

Know Why Customers Buy From You- August 2016

CHAPTER MEETING AGENDA

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BEFORE	<p><u>1 to 2 weeks before:</u></p> <ol style="list-style-type: none"> 1. Remind members (text, email, social media) of the place and time of the meeting. 2. Print copies of the <i>Small Group Outline</i> below (to be given to each group leader at the meeting). <p><u>20 minutes before:</u></p> <ol style="list-style-type: none"> 1. Arrange chairs to promote interaction in small groups. 2. Ask people in advance to offer prayers, conduct hymn, and be a timekeeper.
BEGIN	<p>(10 min)</p> <ul style="list-style-type: none"> • Welcome all to the meeting. Ask new members to introduce themselves. • Announcements: • Hymn: • Prayer:
SUPPORT Review Follow-up Celebrate	<p>(10 min)</p> <ul style="list-style-type: none"> • <u>Review</u> last month's meeting by asking members what they learned from "Know how to create customer relationships that LAST." • <u>Ask</u> members to report their progress on using these principles. Mention your own progress. • <u>Celebrate</u> their progress with applause.
TRAINING Introduction Case Studies Problems Solutions Reports Commitment	<p>(15 min) INTRODUCTION</p> <ul style="list-style-type: none"> • <u>Present</u> this month's topic: "Know why costumers are buying from you" • <u>State</u> the objective (see the <i>Small Group Outline</i>) and write it on the board or a large piece of paper. <p>(15 min) CASE STUDIES</p> <ul style="list-style-type: none"> • <u>Share</u> the following case study with members. Ask them to look for ways that Pablo tries to create customer relationships that last. <p>Pablo and his wife enjoy having friends and neighbors over to their house. They always serve them tacos using a salsa recipe that their guests rave about. Pablo and his wife live near a commercial district where there are many employees. They decide to open a small taco stand on a corner of one of the streets in the district hoping that the employees will like the tacos as much as their friends. During the first month their stand is open, many of the people in the district come to their stand for lunch. Because Pablo and his wife had made the tacos for many years, they are very proficient in preparing and serving them quickly. Each day new costumers come to the stand. Pablo and his wife feel that their tacos are becoming very popular. As more customers came each day, it takes more time to serve them. After a few months their business slows down. Pablo thinks that maybe they are making the salsa differently, but his wife assures him that it is the same as always. Pablo notices that one of his neighbors, Carlos, who use to come two or three times a week is not coming anymore. So he decides to give him a visit and find out why h doesn't frequent the stand anymore. To his surprise, Carlos still loves the tacos but can't come to the stand because it is taking too long to get the tacos. He only had a short period of time to eat his lunch. When it started taking longer, he was getting back to work late.</p> <ul style="list-style-type: none"> • <u>Ask</u> the following questions: What did Pablo think the problem was? How did he find out what was really happening to his business? Why is it important to find out why costumers buy from you? <p>(30 min) GROUP WORK</p> <ul style="list-style-type: none"> • <u>Divide</u> members into groups of three or four. Assign a group leader for each group. Give each group leader a copy of the <i>Small Group Outline</i>. • <u>Have</u> the groups do the Group Tasks 1, 2, and 3. These tasks will help members learn about different methods they can use to find out why costumers buy from them. Members will write a small survey and make a plan of how and when they will use the survey. <p>(15min) REPORTS</p> <p><u>Re-assemble</u> and ask members to share their plans for finding out why costumers buy from them.</p>
CLOSE Announce next meeting Offer thanks	<p>(5 min)</p> <ul style="list-style-type: none"> • Announce the next meeting is on "Value your costumers." Indicate the time and place. • Close with an inspirational story or scripture related to the topic. • Prayer: