

#### Interested in joining our unique networking group?

May’s monthly get-together will be held on Tuesday, May 13, 2014, at 12:00 p.m. at the BMI Credit Union, 6165 Emerald Parkway, Dublin, Ohio. Our awesome speaker this month is Connie Chwan, President of PureDirection LLC. Connie is a public speaker and Professional EOS (Entrepreneurial Operating System ®) Implementer. You can read more about Connie and her background on the MeetUp website at <http://www.meetup.com/Awesomewomen/events/173751612/> . Sponsors for this meeting are the organization Women Educating Women and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

May 13, 2014

12:00 p.m.

# Clarify your VISION, gain TRACTION, and become HEALTHY in your business !

## Upcoming Events

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There are two levels of membership: Associate for $65 and Boardroom for $95. Each comes with wonderful benefits that will help you and your business grow. Check us out at [www.awesomewomeninbusiness.com](http://www.awesomewomeninbusiness.com).

# AWIB’s INAUGURAL EDITION NEWSLETTER

Awesome women, this inaugural edition was created for you. We want to bring you relevant information every month to keep you up-to-date on what’s happening in AWIB, who’s who, and important tips to help you grow your business.

 Our mission is to give you useful content and never bore you:

* We welcome guest articles on educational topics of interest to the group as a whole.
* We will never try to sell you anything.

If you have any suggestions on topics to be covered in future issues or anything else you’d like to see in the newsletter, please contact Kathy Edens at 614.636.3211 (kathy@kathy-edens.com) or Diana Hoffman at 614.873.6622 (diana@activeairpurifiers.com).

May 2014, Issue 1

We are Awesome!

**Stephanie is AWIB’s Secretary, and in this role she manages the minutes for each Board meeting and also schedules the Interest Groups**. Interest groups are gatherings of AWIB members and guests for an instructional program. For example, Stephanie recently sponsored an Interest Group for color styling where she helped a group of women determine the best color for their complexion, body image and comfort.

If you have an idea for an Interest Group, you can either contact Stephanie directly or go online to the [AWIB website](http://awesomewomeninbusiness.com/awib-opportunities/) and fill out and submit the paperwork to get started. Stephanie is looking for educational groups only; no selling please.

 **In her professional environment, Stephanie is a style expert who can put together a completely unique look for anyone, including color draping, makeup colors and application, skin care, clothing styles based on body image and comfort level, and hair color.** Anyone who is starting a new profession and needs a signature look from head to toe would benefit from Stephanie’s expert advice.

 Stephanie also provides a custom blend cosmetic service that carefully matches the exact color of your skin for foundation that is sheer and completely seamless. She can tweak your custom foundation “prescription” when your skin changes for any reason. Some of her clients even have two custom blends, one for their summer skin tone and the other for their winter skin tone.

 If you are interested in professional grade makeup and skin care products, Stephanie sells the Motive Cosmetics line. She can help you put together a cosmetic regimen that fits your lifestyle and your look. Whether you use minimal makeup and like the natural look or if you like a more colorful palette, Stephanie can create the perfect blend of cosmetics to meet your needs.

 **What makes Stephanie stand out from other stylists is her holistic approach**. She believes in putting together a signature look from head to toe that makes a person feel unique, comfortable and confident in their own skin. And she doesn’t work with just women. She can put together a style for men at whatever stage of life they’re in too.

 **If someone says “I’m really frustrated with my clothes. I never know what to wear” or “I wish I had a more professional look for work” or even “I really don’t know how to put on makeup right,” these would be good referrals for Stephanie.** Anyone who is dissatisfied with the way they look or feel in their skin and clothes can benefit from Stephanie’s expertise.

 And if you do refer someone to Stephanie, she knows how to treat him or her right. She is a firm believer in giving her time free of charge until she knows exactly what a new customer needs. She will always let you know when she has made contact with a referral and where they are in her sales process.

 When you see Stephanie next, ask about her plans for getting her esthetician’s degree and opening her own salon. We might even see Stephanie’s work in the near future on makeup for television commercials and other professional spots. She is definitely an up and coming entrepreneur.

