cancer.

Barbara Loe Fisher, Co-founder of the National Vaccine Information Center, (NVIC), commented on the study by saying, "I am not surprised by these survey results because, since 1982, most parents contacting the National Vaccine Information Center tell us they want to trust what their doctors tell them about vaccination. Mothers and fathers depend upon their doctors to give them good advice; but when the health of their child or a child they know deteriorates after vaccination, parents logically start to ask questions. And when they are belittled or even threatened for asking those questions, the relationship between doctor and parent is never the same again."

Continued next column

Continued from previous column

The NVIC is a consumer organization that disseminates information on vaccinations and gives the parents of vaccine injured children a resource to offer help and guidance. Ms. Loe Fisher added some interesting vaccine facts and summed up the sentiment expressed by the results of the Pediatrics survey by saying, "More and more Americans are becoming painfully aware that their medical bills, taxes, and health insurance premiums are going up because, today, 1 in 6 highly vaccinated child in America is learning disabled; 1 in 9 has asthma; 1 in 100 develops autism; 1 in 450 becomes diabetic and 7 in 1,000 babies born alive are dying before their first birthday. With 69 doses of 16 vaccines being given to children from birth through age 18, and hundreds of new vaccines being developed to prevent infectious disease while trillions of dollars are being spent to treat chronic disease, is it any wonder more parents are asking more questions about vaccine safety?"

For more information, please contact **Dr. Donna Watson of A Place of Health at 954-568-9355**. You may also visit her website at **www.aplaceofhealth.com**.

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MARKETING YOUR BUSINESS

Continued from page 1

2. Revisit your books. Take a look back at your past successes and failures. Find a way to build on what has worked in the past, and try to limit the missteps going forward.
3. Toss out those activities, advertising campaigns, promotions, etc. that are broken or have exceeded their “shelf life”. Focus your time, energy and resources on the new programs and initiatives to improve results.
4. Experiment on all fronts - change up your headlines, ads and marketing messages to see what sticks and what doesn't with your prospects and current customers.
5. Make marketing the business your top (and only) priority for the next 90 days, and see what changes occur.
6. Measure and track the results and shift resources and budget dollars into the areas that deliver the greatest return to the business.

The next time you consider cutting your advertising, sales and marketing budget when things get tough, stop yourself, and do the opposite. Put more emphasis (and dollars) into marketing the business, and make it your top priority. It will help reinvigorate your team, and help keep the business on the fast track to future prosperity and growth.

BUSINESS DROP OFF?

Submitted by Dr. Jay Heider, DDS



It may not be what you think...

A few years ago, British Rail had a real fall-off in business. Looking for marketing answers, they went searching for a new ad agency, one that could deliver an ad campaign that would bring their customers back.

When the British Rail executives went to the offices of a prominent London ad agency to discuss their needs, they were met by a very rude receptionist, who insisted that they wait.

Finally, an unkempt person led them to a conference room — a dirty, scruffy room cluttered with plates of stale food. The executives were again left to wait. A few agency people drifted in and out of the room, basically ignoring the executives who grew impatient by the minute. When the execs tried to ask what was going on, the agency people brushed them off and went about their work. Eventually, the execs had enough. As they angrily started to get up, completely disgusted with the way they'd been treated, one of the agency people finally showed up.

“Gentlemen,” he said, “your treatment here at our Agency is not typical of how we treat our clients. In fact, we've gone out of our way to stage this meeting for you. We behaved this way to point out to you what it's like to be a customer of British Rail. Your real problem at British Rail isn't your advertising, it's your people. We suggest you let us address your employee attitude problem before we attempt to change your advertising.”

The British Rail executives were shocked — but the agency got the account! The agency had the remarkable conviction to point out the problem because it knew exactly what needed to change.

As Yogi Berra once said, “Before we build a better mousetrap, we need to find out if there are any mice out there.”

PEOPLE NEVER SAY WHAT THEY REALLY MEAN

Submitted by Paulette Halpern, Sandler Training



“The problem the prospect brings you is never the real problem.” People learn from a very early age that saying what is really on their minds can have negative consequences. As a result, they are programmed to be cautious and don't express their real feeling until they feel “safe enough” with another person. The professional salesperson “peels the onion” to allow the customer a feeling of safety, which allows for the free expression of thoughts, opinions, and feelings. In fact, we don't have to agree with our customers in order to do business – we just have to respect and understand their view of the world. Before you answer questions make sure you know what is being asked – learn to get the customer to define things like reliability, quality, expensive, long time, etc. Two things happen when you do this; they share more information with you and they begin to feel understood.

For additional information, please contact Paulette Halpern of Sandler Training at 561-715-6892, www.noonangroup.sandler.com or paulette@sandler.com, or www.linkedin.com/in/paulettehalpern.

OUTLINE OF A MARKETING PLAN

Submitted by Daniel Wasinger, Concept International Design

Here are 10 quick tips that will help you in developing a marketing plan.



1. Market Research Collect, organize, and write down data about the market that is currently buying the product(s) or service(s) you will sell. (From now on we'll refer to your products or services as "product.") Some areas to consider:

- Market dynamics, patterns including seasonality
- Customers - demographics, market segment, target markets, needs, buying decisions
- Product - what's out there now, what's the competition offering
- Current sales in the industry
- Benchmarks in the industry
- Suppliers - vendors that you will need to rely on

2. Target Market Find niche or target markets for your product and describe them.

3. Product Describe your product. How does your product relate to the market? What does your market need, what do they currently use, what do they need above and beyond current use?

4. Competition Describe your competition. Develop your "unique selling proposition." What makes you stand apart from your competition? What is your competition doing about branding?

