

## Top 10 Things You Should Know About Effective Online Marketing

Presented by  
**Megan Knight**  
Interactive Marketing  
Director  
**FLEX360**



On June 16th, guest speaker, Megan Knight, Interactive Marketing Director for FLEX360 will be speaking on Effective Online Marketing. Beyond the simple SEO (Search Engine Optimization) tactics that many people already know, there is another level to optimizing your website for rankings, conversions, visibility and more. Megan's presentation will focus on a deeper understanding of searchers, their behavior and holistic strategies to deliver more leads from your online efforts. You will walk away with a strategic view of how marketing is evolving and the critical role search must play.

Megan Knight is Interactive Marketing Director of FLEX360, the full-service Web development subsidiary of Arkansas Business Publishing Group of Little Rock. At FLEX360, she handles all aspects of the firm's dynamic online marketing and advertising program services, including consulting, strategy, data analysis and project management.

In addition to her extensive experience leading traditional advertising and public

relations campaigns, Knight oversees search engine marketing initiatives for FLEX360 clients. Those projects include site optimization, Pay Per Click (PPC) management, social media optimization, content development, newsletter and e-mail marketing, multi-variance testing, Web-analytics and other online customer acquisition initiatives.

Before joining FLEX360 over a year ago, Megan served as Marketing Director for ENG Lending, the national mortgage banking division of the Bank of England. During her more than three years with the company, Megan managed and successfully integrated all on and offline marketing and public relations objectives, including web, print and direct mail advertising.

Megan's wide-ranging experience leaves her well-suited to creating targeted, effective marketing campaigns across multiple channels. She's also adept at refining campaigns with on-the-fly analysis. Her in-depth expertise in interactive services has proved successful across numerous industries.

Megan graduated magna cum laude from the University of Central Arkansas with a bachelor's degree in Communications and Writing.

Make plans to attend the June meeting and bring a guest or two and introduce them to SMEI-AR.

**Dinner Meeting**  
**June 16, 2009**  
**The Little Rock Club**

**Note Date Change!!**

**5:30—6:30**  
**Networking /**  
**Social Hour**

**5:35—6:10**  
**FREE Mini-Workshop**

**"How To Write a Press Release  
That Will Be Read"**  
Speaker: Chip Taulbee, Associate Publisher  
Arkansas Business Publishing Group

**6:30—8:00**  
**Dinner and Program**  
***Door prizes will be given away!***

**"By failing to  
prepare, you are  
preparing to fail."**  
*Benjamin Franklin*

**Bring a Friend or Associate to the June meeting and introduce them to SMEI Arkansas!  
Reservations must be made no later than Friday, June 12th by calling 425-7781.**

# SMEI Arkansas

**2008-2009**

**President**  
**Mandy Kelley**  
In transition

**VP of Programs/President –Elect**

**Jeananne Hawking**  
Senior Sales Manager  
Crowne Plaza Hotel

**VP of Membership**

**Kelly Davenport**  
Business Development Manager  
Cross, Gunter, Witherspoon & Galchus

**VP of Marketing/Public Relations**

**Jeff Ross, President**  
Showhomes

**VP of Education**

**Chip Taulbee, Associate Publisher**  
Arkansas Business Publishing Group

**VP-At-Large/Secretary**

**Marcia Cook, President**  
Pinnacle Performance Solutions

**VP of Finance/Treasurer**

**Don Smith, Managing Partner**  
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American Cancer Society

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**Mary Jane Sawyer**  
YMCA Metro LR

**Jeanie Reed**  
Executive Director

## FROM THE PRESIDENT.....

Dear SMEI-Arkansas Members:

They say time flies when you are having fun—and it is hard to believe that this is my last and final President's Letter. I want to personally say thank you to each and every one of you, for allowing me the amazing opportunity to serve as your President, it has been tremendously rewarding, nonetheless!! Serving as President and being an active member of the Board has allowed so much growth for me, opened up doors, expanded my group of friends and last but not least, it has showed me what it means to be a leader.



Our new Directors and Officers were unanimously voted in during Tuesday night's meeting and by proxy votes via email. I know Jeananne Hawking will be a great leader as President and you have chosen an outstanding Board for the upcoming year. Speaking of the meeting, what a great speaker!! Alan Leveritt brought a fantastic message to us about "Doing Business with the Latino Market." I thought it was a great meeting, and I hope each of you will take the information and learn that this market of people can be a great marketing opportunity!!

I am pleased to announce that our 42nd Top Manager of the Year will be Mrs. Elizabeth Small, President and CEO of PDC Companies. We are very excited about having her as this year's Top Manager of the Year and expect the event to be a huge success. The event date has been changed to October 6, 2009 at the Embassy Suites Hotel in West Little Rock. Please make a note of the date and put in on your calendars. You don't want to miss our biggest event of the year.

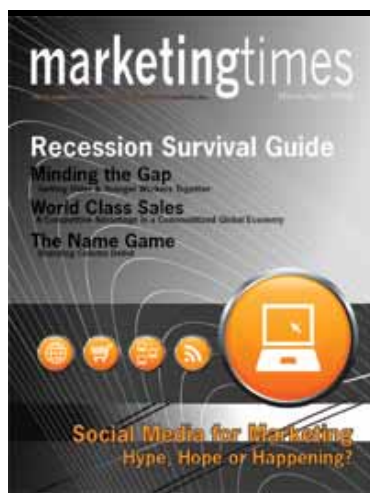
I also would like to remind everyone on July 9, 2009, we will be hosting our Annual Team Appreciation Luncheon at The Little Rock Club. KARK's Matt Mosler will be our guest speaker, and this event is slated to be a great one. Please plan to bring your sales, marketing and/or office team members and show them your appreciation.

In closing, I would like to thank one last person for the amazing things that she does—and that is Jeanie Reed. As Austin said a few years back, Jeanie IS the glue that holds our organization together. Jeanie has done amazing things with SMEI-Arkansas, and she continues to give this group 150%. We are so blessed to have a leader as dedicated as Jeanie to be a part of the group—and the key part!! I am going to miss all of you, and thank you again for a super, super year!!

God Bless,

*Mandy Kelley*

Mandy Kelley  
President, SMEI-Arkansas



**Are you receiving the  
SMEI  
Marketing Times Magazine  
quarterly via email?  
If you are not receiving this  
valuable resource,  
please contact  
Jeanie at 425-7781.**

# CALENDAR OF EVENTS

May 21, 2009

**Small Business Success Seminar**

“Everyone Needs...A Business Tune Up During Times Like These”

Pulaski Technical College Business & Industry Center

8:00 Registration

8:30 a.m.—12:30 p.m.—Four

Sessions with Choice of Two Topics

Investment: \$25—Members and

\$35 for non-members

(Companies registering 5 or more will receive a \$5 discount per registration.)

June 16, 2009 (Note date Change)

Dinner Meeting

5:30 - 8:00 p.m.

Speaker: Megan Knight, Interactive Marketing Director—Flex360 Web Development

Topic: “Top 10 Things you Should Know About Effective Online Marketing”

**FREE Mini-Workshop**

5:30 p.m.—6:00 p.m.

Speaker: Chip Taubee, Associate

Publisher—Arkansas Business

Publishing Group

Topic: “How To Write a Press Release That Will Be Read”

July 9, 2009

Team Appreciation Luncheon

The Little Rock Club

11:30 a.m.—1:00 p.m.

Speaker: Matt Mosler, Co-Host

KARK 4 Today

Treat your team members to lunch and show your appreciation.

August 11, 2009

Dinner Meeting

The Little Rock Club

5:30—8:00 p.m.

Speaker: Ben Combs, CEO—

Combs and Company

Topic: “The Boldness of the Brand”

September 8, 2009

Dinner Meeting

The Little Rock Club

5:30—8:00 p.m.

Speaker: Bob Hamilton,

President—XMC-Xerox

Topic: TBA

September 8, 2009 (continued)

**FREE Mini-Workshop**

5:30 p.m. - 6:00 p.m.

Topic: “Best Ideas

Discussion: How To Say ‘Thank You’ To Your Clients”

October 6, 2009

42nd Top Manager of the Year

Roast and Toast

6:30—9:00 p.m.

Embassy Suites Hotel

Honoree: Elizabeth Small,

President and CEO—

PDC Companies

November 10, 2009

Dinner Meeting

The Little Rock Club

5:30—8:00 p.m.

Speaker: Janet Jones, President

The Janet Jones Company

Topic: TBA

**New Member Orientation**

5:30—6:00 p.m.

December 15, 2009

Annual Christmas Party and

Silent Auction

The Little Rock Club

6:30 p.m.—9:00 p.m.

January 12, 2010

Dinner Meeting

5:30—8:00 p.m.

Speaker: TBA

Topic: TBA

February 9, 2010

Dinner Meeting

5:30—8:00 p.m.

Speaker: TBA

Topic: TBA

March 9, 2010

Dinner Meeting

5:30—8:00 p.m.

The Little Rock Club

Presentation of Distinguished Sales

and Marketing Awards

Speaker: TBA

Topic: TBA

*Our plans are to provide quality programs for our membership. If you have a specific topic or speaker you would like to see at one of our meetings, please contact Jeanie Reed at 834-0511 or 425-7781 or email [info@smei-arkansas.org](mailto:info@smei-arkansas.org).*

**July Copy Deadline is June 15, 2009**

The SMEI Arkansas-Trends is published monthly by the Sales & Marketing Executives International Arkansas.

ARTICLES FOR PUBLICATION and ADVERTISING INQUIRIES should be directed to Jeanie Reed, Executive Director, SMEI-AR, P.O. Box 6917, Sherwood, AR 72120, phone 501-425-7781 or email [info@smei-arkansas.org](mailto:info@smei-arkansas.org).

SMEI Arkansas is an affiliate of SME-International.

## June Sponsor/Member Spotlight

*Thank You*

**Marie Watson  
and**



**DADDY'S**

**Deli & Catering, Inc.**

for your  
**Sponsorship and Support  
of SMEI Arkansas' June meeting!**

*(If you would like to sponsor a monthly meeting, contact Jeanie Reed at 425-7781 or email [info@smei-arkansas.org](mailto:info@smei-arkansas.org).)*

## DATE CHANGE FOR THE “DANCING WITH THE YSTARS” FUND RAISER SMEI-AR MEMBERS TO GET DISCOUNT TICKET PRICE



The date for the “Dancing With The YStars” fund raising event for the YMCA Metro Little Rock has been changed to Tuesday, June 9th. Seven local celebrities have been paired with professional dance partners/coaches to bring a performance that will be unforgettable. The event will take place from 6:30p.m. – 10:00p.m. at Wildwood Park for the Performing Arts.

SMEI-AR is proud to have five of its members active in this year’s YStars event. Mary Jane Sawyer of the YMCA is the committee chair; Wayne Richie, a contestant in 2008, is in charge of Sponsors and is the YStars media spokesperson; and Dick Marendt will serve as Emcee. Robby Matthews and Steve Landers will be two of the seven dancing stars. You too can be a part of this event and help Mary Jane make it a success as well as cheer Robby and Steve on to dancing victory. You can sponsor one of the dance couples (this is first come, first served), or be a Fan Sponsor (donation in honor of the star of your choice—did I hear you say Robby Matthews or Steve Landers?), donate a silent auction item, or buy a ticket to the event. For more information contact Mary Jane Sawyer at 758-3170 or [maryjane@ymcamentrolr.org](mailto:maryjane@ymcamentrolr.org) or Wayne Richie at 258-1480 or [oz.richie@gmail.com](mailto:oz.richie@gmail.com).

**Special Note:** Because SMEI-AR changed its regular monthly meeting date to accommodate the YStars event and allow our members to attend and support the participating SMEI-AR members, Mary Jane is giving each SMEI-AR member a ticket price of \$35 instead of the regular \$75. A \$40 savings to you. So make plans to attend and support your favorite dancing star.



# GREETINGS FROM SMEI INTERNATIONAL “WAYNE’S WORLD”

“We are the champions.....of SMEI”. I think this should have been the title to this classic song by Queen. Do you? In the past couple of weeks, several SMEI Arkansas members and I have been involved with many SMEI Arkansas activities. Jeanie Reed and I were discussing this recently and she suggested this be a topic for this newsletter article. How right Jeanie definitely is. Let me explain:

Several SMEI AR members were involved with the 2009 – 2010 Officer and Director nomination committee. This committee consisted of all volunteers. We met and e-mailed many times and Jeananne brought us all cookies and drinks at meetings. (Of course, this makes me real happy). There are several important points regarding this committee. We were all very committed to do our best without being asked. We learned much about SMEI AR members that we never knew. Existing Board members agreed to take a leave of absence to allow newer SMEI AR Members to participate as an Officer or Director. Lastly, there were so many SMEI AR members very qualified to serve the membership that it was very difficult to nominate just a few for our slate of Officers / Directors. We are the BEST of the BEST in Arkansas.

SMEI AR **IS** a model chapter for SMEI worldwide. Many SMEI chapters and affiliates along with SMEI corporate are using our way of conducting our meetings, our financials, brochures, marketing, membership selection campaigns and our newsletter by Jeanie is the BEST out there, anywhere. The six of us that attended the SMEI International convention in Nashville for 2009 were very surprised that we do many things we take for granted and the other chapters and affiliates were in awe of us.

Being the President Elect/VP of Programs is perhaps the most difficult position to fill as an Officer. This person has to be in charge of many events and line up an entire year of guest speakers and stand-ins when a speaker does not show up. The point here is that it takes a LOT of time to book our speakers but they are the BEST in all of SMEI that I have been able to find. Our speakers are business leaders in our community, they know our challenges, hurdles and can deliver their presentation where we get a lot more out of our meetings than the time and cost we give up to be an SMEI AR Member.

Lastly, we network and work with each other outside monthly meetings and functions. Recently I was telling the SMEI Chairman/President, Willis Turner, of some of the many things we help each other out with. Willis told me “What we are doing is a wonderful example of what SMEI was meant to be when it was founded in 1935”. To me, this is the highest compliment SMEI Arkansas can ever achieve. I would need another entire newsletter to list all the things SMEI AR members have helped me with (business and personal) over the eight years of my membership. In my little world, this showing of love, compassion, trust and confidentiality is the highest thing I can ever ask for in life.

WE ROCK !!!!!

*Wayne "Oz" Richie*

Wayne Richie  
SMEI International Board Member



Photo courtesy of Cindy Monchilove

# SMEI-AR Announces the Selection of the 42nd Top Manager of the Year

SMEI-AR is pleased to announce this year’s Top Manager of the Year recipient is Elizabeth Small, President and CEO of the PDC Companies and PDC Construction, Inc. in Little Rock.

Elizabeth began her career in 1984 with the PDC Companies, and is responsible for the company’s core corporate operations including acquisitions, property management, finance, construction and realty.

In 1998, Elizabeth was recognized in *Arkansas Business* as a “40 under 40” designee. She currently serves on the boards of Arvest Bank, UALR College of Business Advisory Board and the Little Rock Regional Chamber of Commerce. She is the immediate past Chairman of the Little Rock Regional Chamber of Commerce and served as the 2007-2008 President of the Rotary Club of Little Rock. Elizabeth is a member of Fifty for the Future, the Twentieth Century Club and the Leadership Greater Little Rock Alumni Association. Former board positions include the Rural Rental Housing Association of Arkansas, Westside YMCA, Youth Home, Hendrix College Alumni Board of Governors and the Little Rock Private Industry Council. Elizabeth is a licensed Arkansas Real Estate Broker. In 2007 the Gaines House presented Elizabeth with the first Sandra Wilson Cherry Award, and she was named 2008 UALR School of Business Distinguished Alumna.

Originally from Jackson, MS, Elizabeth received her BA from Hendrix College in Conway, Arkansas and her MBA from the University of Arkansas at Little Rock. Elizabeth’s husband, Tom, is a commercial Real Estate Appraiser and Broker at McDowell Properties in Conway. She has one daughter, Cary, who is a recent graduate of Hendrix College and is currently attending UAMS Nursing School.

Elizabeth has been selected as SMEI-AR’s 42nd Top Manager to receive this most coveted award since 1960 and was chosen for her most outstanding job of achieving marketing and sales success for PDC.

Ms. Small was selected Top Manager of the Year for her professional accomplishments and successful leadership both in business and community; and for her outstanding job of demonstrating and promoting the ideals of the free enterprise system. SMEI-AR is proud to honor Elizabeth Small, who possesses a great propensity for success in business and for service and dedication in the community. Ms. Small joins an elite group of top managers including: W.R. Stephens, Sam Walton, Donald Tyson, Joe Ford, Charles Morgan, Dale Bumpers, Frank Broyles, Doyle Rogers, Winthrop Rockefeller, Sissy Jones, Bob Birch, Greg Hatcher, Bob Shell, Russ Harrington, Ed Drilling and Barbara Graves. **A Gala Event honoring Ms. Small will be held on Tuesday, October 6, 2009** in the Ballroom of the Embassy Suites in Little Rock. Please mark your calendars and make plans to attend. Watch your mail and email for more details.

