

THE BPG NEWS

Fort Lauderdale, FL • January 2012



Business & Professional Group

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THIS MONTH

Speakers and Events

Colleen Walker

Steve Schram and Rick Powers

Mark Sample

Paulette Halpern

Photos

Holiday Party

JANUARY IDEA

Submitted by Peter Meyerhoefer
Meyerhoefer IDEAS



A TripTik for 2012

Standing at the beginning of 2012, December seems a long way down the road. What journey is your business going to take this year? Do you have goals? Have you made plans?

January is a great time to take a look at your marketing goals for 2012. Remember the old fashioned AAA TripTik you used to travel across the country? As you drove your way through an area, you flipped over the ticket when you got to a new point. You can create your own roadmap to get you to December with success, new business and more income.

Some items to consider are:

1. New Product or Services: Are you planning to add something new this year? Do you have a timeline for rolling out this product or will it just happen?

Continued on page 6

CONSULTATIVE SELLING

Submitted by Paulette Halpern, Sandler Training

Is your Consultative Selling Approach HURTING you?

The roots of the consultative selling approach goes back to the 70's and 80's when there was a conceptual shift in selling to be more of a consultant and collaborate with the buyer to develop a solution to a problem that the buyer had. It was the expectation that by doing this and moving the focus away from the strictly focusing on a product or services associated features, functions, benefits and advantages (in an attempt to persuade the prospect to buy), it would be easier to be seen as an ally rather than a salesperson.

But the ability to actually "consult" with a prospect and develop a customer-centered solutions requires more than merely asking a series of questions to discover the scope of a prospect's goals or challenges. It requires an expertise to analyze the prospects situation and identify the REAL issues that contribute to the problems challenges, otherwise you are merely providing a band aid, and will not be retained more than once. Too often a poorly trained salesperson who attempts a consultative approach asks questions for the sake of asking questions and then gets, "Why are you asking me all these questions?" followed almost immediately with..."Just tell me what you got for me". Then the consultative approach, would have failed....when in reality...the salesperson, did not know how to be effective using it. Then in response to the prospects statement, "Just tell me what you got for me"...the salespersons tells them all the features and benefits of their product or service and often the price and leaves without gaining a client.

Then you have turned yourself into the 'Unpaid Consultant' that the consultative selling approach was intended to help you avoid. Learning how to be an 'Unpaid Consultant' takes more than just 'asking questions'.

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Business & Professional Group

P.O. Box 4587
Fort Lauderdale, FL 33338
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Dr. Donna Watson
(954) 568-9355
president@bpgftl.com

Vice President Membership

Matthew Gill
954-766-8000
membership@bpgftl.com

Vice President Programs

Dr. Arlen Keith Leight
954-768-8000
programs@bpgftl.com

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954-849-0664
treasurer@bpgftl.com

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954-987-0280
secretary@bpgftl.com

Communications Director

Peter Meyerhoefer
305-281-0556
communication@bpgftl.com

Social Director

Steve McAleer
954-205-5333
social@bpgftl.com

Friendship Director

Bev Shaffer
(954) 907-3942
friendship@bpgftl.com

Networking Director

Sam P. Chalfant, Jr.
954-257-8788
networking@bpgftl.com

Community Relations Director

Chris Truster
954-630-3126
community@bpgftl.com

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.

It is 2012! I hope you can look back and say at least 2011 was a GOOD YEAR. I really hope you can say it was a GREAT YEAR because I have seen the tides begin to turn. I will admit I have worked harder this last year. Now I didn't say I made the most money not by a long shot, but I know a lot of people who worked their butts off to make sure 2012 would be better.

What else can you ask of yourself? I will repeat my mother's old saying as I did last year. She used to say "There are many talented derelicts lying in the gutter. The difference in the ones who make it out and the ones who don't is Perseverance!" She taught me well.

Never give up on yourself, never give up on your dreams, but be willing to redefine them when you need to so you can attain them. Then make new ones! Having some internal fortitude will enable you to succeed.

Here is wishing all of you for a 2012 filled with new hopes, new goals, and fulfilled dreams!

XO

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

December 2011 Meeting

The BPG Board Meeting was held on Wednesday December 7, 2011 at George Kallas' and Arlen Leight's Office at Wilton Executive Suites.

In attendance: Donna Watson, Steve McAleer, Arlen Leight, Sam Chalfant, Matt Gill, Susan Kissinger, Peter Meyerhoefer, Chris Truster, Bev Schaffer, and George Kallas.

Meeting was called to order at 7:10pm.

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

Old Business:

There was a continued discussion regarding making changes to the newsletter to make it more cost effective, useful and efficient. Members discussed the possibility of moving the newsletter to an online version utilizing social media to reach a broader range of individuals through our members. The benefits of phasing out the print version in favor of the online version was discussed. A motion was made by Peter Meyerhoefer to renew Daniel's contract for three months while the feasibility of the change was explored. Steve McAleer seconded the motion and the motion carried. Plans to add a media device like Constant Contact to make the website more interactive was suggested and will be explored further.

Old Business was closed.

New Business

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

Opening Balance:	10/01/2011	\$ 4288.01
Deposits & Other Credits		\$ 3294.00
Other Withdrawals & Service Fees Charged:	-	\$ 2599.55
Closing Balance:		\$ 4982.46

Sam Chalfant had no report for networking. He stated that we need networking prizes for the end of the year. It was decided that three prizes would be presented: 1st prize would be a years membership, 2nd prize would be an advertisement in the newsletter, and third would be 2 free breakfasts.

Continued on page 4

MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

January 5

Colleen Walker

January 12

Steve Schram and
Rick Powers

January 19

Mark Sample

January 26

Paulette Halpern

MEMBER BIRTHDAYS

January 3 Marshall Krug

January 5 Arlen Leight

January 6 John Valencia

January 9 Robin Bodiford

January 16 David Fawcett

January 24 Terry Etling



SOCIAL CALENDAR

Ideas for Social Events

If you have any social events that you would like to see, please let us know and we will see if we can make it happen.

Please feel free to share your ideas with us.

Contact Steve McAleer at social@bpgftl.com.

MEMBERSHIP REPORT - DECEMBER 2011

New Members

Mark Semple, Riverside Hotel

Craig Hutchins, Geoff Aaron Salon

Our Guests

Allen Robinson, First Trust Mortgage Corporation

Referred by Thom Carr

Chuck Dinsmore, Brat Media

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 was recognized for his excellent work on putting together a great holiday party at an excellent venue. Matt presented two new member applicants for approval. Mark Sample of the Riverside Hotel, Steve McAleer made the motion to accept the new member and Matt Gill seconded the motion which was unanimously passed. The second applicant, Craig Hutchins- stylist, was also accepted with Susan Kissinger making the motion and seconded by Matt Gill.

Steve McAleer had nothing to report.

Arlen Leight, VP of Programs, presented his report. The speaking calendar is complete and the calendar is booked through the last week of January.

Peter Meyerhoefer stated that the November newsletter was ready and will be out on time.

Chris Truster - Community relations, was exploring presenters for first week in March. The members discussed charities that the membership might want to support. The Trevor Anti-bullying campaign and the Pet project were suggested. Chris will explore other possibilities as well.

Bev Shaffer had no report, was sending out cards for the holidays.

New Business was closed.

The meeting adjourned at 8:30 pm.

The next meeting will be held on January 4, 2012 at 7:00pm at Arlen Leight's office at the Executive Suites.

BPG NETWORKING UPDATE

Submitted by Sam Chalfant

BPG Networking Director, Chalfant Insurance Services, Inc.

Monthly Networking Prizes

Special thanks to Bev Shaffer of SendOutCards for donating the December networking prize: two months of SendOutCards and two hours of her time for training. The drawing for this will be held at the first meeting in January. Thanks, Bev! For this month, Michael Leigh of Tracy Carroll Salon will be donating a basket of goodies for January. Thanks, Michael!

Annual Networking Prizes

I will be announcing the annual networking prizes in January for the top three persons with the most referrals for 2011. Top prize winner will have her/his annual BPG dues paid for 2012. Second place winner will get a half page ad in the newsletter free for a month. Third place winner will get two free breakfasts. Get those last minute referral slips to me, folks, as they could make all the difference!

