

Charlottesville Business Exchange
Minutes
March 10, 2016

Dennis Kidd called the meeting to order. In attendance were: My apologies, I did not get a good list of attendees so if I am missing someone or have included someone who was not there please let me know. Dennis Kidd, Maggie Morris, Todd Jenkins, Dr Dan Elash, Angelo Jennings, Stuart McClintic, Blanton Bryant, Libby Edwards-Allbaugh, Greg Allen, Paul McArtor, Jenn McArtor, Terry Campbell, Larry Miller, Mike Kruse, Stacey Norris and Maria Gallery.

Guests: Katie Rudd sitting in for Bill Rudd and Stephanie Dean of Paul Davis Restoration

Officer Reports:

VP Education: Upcoming Schedule

March 17 th	Dennis Kidd Member Focus
March 24 th	Guest Speaker: Keith Reynolds of Synapse
March 31 st	Group Exercise
April 7 th	Jenn McArtor Member Focus

VP Membership: We have not been able to locate the file box with the guest packets. Angelo is reconstituting the guest packets so please bring in any brochures you may want to have placed in the folders.

Maria added that everyone needs to review their bios on the group website and get any changes or additions to her.

Treasurer: Maggie stated that last week we reported 24 RB's for the previous week and 59 year to date; 4 referrals last week and 13 year to date with \$663,260 closed business year to date.

Announcements:

Educational Moment / Group Excercise: Dr Dan asked the question of how do we compete successfully. He stated there are four steps: 1) See what is happening. This implies knowing your market, what your competitors are doing and what is happening within the market. 2) Relate what is happening to your overall strategy. 3) Decided what you are going to do about what is happening. The analysis of what is happening with respect to your strategy should lead to a course of action. 4) Execute. This is a continuous process to remain competitive by adjusting to the market.

Dr Dan observed that many of people in the group felt they are not doing well with sales. He pointed out 6 strategies in the sales process: 1) Early, accurately and succinctly point spell out what you the value you offer. 2) If faced with an objection then ask what is the next step. 3) Remain Silent to gain information and understanding of the prospect. 4) Ask questions to help in understanding the situation. 5) Verify what you have heard by restating the answer. 6) Go for a trial close to discover is there are any other issues. 7) Ask for the sale by selling the value of the solution.

We then broke up in to pairs with those uncomfortable with sales paired with a good sales person to work on the second strategy of overcoming objections.

There being no further business the meeting closed.