If you would like to serve on the Top Management Night Committee, please contact Jeananne Hawking at 975-6812.



**2009  
Membership  
Campaign:  
Sign Up New Members  
and  
You Can Get Your Next  
Membership Renewal for  
FREE!**

One of the most rewarding experiences as a member of an association is to successfully introduce one of your peers to the benefits of membership. Now, it is even more rewarding when you sponsor some new members who join SMEI-AR by December 31st.

You can get 50—100% off your next membership renewal. What a savings! The rules of the Membership Campaign are as follows:

1. Sign up 2 new members by December 31st and receive 50% off your next membership renewal, a savings of \$197.50.
2. Sign up 3 new members by December 31st and receive your next membership renewal for FREE, a \$395 savings!
3. The membership dues and application for your new members must be received on or before December 31st in order for you to receive credit for the member and be eligible for the 50—100% discount.

If you need an electronic SMEI-AR informational brochure and mini-application to send to a potential member, please let Jeanie know via email at [info@smei-arkansas.org](mailto:info@smei-arkansas.org). If you need for someone on the membership committee to help you close a membership sell or contact a prospective member, please let Kelly Davenport know at 371-9999.

The more members an association has the more benefits and value each member will receive.

**SMEI-AR  
FREE Mini-Workshop  
“How To Write A Press  
Release That Will Be  
Read”**

Chip Taulbee, Associate Publisher of the Arkansas Business Publishing Group will conduct the FREE mini-workshop before the regular meeting on June 16th.

Are your press releases being read? Are they placed in the right publication? If you want to learn how to write a press release that will be read, make plans to attend this very informative workshop. Chip will share his expertise and show you how to write a press release that you know will be read and get your information known.

**Do You Know About the  
Sales & Marketing Executives International  
Career Center?**

As part of your membership, SMEI offers a Career Center for you to utilize when searching for a job or wanting to fill a position.

The Career Center is your destination for exciting Sales & Marketing job opportunities and the best resource for qualified Sales & Marketing candidates in the International Sales & Marketing Industry.

**Searching for a job in Sales & Marketing?**

The Career Center features various Sales & Marketing jobs. Ready to start your job search? Sign up as a Job Seeker on the Careers page of the SMEI website at [www.smei.org](http://www.smei.org) to find your next Sales & Marketing job!

**Looking to fill a position?**

This job board is custom tailored for the Sales & Marketing industry, which means we attract the most qualified professionals in International. Create an Employer Account, search resumes and post your Sales & Marketing job now! It is all right at your fingertips. Just click on the Careers page on the SMEI website.

**SMEI-AR to Host a  
Team Appreciation  
Luncheon**

**for Your Sales, Marketing &  
Office Team Members  
Thursday, July 9, 2009  
(Note, not on Tuesday)  
11:30 a.m.—1:00 p.m.  
at The Little Rock Club**

VP of Programs/President Elect, Jeananne Hawking and the Program Committee are proud to announce that SMEI-AR will be hosting another “*Team Appreciation Luncheon*” for you to bring your top sales, marketing and office team members to introduce them, recognize them and show your appreciation for their hard work and dedication. (*Please note it is on a Thursday not Tuesday.*) This is a great opportunity to give a little something back to your team members. Our special guest speaker will be **Matt Mosler, Co-Host of KARK 4 Today**. Each team member you bring will receive a small gift. The cost of the meal is \$20.00 per person. Reservations must be made no later than Monday, July 6, 2009.

*“There’s nothing greater in the world than when somebody on the team does something good, and everybody gathers around to pat him/her on the back.”*



*Billy Martin*

# SMEI-AR Elects 2009-2010 Officers and Board of Directors Congratulations to the Members of the new Board!

## Officers

### President:

Jeananne Hawking, Sr. Group Sales Manager—Crowne Plaza Hotel

### VP of Programs/President Elect:

Jim Hyden, Member Manager—Hyden, Miron& Foster, PLLC

### VP of Membership:

Mary Jane Sawyer, Dir. of Development—YMCA of Metro LR

### VP of Education:

Robby Matthews, Search Engine and Marketing Consultant

### VP of Marketing/Public Relations:

Jeff Ross, President—Showhomes Central Arkansas

### VP at Large/Secretary:

Kelly Davenport, Business Development Manager—Cross, Gunter, Witherspoon & Galchus

