Setting Appointments

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Before setting appointments

Do your research

- Teamwork makes it work
- Prepare for organizational meeting





Before setting appointments

Next steps:

- Prospective member research
 - Know your prospect
- Communications
 - Be prepared





Setting appointments

Strategy tips:

- Key prospects on Day 1 to get good referrals
 - Educators
 - Financial services
- Identify member to 'pounce' on Facebook leads
- Keep it short, sweet and local
- Smile!



Setting appointmens



During appointment call:

- Take notes, share on Google doc
- Suggest neutral, safe location
- Summarize details, seek referrals



After setting appointments

Post-appointment setting tips

- Follow up
- Keep each team on one side of town
- Mix it up



Keep it going

How to find more prospective members

Google	veteran-owned businesses bloomington indiana
	E News Images Shopping I Maps I Videos Books
	About 10,800,000 results (0.47 seconds)
	Results for Bloomington, IN · <u>Choose area</u>
	Veteran Owned Business Directory https://www.veteranownedbusiness.com / in / bloomi
	Bloomington, Monroe County, Indiana Veteran Owned
	Bloomington, Monroe County, Indiana Veteran Owned Businesses (VOB), Active Duty Military, Reservists and Service Disabled Veteran Owned Small Companies
	https://www.veteranownedbusiness.com > in
	Indiana Veteran Owned Business Directory
	ADKOS Indianapolis, IN 46250. Veteran owned & operated business that are leaders in the
	Vehicle Care, Vehicle Storage, and Vehicle Transport industries.
	The Greater Bloomington Chamber of Commerce https://www.chamberbloomington.org > veteran-owne
	Veteran-Owned Businesses - Bloomington Chamber of
	The Greater Bloomington Chamber of Commerce values our veteran-owned businesses in the Bloomington and surrounding areas. Below you will find a directory

- Use Google
 - Strive for diversity to mirror the demographic complexion of the community
 - Search using keywords veteran, woman, minorityowned businesses



Key community stakeholders

Four primary groups to reach

- Educators
- Government/public service officials
- Chamber chiefs/businessowners
- Nonprofit leaders



Appointment setting groupings

Educators

- Public, private schools
- Teachers/admins
- School boards
- Pre-K
- Higher ed





Appointment setting groupings

Government/public service officials



- City, town, county elected leaders
- Convention, economic development
- Library
 - Literacy groups



Chamber chiefs / business owners

- Chamber of Commerce
- Better Business Bureau Business

Work through the groups

- Accounting/CPA/tax companies
- Banks/credit unions
- Real estate companies
- Funeral homes

Work through the groups

- Media outlets
- Ad/PR/social media agencies
- Grocery stores/pharmacies
- Restaurants/coffee shops
- Cinemas and art galleries



Nonprofit leaders and organizations

- Common goal
- Potential partners/sponsors

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For additional information, contact:

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