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Words of Wisdom

**Your attitude is the
first thing people
notice about you.**

NEW YEAR – NEW BEGINNINGS – NEW CLIENTS

It's a new year! HAPPY NEWYEAR! The year 2005 may have been great for you and your business (HURRAY FOR YOU!) or mediocre for you and your business (oh well). Whichever, it doesn't matter – it's a new year, a clean slate is before you and you must not rest on your laurels or cry over spilled milk – no whining – put on your "big girl's panties" and get back to the joy of building a great new year! The saying goes something like this ... "your future is only as good as your next appointment"...



Cher Frederick
President

The year 2006 is a new beginning – built on new leads and new networking. Affirm right now that 2006 will be a year of greatness for you and your business and vow to begin today to get new leads and new contacts. Always bear in mind – the goal is getting "the appointment"!

(Ahhh - getting an appointment on my date book with a brand new lead really makes my day! It doesn't matter how many times I have this experience – it is still very exciting to me. I even have what is called an Insurance Policy for Appointments; a handy-dandy checklist to insure all bases are covered and that all coaching is done correctly. I know coaching is a key element! I really focus on coaching, but do I get cancellations or rescheduled appointments? The answer is YES! I continue to ask myself – what happens? Is there something I could do better? The answer is YES!)

Getting the appointment is just the beginning of a series of events that could end up as a sale – if the appointment holds. Appointments and disappointments are all a part of the sales cycle. Appointments may lead you closer to the sale, but the sale is not a sure thing. In some cases, the appointment might be to give an estimate for your services or maybe you are just getting together with a potential client to show your portfolio and references – kind of a job interview that you do over and over. The thing is, more than half of the appointments are a waste of time -- you just don't know which half, so each appointment must be treated as if it could land you a \$1,000,000

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The January Program

2nd Wednesday of the Month

Working Smarter Through Better Organization

by Ruth Heil, Streamline Organizational Services

This presentation will get you thinking about the benefits and importance of prioritizing tasks, reducing waste, and preventing disorder that commonly occurs at today's pace. We'll talk about roadblocks we all face inside and outside the office. It will offer you the chance to step onto a path to a professional, organized image.

The meeting will be held **Wednesday, January 11th** at the Bay Pony Inn at Lederach on Route 113. We will start with registration and networking at 11:30 am; lunch will begin at noon. Cost is \$15 for members, \$20 for guests. Make your reservations early! Call Tracy McGovern at 215-858-8195, or send your email to connect@wrnmontco.com now. You can also register online at our website: www.wrnmontco.com! Deadline is January 8th.



Positive Actions To Increase Connections

Here are 7.5 positive actions you can take to ensure a higher percentage of appointment connections:

1. Be friendly, not forceful. The more you push, the more they will cancel.
2. Let the potential client know what will take place.
3. Personalize. Make the pitch in terms of the prospect. Let prospects convince themselves. It's not what you do. It's how prospects benefit from what you do.
4. Engage – convert your statements to engagement questions. Ask questions to your engage your prospects.
5. Ask if they can add something to the appointment. It can be anything that creates responsibility. Get them involved with the appointment, and they will most likely be there.
6. Tell them you'll be bringing great products or ideas with you to share or show – something really special, a preview of a new product line or a plan created just for them – make it personal.
7. Set a positive tone of anticipation for the meeting. Send confirmation reminders and each time; remind the person "what is in it for them."
- 7.5. Select a winning location for the meeting. Make it break-fast, lunch or dinner, and you'll gain a huge boost in appointment connections – people respond to food.

Appointments are not just the start of the sale. They're the beginning of the relationship.

~Jeffrey Gitomer

Speaker for the January Program

Chaos. Frustration. Stress. Uncertainty. Disappointment. Self loathing. Sounds horrible, doesn't it? Too many of us feel this way far too frequently.

Simplicity. Satisfaction. Peace. Definition. Success. Contentment. Sound better? We can't control life, but sometimes it only takes a few simple changes to turn negative emotions to positive ones.

In 1998, Ruth Heil launched Streamline Organizational Services. This service focuses on creating office environments that run smoothly and professionally. While physical improvements to the office workspace, paperflow and dataflow systems are a large part of what Streamline does, so too is the development of positive work habits that affect you, your co-workers, and your employees.