### VP of Finance/Treasurer:

Don Smith, Managing Partner - Thomas & Thomas, LLP

### Chairman of the Board

Sherri Jones, Executive Director Metro Little Rock—American Cancer Society

## Directors

**Sydney Gilbert**, Financial Advisor – Wells Fargo Advisors

**Jan Grimsley**, Sales Manager – Archway Graphic & Designs/  
Razor Wrap

**Gareth Hughes**, Group Sales – The Hatcher Agency

**Austin Pittman**, District Manager – Bedford Camera & Video

**Wayne Richie**, Chairman/CEO – Unleashed Innovations, Inc.

**Chip Taulbee**, Associate Publisher – Arkansas Business  
Publishing Group

**Doug Voss**, Assistant Professor of Marketing & Supply Chain  
Management - UCA

### Executive Director

Jeanie Reed, President—Special Project Services

*The SMEI-AR Board is here to serve you and always  
welcomes any ideas, suggestions, or feedback from the  
members of the association.*

***Installation of Officers and Directors will take place at the June 16th monthly meeting.  
Please make plans to attend and support your new board!***

If you are interested in serving on one of the following committees,  
please fill out the Committee Sign Up Sheet at the end of the newsletter and fax to 834-0511 by June 16th.

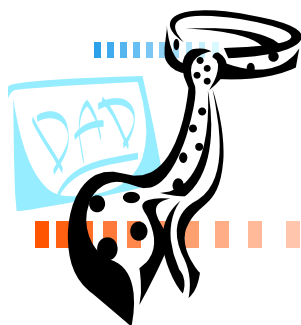
✓ **Membership** ✓ **Programs** ✓ **Education** ✓ **Public Relations** ✓ **DSMA** ✓ **Top Management Night**

## ~~~~SMEI-AR 2009-2010 BOARD TRANSITION MEETING~~~~

A transition board meeting with the 2008-2009 and 2009-2010 SMEI-AR Boards will be held on Wednesday, June 3rd from 11:30—1:00 at Jim Hyden's office located at 200 Louisiana in Little Rock. **All outgoing and incoming board members are encouraged to attend this very important meeting.** Please mark your calendars TODAY!

# TEAM means “Together Everyone Achieves More.”

**Don't forget  
Father's Day  
June 21st**



**CERTIFIED  
MARKETING & SALES  
PROFESSIONALS**

For more information about becoming a Certified  
Marketing or Sales Professional, visit the  
“Certification” page on the SMEI  
website at [www.smei.org](http://www.smei.org).

**GET CERTIFIED AND GET AHEAD!**

# INCREASE YOUR SPHERE OF INFLUENCE— HOW TO NETWORK

By Doug Stanart, CEO of The Leader's Institute



Word-of-mouth advertising is one of the cheapest and most effective types of advertising your company can invest in, but how do we generate this elusive type of advertising? Most experts in the area will say, "Get out and 'network'." So we go to a Chamber of Commerce business card exchange, a small business networking event, or any other peer to peer meet and greet with dozens or even hundreds of other people trying to promote their company or service, and we attempt to promote our company or service as well. Very few people come to these business card exchanges to buy things. The odds seem to be stacked against us from the beginning, so is it any wonder why most of us come back from these networking functions thinking that we just wasted an hour or two?

It doesn't have to be that way. By making just a few simple changes to our approach, we can become a center of influence in any room and in effect, generate significant word of mouth advertising. One of the first things that we have to realize, though, is what 'networking' actually is and what it is not. Networking IS NOT selling. **(If you are in a MLM system, pay close attention here!)** If we know 99% of the people at a networking function are there to promote their own product or service (not buy from us,) and we try to sell our product or service to them, we are likely to frustrate (and bore) ourselves and the people we are talking with. One of the biggest mistakes that people make is that once we get even a hint of interest from the person we are talking to, the sales person FANGS (MLM fangs) come out. We practically beat our new acquaintance over the head with what we do, and how great we are, and why they should buy from us. All we are doing in a situation like this is pushing our prospect away.

Networking IS increasing our sphere of influence in order to promote our product or service to this sphere of influence at a future time. People do business with and refer people to people they, know, like, and trust (peer to peer networking.) So our goal during a networking function is not to sell, but to get more people to know us, like us, and trust us. That way, they are more likely to buy from us in the future or refer people to us. One way to get people to know us, like us, and trust us more is to help them get what they want.

