

## Corporate Luncheon Marketing

### I. Find the Right Staff

- A. Make Sure They Have Experience
- B. Make Sure They Can Sell
  - Have them Make 5 Calls in the Interview
- C. Make Them Jump Through Hoops - Will They Follow Directions?
- D. Ask Them What Motivates Them? If It Isn't Money, You Probably Have the Wrong Person
- E. Employee versus Independent - Pros and Cons to Both
- F. Do the Math - Balance Between Hourly/Salary and Bonuses - Bulk Of Their Pay Needs to Be Based On Performance
- G. Tell Them They'll Be Monitored
- H. Craig's List is Better Than Newspaper
- I. How Do They Look - They'll Probably Not Improve from Interview

### II. Once They Are Hired...

- A. They Need a Real Place
- B. They Need a Title "Community Relations Director"
- C. The Staff (Especially Front Desk) Needs to Know they are A VALUED Asset
- D. Get Them Business Cards
- E. Get Them an Email Account from Your Company
- F. Get Them a Name Tag with Title On It

### III. Train Them on The System

- A. Listen to Their Calling Style
- B. Don't Let Them Reinvent the Wheel
- C. Don't Let Them Get Creative (If You Ever Even Do) Until They've Gotten Result
- D. Sales Log Turned in Daily MANDITORY!
- E. Plan of Action for Tomorrow Turned in Daily MANDITORY!

### IV. Monitor What They Do

- A. Computer Programs versus Binders
- B. Set Up A Binder for Them
  - 1. Tabs A to Z for Corporate Leads
  - 2. Tabs 1 to 31
  - 3. Five Tabs for
    - Time Logs
    - Plan of Action Sheets
    - Originals

- Calendar
- Miscellaneous

- C. Be Direct, Vocalize Your Concerns - You Pay for this Service
- D. When Can You Stop Monitoring - When You Don't Care About Losing \$

V. Daily Paperwork is Mandatory

- A. "Marketing Time Log and Data Collection" (Turned in)
- B. "Corporate Lead Sheet"
- C. "Marketing Tickler Follow Up Sheets"
- D. "Plan of Action" (Turned in)

VI. Weekly Accountability Meetings a Must (Daily Until Trained)

- A. Physically go through their book and read Tickler Follow Up Sheets
- B. Go Through Each Lead
- C. Go Through Each Tab
- D. Praise, Praise, Praise for Successes
- E. Extra Rewards

VII. Scripting for Them

- A. Role Play with Them
- B. An Experienced Sales Person Will Have No Problem with This Pitch

VIII. Process for Gathering Leads

- A. Schools, Business Offices, and Government Offices are Great
- B. Telephone Cold Calling
- C. Drop Off Packets To Interested Leads
- D. Cold Calling In Person (Can Be Effective, But Takes Longer)
- E. Chamber of Commerce or Local Business Group Meeting To Introduce Yourself and Offer a Free Massage to Contacts That Schedule Free Luncheons in Their Businesses
- F. Purchase Targeted Lead Lists - Businesses within a 5 mile Radius - Not Service Industry - 10 to 50 employees - Majority Women 30 to 55

IX. Scheduling Luncheons

- A. Good Practice to Have The Luncheons Same Day Each Week and Keep The Schedule Open - But You Have To Be Flexible
- B. Follow Up, Follow Up, Follow Up
- C. Goal One to Two Per Week

X. Once Scheduled

- A. Make Sure Business Has Sign in Sheet
- B. Tell Them You Need at Least 10 to Sign Up (Do it for less if not 10)
- C. Keep in Touch with Contact
- D. Make Sure Employees Know
  - Deliver Fliers for Paychecks
  - Post Fliers in Break Rooms
  - Send Email to Contact and Ask Them to Forward to Employees

#### XI. Day Before Luncheon

- A. Reminder Call to Contact - Get Amount for Lunch
- B. Prepare The Right Amount of Folders
- C. Double Check Room is Available for PowerPoint Presentation

#### XII. Day of Luncheon

- A. Purchase Food (Box Lunches from Deli or Food Trays from Costco - Try to Have it Relatively Healthy as You'll Be Discussing Health)
- B. Two People Attend Speaker (Doctor or Good Presenter) and Scheduler
- C. Arrive Early to Set Up Lecture Area - Don't Put out Food Yet
- D. Pass Out Folders to All
- E. Fill Out Entry for Drawing (Free Massage, Free Body Wrap, etc.)
- F. Presentation is Given
- G. CLOSE: Everyone is Invited to Come in For a FREE Evaluation - Must Pay \$25 to Reserve Seat, But Money is Refunded Upon Arrival at Appointment
- H. Lunch is Served (Some companies will want lunch during the presentation)
- I. Make Sure You Leave the Area Cleaner Than You Found It

#### XIII. Follow Up

- A. All Appointments Entered Into Computer
- B. Stat Sheet Completed
- C. Thank You Note or Gift to Coordinator
- D. Ask For Testimonial From Coordinator
- E. Tell Them You'll Call Back in 6 Months for an Employee Luncheon with a New Topic