This presentation will get you thinking about the benefits and importance of prioritizing tasks, reducing waste, and preventing disorder that commonly occurs at today's pace. We'll talk about roadblocks we all face inside and outside the office. It will offer you the chance to step onto a path to a professional, organized image.

Ruth is respectful and has a strong desire to help others succeed. She is also creative and fun. Her nonjudgmental style recognizes that even the most organized person struggles today.

Stop being held back by disorganization. 2006 will be your year for success, so get ready. Start working smarter.



Take a discount on lunch!

"Bring a friend to Lunch!" This is the way it works: a member arriving with a first time guest will receive a one-time \$5 reduction in her luncheon fee that day. The credit does not apply for a referral. The member and guest must arrive together and the credit will be given that day only.

Member News and Recognition

Cher Frederick, Mary Kay Cosmetics, wants to thank **Kim Players**, Kiss Me You Fool, for sharing her great lip products. "Kim – it's always fun to try other cosmetic lines – it keeps me abreast of what's in the marketplace. Kim, you represent your products well!"

Cher Frederick, Mary Kay Cosmetics, wants to thank **Maria Shields**, Ameriprise Financial, for becoming a Mary Kay customer and wearing our products so well!

Tracy McGovern thanks **Mary Rotundi** for her amazing Trager body work. "Mary's session makes me feel like my body is humming – it is relaxed while my brain is actually able to function! When I leave Mary's I feel like it is my most productive and enjoyable day of my entire week. Thanks Mary for your amazing & restorative work!"

Door Prize Thank You!

These members graciously donated door prizes at the last meeting. We are grateful for their contributions. Please demonstrate your appreciation and patronize these members:

Barbara Ayling - Inside-Out Cleaning Service

Tracy McGovern - Arbonne

Madeleine Fernandez - Pre-Paid Legal Services

Cher Frederick - Mary Kay Cosmetics

Linda Dobra - Sovereign Bank

Joan White - Commerce Bank

Peg Elliot - Century 21 Alliance

Member Highlight

Cheryl Messum,
Minuteman Press

Cheryl Messum was raised in the Blue Bell area and went to Wissahickon High School in Ambler. To get away from home, yet still in the same state, she attended college at Indiana University of Pennsylvania – the Christmas Tree capital of the world – where she earned a B.S. degree in Business Administration with a concentration in Marketing.



For more years than she cares to admit, she worked for large corporations in the information technology field. Cheryl started out selling calculators and assorted computer hardware but later moved into the software side of the business. Through the years her positions included product marketing, software application development, software quality assurance, and project management of records and document management systems. Some positions required significant US and international travel. On one trip to Scotland, she met her husband Keith, who was also in the records and document management area. For the last 10 years of her IT career, Cheryl traveled from Lansdale to Washington DC weekly to manage system integration projects for federal government clients.

Almost two years ago, Cheryl and Keith decided that a change in life style was necessary for survival and started seriously looking at franchise opportunities – which they had been less seriously considering for some time. After careful consideration they chose a printing business, due to their computer and records management experience, and opened their Minuteman Press shop in Eagleville in May of 2005.

You can contact Cheryl at 610-539-6707 or eagleville@minutemanpress.com. Her website is www.eagleville.minutemanpress.com

Annual “Bring a Bra” Holiday Networking Luncheon



In the spirit of holiday giving, our 2005 WRN Holiday Luncheon was a huge success! As in years past, donations collected were presented to Laurel House. Laurel House is the only emergency domestic violence shelter in Montgomery County providing an emergency shelter for women and their children for up to 30 days.

Director of Volunteer and Community Education Services, Tommie T. L. Wilkins, was in attendance to accept the donations. Ms. Wilkins offered a few words about the importance of our gifts and the importance of volunteerism to Laurel House's mission. Ms. Wilkins encouraged those present to consider volunteering to assist at Laurel House – experience is not necessary – only a desire to support women and their children in transition.

Thanks to all WRN members for their generous donations to Laurel House.