People like other people who are interested in them. The most important topic to anyone you are speaking to is himself or herself. And since they are at the meeting to promote their product or service, then if we help them do that better, they are going to like and trust us more. The following questions are things that you can ask someone at a networking function that will get them to open up to you and tell you about themselves:

- What is your name? Obviously a first question.
- What do you do? Still nothing out of the ordinary.
- Do you travel much? What territory do you work in? Any question about location.
- What do you like most about what you do? Keeps the conversation positive and gives you more insight about the person and his/her company.
- What makes you or your company unique or different from your competition? Let them brag.
- What are some of your accomplishments or things you are proud of? Let them brag more.
- How would I know if someone I was talking to would be a good prospect for you? **This one question can make you more money than any other you can ask.**

These questions will help you really get to know the person and what he or she can do. With this type of information at your fingertips (and it is a good idea to write the information down—possibly on the back of a business card,) as you network, eventually you will come across someone who would be a good prospect for that person. The moment you introduce those two people, you become a center of influence in that room. Do this just a couple of times, and the word will spread very quickly about how YOU are the person that everyone needs to know.

What makes this process so successful is the third party endorsement. The person who you are helping to promote his or her product or service is no longer struggling to find a warm prospect, now they are receiving a third party endorsement from you. That gives that person tremendous credibility to the prospect. You are helping both parties. These people tend to remember this type of help, and they return the favor ten-fold.

Eventually, you'll walk into a room, and people you have never even met before will begin bringing prospects to you. The key to making this process work is consistency and the ability to catalogue information about the people you meet. If you create a system that works for you, you will dramatically increase the word-of-mouth advertising about your company.

Doug Stanart, [doug@leadersinstitute.com](mailto:doug@leadersinstitute.com), is CEO of [The Leader's Institute](http://TheLeader'sInstitute.com), [Sales Training](http://SalesTraining.com) and [Sales Manager Development](http://SalesManagerDevelopment.com). He can be reached toll-free at 1-800-872-7830.



## NO EXCUSES— JUST ACHIEVEMENTS

Chris Shea enjoyed making handmade greeting cards. Someday she wanted to have her own greeting card company. Shea had no idea when that day would come but believed it was floating around out there, somewhere, in the future.

Then Shea found herself in need of a job. A friend suggested that it was the perfect time to start her company. Shea confessed that she didn't think she could do it because her youngest son was 12.

"What's going to be your excuse when he's 20?" her friend asked.

That question made Shea realize that she'd never realize her dream if she waited for the "right time." She applied for a business license and started her greeting card company, LifeSighs.

Today, Shea sales over 300 different styles of cards. She believes: "There's the part of us that knows there is nothing, absolutely nothing, we can't do. But then there's the louder part of us, the part of us that never shuts up, that constantly, for some reason, wants to protect its own smallness. And the more you exercise being bold, the more you start to quiet that nagging, doubting voice."

For those of you with a fistful of talent, pocketful of excuses, and a calendar filled with "somedays," now is the time to bring your dreams to fruition.

Source: *Bits & Pieces*, May 2009  
Cards by Chris Shea, [Lifesighs.com](http://Lifesighs.com)  
Phone: 800-747-6026



May Meeting  
Guest Speaker  
Alan Leveritt  
*Arkansas Times*



Mark Your Calendars:

- May 21st—Small Business Success Seminar
- June 16th—Monthly Meeting
- July 9th—Team Appreciation Luncheon



# Sales & Marketing Executives International Arkansas

## 2009-2010 Committee Sign Up Sheet

The 2009-2010 Board will be forming committees for various projects for the 2009-2010 year. *All members are encouraged to serve on a committee that interests them most.* Being a committee member is a great opportunity to meet people, network, have ownership in SMEI-AR projects and events, and enhance your professional and personal growth. If you are interested in serving on a committee(s), please check the appropriate box below and a board member will contact you.

- Membership Committee
- Programs Committee
- Education Committee
- Marketing/Public Relations Committee
- Distinguished Sales and Marketing Awards
- Top Management Night Award Dinner
- Holiday Party and Silent Auction

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Member Status:  Professional Member  Associate Member  Educational Member

If you have any ideas or suggestions you would like to share with the board that would add value to SMEI-AR membership, please list below:

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Please fax this form to Jeanie Reed at 834-0511 no later than June 16th. Sign Up Today – it will definitely be a worthwhile experience.