

# Value Your Customers - September 2016

## CHAPTER MEETING AGENDA

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BEFORE	<p><u>1 to 2 weeks before:</u></p> <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. Print copies of the <i>Small Group Outline</i> below (to be given to each group leader at the meeting).</li> </ol> <p><u>20 minutes before:</u></p> <ol style="list-style-type: none"> <li>1. Write the objective below on the board.</li> <li>2. Ask people in advance to offer prayers, conduct hymn, and be a timekeeper.</li> </ol>
BEGIN	<p>(10 min)</p> <ul style="list-style-type: none"> <li>• Welcome all to the meeting. Ask new members to introduce themselves.</li> <li>• Announcements:</li> <li>• Hymn:</li> <li>• Prayer:</li> </ul>
<p>SUPPORT</p> <p>Review</p> <p>Follow-up</p> <p>Celebrate</p>	<p>(10 min)</p> <ul style="list-style-type: none"> <li>• <u>Review</u> last month's meeting by asking members what they learned from "Know why customers buy from you."</li> <li>• <u>Follow-up</u> by asking members to report their progress on using these principles. Share your own progress.</li> <li>• <u>Celebrate</u> their progress with applause.</li> </ul>
<p>TRAINING</p> <p>Introduction</p> <p>Case Study</p> <p>Group Work</p> <p>Reports</p>	<p>(15 min) <b>INTRODUCTION</b></p> <ul style="list-style-type: none"> <li>• <u>Present</u> this month's topic: "Value your customers"</li> <li>• <u>State</u> the objective written on the board:</li> </ul> <div data-bbox="415 905 1349 1100" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><b>Value your customers by doing A,B and C:</b></p> <p><b>A</b> = Give <b>A</b>ttention to customers needs and concerns</p> <p><b>B</b> = <b>B</b>uild rapport with the customers</p> <p><b>C</b> = <b>C</b>ommunicate how important the customers are to your business</p> </div> <ul style="list-style-type: none"> <li>• <u>Ask</u> members: Why is doing <b>A,B,C</b> so important to your business?</li> <li>• <u>Share</u> Expert Advise 1 (see the Group Outline) with the members. This statement may have additional insights to the question above.</li> </ul> <p>(15 min) <b>CASE STUDY</b></p> <ul style="list-style-type: none"> <li>• <u>Show</u> the video case study: <a href="https://www.youtube.com/watch?v=ya3LmcNdmFw">https://www.youtube.com/watch?v=ya3LmcNdmFw</a>.</li> <li>• <u>Invite</u> members to image they are the owner of the store in the video. What would they do to improve the <b>A,B,C</b>?</li> </ul> <p>(30 min) <b>GROUP WORK</b></p> <ul style="list-style-type: none"> <li>• <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>.</li> <li>• <u>Have</u> the groups study the Case Study and make a list of the things Philip does to promote <b>A,B,C</b> in his business.</li> <li>• <u>Invite</u> members to do the Application.</li> </ul> <p>(15min) <b>REPORTS</b></p> <ul style="list-style-type: none"> <li>• <u>Re-assemble</u> and ask members to share their list of actions they will take to apply <b>A,B,C</b> in their business.</li> <li>• <u>Invite</u> members to share why valuing their customers with <b>A,B,C</b> will improve their business.</li> </ul>
CLOSE	<p>(5 min)</p> <ul style="list-style-type: none"> <li>• Point to the objective written on the board and ask members if they achieved the objective.</li> <li>• Announce the next meeting is on "Integrity Before Profit." Indicate the time and place.</li> <li>• Close with an short inspirational story or scripture related to the topic.</li> <li>• Prayer:</li> </ul>

Achieve the objective?

Announce next meeting

Share story or scripture  
Prayer