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business...etc

...expanding your horizons.

Business Tips and Ideas

Customer Loyalty

All customers want and expect superior customer service, and it is all too important that we give it to them. Otherwise, our competition will.

Your customer doesn't want to be treated like another statistic along an assembly line. They want to be treated with respect. It is very important that your customer realizes just how important their business is to you.

Imagine if you were a daily customer at a bank, restaurant, or some other establishment. And every day that you walked in, a sales associate would take care of your business, than hurry you out the door, without so much as a hi, bye, or even making eye contact for that matter.

Okay, so you don't necessarily go to these places to make new friends, but you would think that the experience could be just a little bit positive.

Maybe this isn't enough to make someone take their business elsewhere. However, it just might if they were approached by your competition, and your competition gave them an idea of just how the grass can be greener on the other side, and managed to swipe that customer from you. And if they did, would you even realize it?

The most important thing to your customer when doing business is customer service. People want to be treated with respect. They want to be addressed by name, they want their phone calls returned, and they want their problems resolved in a timely fashion.

FREE Networking & Grand Opening

We are sure you will enjoy this upcoming networking event. Refreshments served.

Tuesday, March 17, 2020

4:30 PM – 7:30 PM

WFG of Fort Myers

13131 University Dr, Ft Myers

Networking Tips

See next page

Business Identity

Try thinking out-of-the-box a little to find new ways to attract new customers. Large corporations use funny or silly commercials just to promote their brand.

A small company doesn't have that kind of capital available; it needs to generate immediate business with advertising. That doesn't mean you only can use dull, hum drum ads and never change them. Develop a funny or catchy logo or symbol that will draw people's attention and be easily remembered. Use this logo/symbol in all your ads, literature and packaging.

Member Spotlight

Edison Beach House
239-728-4510

Mellow Yellow Restaurant
239-689-3372

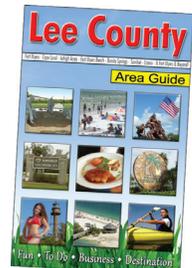
Tractor Titan LLC
239-677-9891

Cypress Point Senior Living
239-768-4044

Jonezez BBQ - Catering
239-226-6262

Area Guide

We are in the process of updating our chamber area information guide. It is printed and digital digest size publication'



Business Card Ad Size
Members: Only \$FREE
Non-Members: \$150.
Larger Sizes Available, call for more information. Thanks!
Call-Text 239-931-0931



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TIPS FOR WORKING A ROOM

In many networking events, you will find yourself with time to “mingle” among the other attendees before the formal program begins. It may be beneficial for you to spend some time planning and preparing how you will “work the room” to get the most from your efforts.

- Start with small talk.
- Don't stay too long in one place. After eight to ten minutes, excuse yourself with a pleasantry such as, “It was nice meeting you ... “
- Let preparation and practice be your guide. Spend some time planning your conversation generators.

TIPS FOR WORKING A TABLE

Many networking events will feature a meal if held during meal time hours. It is crucial to practice good table etiquette to make the best impression.

- Make the introductions. Proceed as if your host of the table.
- Sit and listen to learn. Start the conversation by asking questions: why people are there, what they hope to gain, how they found out about the event. Avoid monopolizing the conversation.
- Keep your business cards handy. Do not deal them out impersonally.
- Practice good table etiquette. Let common sense & consideration of others be your guide.

NETWORKING / INFORMATIONAL INTERVIEWS

The informational interview is a tried and true method used to gather information and gain insights when searching for career opportunities and exploring new options. When asking for an informational interview:

- Be clear on your mission. Be honest with people by respecting their time, and don't have a hidden agenda.
- Make sure you have the right person. Sometimes your initial contact can direct you to someone more appropriate to your mission and purpose. Be open to suggestions as to who else you might contact.
- Be prepared and interested. Prepare your personal introduction, and plan your questions. Take notes, and try to keep the meeting to a half hour.
- Always send a “Thank You” note!

Networking can be a fun and easy way to enrich your life, broaden your horizons, and enhance your career. But, it can also be potentially devastating if you act rudely, insensitively, or ignore the needs and desires of others.

Remember, crucial to your success is that you treat networking as an exchange of ideas, information and experience. You are not selling or simply telling or “sponging” off of others for your own benefit only. Be generous in sharing your talents, experiences, and ideas, and always be respectful of those around you.