Networking Tip Of The Month

This is a reminder that if you haven't done so already, start collecting email addresses from customers, walk-ins, leads, etc. I keep all of mine in an Excel file. You WILL want to explore email marketing at some point, if you are not already doing so.

MEMBER CATEGORY UPDATE

BPG is looking for new members in the following categories:

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

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

Smartphone Addicts Have Now Started Feeling the Pain



The headline above comes from a December 5, 2011 article in The Economic Times, an online news publication covering the UK and India. The article starts off by noting that more Britains are using their smart phones for accessing the Internet and other tasks. A recent British poll from YouGov noted that, 44% of Britons use their mobile phone for activities other than making calls, for between 30 minutes and two hours per day.

Dr. Tim Hutchful from the British Chiropractic Association reports that leaning the head forward for extended periods of time to read the smaller screens has an adverse effect on the neck. "The weight of an average human head is between 10 to 12 pounds (4.5 to 5.5 kilograms)." He notes that if you look at a person with an ideal posture, you should be able to draw a line from their ear through their shoulder, hip, knee and ankle.

The article notes that when a person uses a smart phone, typically the head is leaned forward causing the effective weight of the head on the neck to be up to four times as much than if the head were held in straight-up neutral position.

Both Dr. Hutchful, and Dr. Emmanuelle Rivoal, a Paris-based physiotherapist and osteopath, report seeing more problems from the use of these devices. One of the more common terms being tossed around today is "Text Neck" which Dr. Hutchful described as a manifestation of repetitive strain injury or RSI. The article defines RSI by stating, "RSI is the name given to a group of injuries affecting the muscles, tendons and nerves primarily of the neck and upper limbs."

Dr. Rivoal added that these types of problems were common with people who work on computers, "because they spend more than five hours a day in front of a screen." He noted that a hand held device can be even worse because the screen is smaller.

Dr. Hutchful offered some advice to avoid injury for those who use smartphones regularly. This includes things as simple as keeping smartphone use at under 40 minutes. He offers, "Keep use to a minimum, take regular breaks and look at different ways of interacting."

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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HAVE A SPECIAL PROMOTION?

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!

START YOUR DAY WITH SOME GREAT NETWORKING!



BPG meets every Thursday morning for breakfast where you can enjoy social interaction and experience the opportunity to develop strong business connections.

JOIN BPG TODAY

Find new customers • Get new referrals
Develop new friendships

Breakfast is only \$16.00
7:40 a.m. at Hugh's Catering,
4351 NE 12th Terrace,
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Business & Professional Group

JANUARY IDEA

Continued from page 1

2. Create a monthly schedule for marketing events:

Does your product work with the many special occasions that happen throughout the year? Valentine's Day is only weeks away and before you know it Mother's Day will be here too. Do you want to make sure you capture all the business you can from these holidays?

3. Professional Organizations: A great source for marketing is participating in professional organizations. Are you planning to be an active part of them? Is an organization having a conference this year? Being a speaker at the event gives you an advantage over your competition and attracts more clients. Look at your memberships and see where you can fit in.

A successful road trip starts with planning. A few hours invested in January can take you on a great journey in 2012.

ATTORNEY Robin L. Bodiford

JD, MSW

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Stephen W. Schram, AIA, NCARB
steve@powerschram.com

T 954.533.5957 x302
F 866.807.6733
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Pompano Beach, FL 33060
954.783.8730 business
954.783.3605 business/fax
954.258.4784 mobile
Deborah_Jerzy@us.afiac.com
afiac.com



**The Orion Center for
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George James Kallas, Psy.D.
Psychotherapy, Sex Therapy & Hypnosis
Licensed Psychologist PY7800

Wilton Executive Suites
2312 Wilton Drive
Wilton Manors, FL 33305

Phone: (954) 987-0280
Email: drgkallas@yahoo.com
Website: drgeorgekallas.com



Howard M. Cohen
Account Executive
CIDcreative.com • 954-695-3691
Howard@CIDcreative.com

220 NW 35th Court
Oakland Park, FL 33309

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