

# Make It Easy to Buy- March 2016

## CHAPTER MEETING AGENDA

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<b>BEFORE</b>  1 to 2 weeks before  20 minutes before	<u>1-2 Weeks before the meeting:</u> <ol style="list-style-type: none"><li>1. Remind members (text, email, social media) of the place and time of the meeting</li><li>2. <b>Print copies</b> of the <b>SMALL GROUP OUTLINE</b> below (to be given each group leader at the meeting)</li></ol> <u>15-20 minutes before the meeting:</u> <ol style="list-style-type: none"><li>1. Arrange chairs to promote interaction in small groups</li><li>2. Ask people in advance to offer prayers, conduct hymn, lead reciting of the motto, and be a timekeeper.</li></ol>
<b>BEGIN</b>  Welcome Introductions Announcements Hymn Prayer	<ul style="list-style-type: none"><li>• Welcome all to the meeting. Ask new members to introduce themselves</li><li>• Announce Hymn, Prayer, and Motto. (Make any additional announcements)</li></ul>
<b>SUPPORT</b>  Celebrations Follow-up   Review Networking   Visits	<ul style="list-style-type: none"><li>• Review <b>last month's meeting</b> on “<b>Differentiate Your Business</b>”</li><li>• <b>Ask</b> members to <b>report progress</b> on using these principles. Mention your own progress</li><li>• Each <b>SMG</b> meets (follow up commitments and progress and develop new goals and commitments). Shares information about their activities (celebrate achievements with applause)</li></ul>
<b>TRAINING</b>  Introduction  Case Studies  Group Work  Questions  Reports  Commitment	<p><b>INTRODUCE this month's topic: MAKE IT EASY TO BUY</b>    (15 min)</p> <ul style="list-style-type: none"><li>• Write it on the board or a large piece of paper the objective.<div><b>Increase sales by Making it Easy for customers to Buy.</b></div></li><li>• Introduce the video: Ask participants to watch and take notes on the different ways on how to make it easier for customers to buy from us. <a href="https://drive.google.com/file/d/0B34StAtwQQIMcENmTVZVRDZxNUk/view?ts=56c54775">https://drive.google.com/file/d/0B34StAtwQQIMcENmTVZVRDZxNUk/view?ts=56c54775</a></li><li>• <b>After watching the video, form small groups with 4 to 5 members each and answer and discuss the following:</b><ul style="list-style-type: none"><li>○ From the 4 tips given by the sales trainer, what would be most applicable to your form of business?</li><li>○ Describe how you would specifically apply this approach(es).</li></ul></li><li>• <b>Additional Discussion:</b> Another important way on How to Make it Easy for Customers to Buy is to simplify your sales process. Many businesses have accumulated overtime additional parts to their sales process that if not checked are actually sometimes useless or too burdensome for customers. Examples are: (1) Too much forms to fill up, (2) Too long forms to fill up, (3) Too much waiting time to order or purchase, (4) Too complicated after sales process.</li><li>• Go back to your small groups and answer the following questions:<ul style="list-style-type: none"><li>○ Describe with your group members your current sales process.</li><li>○ Are there parts of your sales process that need to be simplified or even eliminated?</li><li>○ How else can you make it easy for your customers to buy?</li></ul></li></ul>
<b>CLOSE</b>  Announce next meeting  Offer thanks	<ul style="list-style-type: none"><li>• Announce the next meeting is on “Close the Sale.” Indicate the time and place.</li><li>• End on a spiritual note (Give a brief inspirational story or scripture)</li><li>• Close with Prayer</li></ul>