
Member Action Plans

**The Must Read For Anyone Who Wants
More From Their Business Networking
Relationships!**

Business Report

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Who Should Look At Member Action Plans?

Did you know that recent surveys and interviews revealed that only 19% of presentations were deemed satisfactory?

Right at this moment, you could be losing over 80% of your potential business, simply because you and your staff are not presenting effectively, succinctly and naturally.

The ability to create long term business relationships is even worse with over 90% of individuals and organisations failing to create meaningful results!

We all have the ability to be natural presenters. We all have the capability of speaking professionally. We are all able to impress and influence individuals by creating meaningful relationships.

We know that in every company, people are your biggest asset. They interact with your customers; they reflect your values and set you aside from your competitors. They represent you at conferences and exhibitions; they are the heart of your company. With the right direction, techniques and skills, they should have the confidence and belief to sell themselves and your business - Naturally.

Could you afford such a failure rate?

How much is that worth to you?

If you improved your conversion rates by just ten percent what would that do for you, your business and those connected with it?

What would be the return on investment if you and your people were the one in five who are successful – consistently!

Is There A Tried And Tested Way To Network?

Networking allows individuals to create relationships in a different way.

Whilst there is always a need for presentation it takes on a different context within a network.

For many individuals networking is seen as the answer to the challenges faced by those most nervous of presenting. A relaxed fun environment that's supportive to their needs and does exactly what's needed i.e. get more business!

However their reality in many cases can be somewhat different.

Individuals can easily loose focus as to why they came through the door for the very first time. They can get in to a ritual of attending a meeting, (probably breakfast) and half listening to their colleagues as their thoughts turn to the business day ahead.

Suddenly its several months later and no business has appeared-in fact all the individual can see is the bill for the time and effort to date!

Slowly their enthusiasm can disappear and renewal of their membership becomes a distant dream.

Yet for some, Networking can be the way to do business.

So what do they do differently?

Here's The Key Results Of Our Research...

The following sums up our research...

There are two types of networking organisations.

Reactive: The majority provide a simple platform to meet each other either on a one off, occasional or regular basis. They have a very simple structure and leave the individual to do the majority of the work.

Proactive: A minority that differ substantially from the first group where their intent is to understand how the member will achieve additional business as quickly as possible from their relationship plus on an ongoing basis.

This proactive type of organisation requires a more structured approach for all to understand what is required and how to achieve it.

I would call this approach a **Member Action Plan...**

So What Are Member Action Plans?

A Member Action Plan is a process whereby the individual defines EXACTLY what they want from the relationship from both the individual members and the networking organisation itself.

The plan should consist of the following key elements;

Understanding of how the organisation impacts in the key areas of;

- knowledge creation for the individual,
- profile of the individual
- exactly what business is expected from the relationship and in what time frame.

A clear sales process;

- that is measured accurately and reflects the difference between business provided through usual sales channels and those of the network.

Clear ratios of conversion at the critical points of the sales cycle;

- i.e. prospect to initial call, closure, payment cycle etc. Only by understanding these can anyone understand what they wish to achieve and most importantly be able to clearly educate other members of the organisation what they want from the relationship.

Finally a defined investment of time and commitment;

- to really get to know individuals inside the organisation through formal 1-2-1 meetings. Even though the individual met may not be an obvious sales opportunity you never know what and more importantly who they know—and how they can help you!

The number one reason given for leaving a networking organisation is lack of business –when interviewed leaving members had rarely implemented a formal process to MAP their success.

The key questions are;

How do you create such a process?

And does everyone need such a structure?

I have heard on many occasions the following statement...“I'm a good networker, which will get me lots of business and I don't need structure!”

Don't you?

How many individuals do you know that attend networking meetings regularly but do not achieve what they want and eventually disappear without trace – perhaps to closure or worse?

The key point here is to understand there is a major difference between social networking and business networking. Many individuals fail to understand that creating relationships alone is not sufficient –it only becomes relevant when coupled with a clear focus of why the relationships are being created, a defined programme of education and in a measurable way!

I have interviewed thousands of individuals on behalf of countless organisations and have always got the same results.