## Stephanie Charache

# SPOTLIGHT ON MEMBERS:

**Marsue is AWIB’s Membership Director, and in this role she is the friendly face you first see when you come to an AWIB meeting.** Marsue tracks and coordinates all membership matters, and she is a well of information about the levels of membership and the benefits associated with each level. She is our liaison between AWIB and its members.

 **As a professional, Marsue is not your basic business sales coach.** She is a sales development guru who can guide businesses through marketing and sales efforts in our new marketplace and economy and the emerging technological environment. She is passionate about helping small businesses find their own sales and marketing style and in showing entrepreneurs that “sales” is not a bad word.

After spending years in corporate America helping small and medium businesses find affordable and relevant sales service with Sterling Commerce, she wasn’t ready to retire, so she struck out on her own and created The Sales Development Group. In this role, she loves to guide small business owners through a process of finding out how to “sell” in the 21st century. No longer is there the used car salesman with the hard sell attitude. She teaches entrepreneurs and their sales staff how to build relationships with prospects that are the basis for business deals, also known as sales.

 **What makes Marsue unique from other sales coaches is her extensive background in the corporate world doing this for large companies.** She brings this real world experience of building and managing sales teams to the small and medium business owners who might have a few sales staff and a sales manager at most. Other business coaches have learned techniques that they teach their clients, but Marsue has lived the experience and can teach a depth of understanding that someone with less experience cannot provide.

 **When you hear entrepreneurs and business owners say “Gosh, I hate selling” or “I wish I was better at selling,” you can tell them about Marsue’s approach to not selling, not making cold calls, but instead building relationships that produce business deals.** It’s all about identifying a client’s needs, what keeps them up at night, and showing them how you can help alleviate their issues.

 Marsue likes to send a small gift to someone who refers a new customer to her. She thinks this is the best way to thank them and let them know how important their referrals are to her. She’ll let you know what transpires after her initial meeting with the prospect so that you’ll know your referral has been contacted and is being treated to Marsue’s unique coaching process.

## Marsue Sams

# SPOTLIGHT ON MEMBERS: (continued)

So many of us rely on referrals to fill our sales pipeline. If you have reached a plateau with your referral program, try these 7 ideas to shake things up a bit.

1. Just ask. Some of us either don’t think to ask for a referral when a project is done or are uncomfortable asking. Make it a point in the closing meeting of every project to not only ask for testimonials, but to ask for referrals. The worst thing that can happen is they’ll say “no.” If that’s the case, just move on.
2. Work it into your contract. After spelling out the terms of your service agreement, add a final item requesting that if the client is satisfied at the end of the project, he or she will refer you to two other contacts who could use your services. When clients know upfront that referrals are expected, it makes it much easier to get them at the end of the project.
3. Always do your best. This one bears mentioning because there are instances when the workload becomes off balance and things fall through the cracks. When this happens, be upfront with your client, but always, always deliver your best work, even if it’s late.
4. Always say thank you. This is something that will set you apart from others, especially if you hand-write notes and mail them (yes, snail mail). And let them know where their referral is in your sales process.
5. Post your references. Show the world your happy customers. If you have a long list of references, you’re more likely to appear trustworthy than someone else. And trust is key to closing a deal.
6. Build a referral program that your customers will enjoy. Make it a competition. Offer a $500 gift card to the client who refers the most contacts to you in one year or one month, whatever works best for your business. You could also offer a discount on future products or services for customers who refer others to you.

Getting referrals is a matter of setting up a process that you are most likely to follow with every customer to get more referrals. Once your process is in place and you’ve practiced it a few times, it will become a wonderful habit that will help keep your sales pipeline full.

## 6 Referral Tips from the Pros…

#### Awesome Women in Business offers speed networking events periodically.

Networking is at the heart of our growth as Awesome Women in Business entrepreneurs and women business owners. Try a speed networking event and see the difference networking makes.

#### AWIB is a Great Group of Women Business Professionals

You won’t find many networking opportunities as successful as AWIB has been for its members. Check out our MeetUp site for testimonials from our happy networkers: <http://www.meetup.com/Awesomewomen/about/comments/?op=all>