5. Mission Statement Write a few sentences that state:

- "Key market" - who you're selling to
- "Contribution" - what you're selling
- "Distinction" - your unique selling proposition

6. Market Strategies Write down the marketing and promotion strategies that you want to use or at least consider using. Strategies to consider:

- Networking - go where your market is
- Direct marketing - sales letters, brochures, flyers
- Advertising - print media, directories
- Training programs - to increase awareness
- Write articles, give advice, become known as an expert
- Direct/personal selling
- Publicity/press releases
- Trade shows
- Web site

7. Pricing, Positioning and Branding From the information you've collected, establish strategies for determining the price of your product, where your product will be positioned in the market and how you will achieve brand awareness.

8. Budget your dollars. What strategies can you afford? What can you do in house, what do you need to outsource.

9. Marketing Goals Establish quantifiable marketing goals. This means goals that you can turn into numbers. For instance, your goals might be to gain at least 30 new clients or to sell 10 products per week, or to increase your income by 30% this year. Your goals might include sales, profits, or customer's satisfaction.

10. Monitor Your Results Test and analyze. Identify the strategies that are working.

- Survey customers
- Track sales, leads, visitors to your web site, percent of sales to impressions

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ANNOUNCEMENTS

MEMBER CATEGORY UPDATE

BPG is looking for new members in the following categories:

| | |
|-------------------------------------|--|
| A/C Repair | Mechanical/Structural Engineer |
| Accountant | Mortgage Broker |
| Auto Sales | Nursing Home Administrator |
| Bookkeeper | Office Furniture Retailer |
| Credit Repair Agency | Painter |
| Electrician | Plastic Surgeon |
| Event/Wedding Planner | Property and Casualty Insurance |
| General Contractor | Restaurant Owner |
| General Medical Practitioner | Tax Preparer |
| Graphics Person | Web Design |
| Human Resource Personnel | |

WHAT'S WITH THE BIG SQUARE BLOB?

Want to know what this square blob is all about? Ask Daniel Wasinger at Concept International Design about the BIGGEST thing happening now...QR CODES. CID can create these valuable marketing and tracking tools for you! The QR Code shown on the right is a direct link to BPG's website. Try it and see for yourself! It's easy to do...



Below is a list of the best QR code readers. You can download them on your smartphone right from the app store. They are all free. You should also carry this list with you OR...save the list of apps in text form on your phone in a note somewhere so that you can tell people which ones to use for scanning your own website.

| | |
|---------|------------|
| Qrafter | QR Scanner |
| BeeTag | i-Nigma |
| SanLife | RedLaser |

For additional information about creating a QR Code for your company and tips on how it can help your business grow, please call Daniel at (954) 772-0046 or email him at daniel@cidcreative.com.



HAVE A SPECIAL PROMO?

If you have a promotion or a special event that you want the whole membership to know about, you can create an article or announce it in the monthly Newsletter. You can also ask BPG to have it sent out via the BPG Facebook page.

Thank you for being a member!

PLACE YOUR AD NOW

Get great exposure through the BPG Newsletter! Place your ad now and let the networking and new business begin! At our last Board meeting, the Board Members felt that, since the newsletters are now in print again, they should be more accessible to members. The newsletters should also be used as a tool for us to encourage others to join and for YOU to also advertise your business! If you'd like to promote the group to your clients and colleagues, please let us know how many copies of the newsletter you will need. We will also provide a stand for you that can be used to display copies of the newsletter in your reception area or at your desk in your office. In addition, we'd like to remind you of a great opportunity to gain exposure for your business. You can place an ad in our newsletter and, depending on the month of placement, your fee will be prorated since we normally invoice quarterly. **Contact us at communication@bpgftl.com.**

DON'T FORGET THAT YOU ARE MARKETING YOURSELF

From *Entrepreneur.com*, July 2011
Submitted by Peter Meyerhoefer, Meyerhoefer Ideas



We forget that we are marketing ourselves even when we think we aren't. For example: You are attending a business meeting with a new company or new volunteer committee. Here are some thoughts to keep in mind and to make a good first impression.

1. When people introduce themselves, say their names back to them or take a mental note. But try to keep their names in your head. Saying a person's name back to them 20 or 30 minutes after you've met them suggests graciousness and respect, and it will endear you to them.
2. Do not give out business cards before the meeting begins. Because it makes you look like a blackjack dealer.
3. Look everyone in the eye for, like, a millisecond longer than is comfortable.
4. Don't carry yourself in a way that could be described as "jaunty."
5. If there are fewer than six other people in the room, shake everyone's hand. If there are six or more, shake approximately five hands and then nod amiably to the rest. The shaking of hands can get out of hand.
6. At no time say, "Let's do this!"
7. No fist bumps.
8. Don't talk about anything that isn't pleasant, such as how much traffic you were just in or how hot it is or how you have a cold. It is easy to do but it does cast a negative light on you.

NETWORKING TIPS

1. Be there. If you are in the room be in the room, and try to make contact with as many people as possible.
2. Be more interested in listening to others than talking yourself. This is not always an easy skill to master, but it is one that is sure to win you friends - and ultimately, business.
3. Understand that asking questions makes you a more interesting person.
4. Be genuinely enthusiastic about peoples' ideas and plans. They are likely to be in the same position as you, and will appreciate your feedback.
5. Be concise, clear and compelling when you speak.
6. Follow up promptly with contacts that you make. The longer you leave this, the harder it will be to keep the momentum going.
7. Give unconditionally; don't think about what you might gain before you give.
8. Be a connector, freely introduce people to each other - this is what networking is all about.
9. Understand that networking is not about selling, but about establishing relationships.
10. Appreciate that people do business with those that they like, trust and respect.


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