Calendar of Events

February 8, 2006

Monthly Luncheon Meeting

Julie Fuimano, Masterful Communication Skills for Women Leaders

March 8, 2006

Monthly Luncheon Meeting

Tony Kanak, Computer Safety

April 12, 2006

Monthly Luncheon Meeting

Kirstin Carey, How to Market Your Business

May 17, 2006

Monthly Luncheon Meeting

Annual Health Fair

Remember —

Bring your empty ink cartridges and old cell phones to the lunch on January 11th! Recycling is good for WRN and everyone.

Also our “sister” WRN

WRN-Chester County January 10, 2006

Monthly Luncheon Meeting

11:30 – 1:30

info@WRNChesco.com

Scholarship Reminder

We are looking for candidates for our Scholarship. Check out details on our website: wrnmontco.com or phone Cher Frederick at 215-234-4544 or email connect@wrnmontco.com

WRN Connections is a monthly publication of the Women's Referral Network of Montgomery County. It is available as a PDF via email or on our website: www.wrnmontco.com

All articles, news, information, thank you's and advertising should be submitted by the Friday after the monthly luncheon meeting or via email to WRN@hartcen.com no later than the Friday after the luncheon.

Editor: Deborah Cenci,
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deb@hartcen.com

Proofreader: Peg Elliott, Century 21
Webmaster: We're looking for a volunteer...can YOU help?

Newsletter Submissions

Please send Member News or Recognition to the editor by the Friday after the monthly meeting.

Articles submitted must have a general interest and are subject to editing if accepted for future publication.



**Women's
Referral
Network**

of Montgomery County

PO Box 388

Harlesville, PA 19438-0388

**Women Connecting
for Success**

The Women's Referral Network (WRN) of Montgomery County introduces you to fellow professional women in your community and serves to promote business opportunities among and for women. Network to make the connections you need to propel your business or career. Learn from others and share your success.

President's Message (continued from Page 1)

contract! Always be prepared and provide a quality appointment!

Have you ever had any of these disappointments?

- The potential client cancels the appointment for no reason; you receive an e-mail or voicemail only.
- The potential client doesn't show up for the appointment, and there's no call or e-mail.
- The potential client leaves a message wanting to change the date of the appointment some time in March and says she will call later to set a new date.
- You show up thinking you have an hour of her time, and she says, "I have only two minutes - I forgot I had to pick the kids up from soccer." "Can you just leave me a catalog or mail me a price list for your services?"
- After you show the person your products or tell her about the services you provide, she says, "I just can't afford anything right now - maybe in the future. I'll give you a call."

How about these? Have you ever had this happen to you?

- Your appointment is interrupted when your prospect decides to answer the telephone.
- You are asked to wait while she finishes something on the computer - you sit and watch.
- You arrive - she meets you at the door all harried and unfriendly and quickly says, "I'm sorry - I forgot about our appointment. I shouldn't have agreed to get together with you - I'm perfectly happy with my current product/service and probably won't change. I just didn't know how to turn you down." (THE WORST - because if she forgot that means you didn't coach the appointment!)

How you respond to disappointments is up to you. You can either blame or be responsible - it's a choice. One thing for certain is that it doesn't help to whine - unless you get cheese and crackers with your whine! In the blame game, everyone loses - especially you. Your sales success lies in your ability to control your reaction and your fate and in your ability to learn from the experience - take the lesson (ask yourself what you could have done to prevent the disappointment from occurring). Now - move on to bigger and better opportunities using the lesson learned as a tool to improve your appointment performance.

So...what is the secret to successful appointments?

Your potential client must perceive "there's value in this for me" If the potential client sees no value, you'll be left with one of the disappointments above. The desired value perception will relate to:

- Quality for the money
- Quantity for the money
- Greater time savings
- Better customer service (including delivery and servicing)
- Better personal relationship with YOU! (That means you are in her corner always looking out for her welfare, etc.)

When the prospect perceives gain by doing business with you, or if she really needs what you have, she will become a purchaser and a wonderful relationship is yours to nurture. Can you believe this appointment thing is this simple? Neither do I - but, I'm learning.

HAPPY NEW YEAR! *Cher Frederick*