I have spoken in front of over 250,000 people in the last eleven years and not one individual has disagreed with me!

So how do we increase our chances of success?

After all we all have to network our business at some point!

Can we really leave this vital part of the business process to chance or occasional training?

The statistics bare out the terrible truth that most individuals do very little and trust to luck!

How about you or your people?

Are you prepared to trust to luck –or are you willing to do something about it?

Key Stages:

First use practical tips, tools and techniques that work—become an expert! These can be obtained from the best selling book or download of

“...And Death Came Third! By Andy Lopata and Peter Roper.

Visit www.deathcamethird.com or buy from amazon.co.uk.

This work gives not only the stage by stage process of networking but also how to present simply and effectively

“A must read for anyone in business!”

Former Director General of the CBI Sir Digby Jones

Second understand that the processes outlined in the book will work for you regardless of the type of networking event or organisation.

The process is fundamental to all networking and should be used every single time.

Recognise that there are Reactive and Proactive Networks and the best networkers have clear strategies for both...

Seven Practical Tips—Ask The Following Questions...

ONE What are the benefits of the organisation to you now and during the next twelve months? Are you clear what the minimum return on investment is acceptable to you for this relationship?

TWO What can you do specifically inside the organisation to build your business? Are there opportunities for additional networking? Is there a realistic training programme? What networking opportunities are there on a local regional and national level?

THREE What is your Business Development MAP? Have you defined your sales process in relation to the network? How does it differ for business outside of the group? What are the key statistics to define revenue/ costs /profits etc from the business generated in this way?

FOUR How will you communicate your MAP? What plan have you to promote both yourself and your business? Are there opportunities to speak to different groups in different geographic locations ?

FIVE Who will help you achieve your goals? Have you identified the key individuals to promote you and your business? Are there opportunities for mentorship?

SIX What actions are you going to take to achieve your goals for your membership? Have you defined the key actions necessary for success? Are they planned on a daily, weekly and monthly basis?

SEVEN By when? Have you targeted exactly when you expect to achieve the goals you have set out for your key networking relationships?

PLUS A BONUS TIP! Ask for what you want!!!!!! Sometimes we just have to be very vocal and say where we want to get to—its surprising how many people when relating their success, attribute a major factor being the ability to simply ask for what they want when others didn't dare to!

As we enter the latter part of this first decade in the new millennium its clear to all that eighties hard nosed selling techniques are simply not good enough.

Individuals and in particular those in their twenties , thirties and forties simply will not accept the old methods of sales process. Simply put they want to be sure they are dealing with individuals that take a real interest in both them and their business and how you or your team can help them. A Member Action Plan will clearly define how!

Your steps forward

To move ahead with your business this report has outlined some straightforward steps you need to take. Follow these steps and you will gain benefits.

Step 1: Understand what type of business network you are dealing with Reactive or Proactive

Step 2: Define your networking strategy for each type of network

Step 3: Create a Member Action Plan (MAP) for both you and your business

Step 4: Have a clear strategy of how to communicate your MAP

Step 5: Identify who will help you to achieve your Map

Step 6: Have a clear time frame for success

Step 7: Look to SERVE all.

Don't just think of what you will get from the process...

Step 8: Ask for what you want!

Support for your business

You can get support for you and your business from the author of this report, Peter Roper. With prices from as little as £47 you owe it to yourself to find out more from:

www.peterroper.com

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This report provides you with several steps you can take to ensure that your business benefits from Member Action Plans. Using this report you will be able to improve the way both individuals and your organisation as a whole creates realistic and practical relationships within a Business network –which may lead to increased turnover and profits.

About the author



Peter Roper is a best selling Author, Speaker and Facilitator and has spoken to over 250,000 people in the last eleven years. He has used this experience and knowledge to help individuals and organisations present their Businesses Naturally—**In fact Experientially!** He runs numerous workshops, facilitates on behalf of major organisations and is in high demand as a keynote speaker. Peter is Co Author of the best selling book **“And Death Came Third!” - The Definitive Guide To Networking And Speaking In Public.** www.deathcamethird.com