



# Chamber Connection

## “Creating a Bright Future”

**Trotwood  
Chamber of Commerce**

**Volume 4 Issue 2  
February 2008**

### **Executive Director's Notes**

Your chamber is in the process of relocating its office — the relocation should be completed sometime during the first quarter of this year. We do believe the new location will give the chamber more visibility as well as have an opportunity to network with other businesses and leaders in our community.

Our plans are to continue to have our annual dinner and business of the year event, business after hours, work with schools, city, other chambers and the community to foster a relationship that will be viable to all. We will work with the city to have quarterly B2B workshops rather than breakfast with the mayor. The series will include small business expansion, business development, website development, outreach, tax incentive and leadership.

We are excited about a new benefit we secured for our members. Also, new members will receive a \$300 discount on advertisement in any of the Dayton Daily News papers.

We are optimistic about the future of the Chamber and look forward with optimism on our commitment to work with others in our community and surrounding area.

### **Obtain a Commitment with a Virtual Presentation**

The prospect, appearing eager to make a decision, asked for a presentation, You invested a significant amount of time and energy developing it. You delivered your presentation a polished professional manner ... expecting a decision at its conclusion. Now, three days later, you are waiting for the prospect's call... and his decision.

There's nothing more frustrating than investing a great deal of time and energy developing a presentation, delivering it, and then waiting for days, sometimes longer, while the prospect “thinks it over” and ultimately makes a buying decision. To avoid the waiting game and also get the prospect to make a commitment about what is going to happen at the conclusion of your presentation, make a virtual presentation.

Suppose you sold security systems and a prospect wanted a presentation for an intrusion alarm system for a new warehouse. You would have to conduct a site survey, develop an appropriate system to meet all of the prospect's requirements, draw a preliminary system schematic, calculate material costs and installation times, package all the information in a proposal, and finally, develop and rehearse your presentation. A fairly large commitment on your part with only the hope that the prospect will be persuaded to buy.

Before actually doing all of that work, do it virtually. How? By asking the prospect the following:

Mr. Prospect, suppose I were to conduct a site survey, develop an appropriate system to meet all of your requirements, draw a preliminary system schematic, calculate material costs and installation times, package all the information in a proposal, and make a presentation where I thoroughly demonstrated how our system would do precisely what you require, which is to deter, detect, and document unauthorized access to the premises, what would happen?

In fifteen seconds, you've done all the work. If the prospect is not willing to make a commitment to an action that is in your best interest, -and, sitting by the phone for days waiting for his decision is definitely not in your best interest-you MUST do the work, charge for it and agree to apply the initial fee to the project if it is awarded. That strategy won't guarantee that you'll get the sale, but at the very least, you'll get paid for your efforts. Printed with the permission of Sandler Sales Institute, Roger D. Wentworth, 937.427.9720, www.roger.sandler.com

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### **Executive Director**

Marie Battle

# Chamber Connection

## Ohio Safety Congress

The 78th Ohio Safety Congress & Expo is scheduled for April 1-3 at the Columbus Convention Center. It will include:

- More than 150 educational sessions
- Live demonstrations of trenching/ excavation rescue
- Nearly 250 exhibitors
- CEU's and credits for BWC discount
- Professional-level full-day programming for safety specialists

Registration is free—visit [ohiobwc.com](http://ohiobwc.com) for more information

## Member-to-Member Discounts

- DGL Woodworking (\$500 off design/detailing with purchase of \$3,000)
  - Dayton Daily News \$300 off advertisement **NEW MEMBERS ONLY**
  - Hara Complex VIP Card
  - Gauntlet Awards 15% disc.
  - Office Depot
  - The UPS Store 10% disc.
- Our special thanks to business owners offering discounts to Chamber members.

## Upcoming Events

February 20

Chamber Board Meeting,  
Trotwood Community Center,  
Noon

March 12

Trotwood Business Expo  
Hara Arena Complex-4-8 p.m.

March 19

General Membership Meeting

April

Workshop—"How to Expand  
your Business"



## Salem Towing

Emergency Service 24/7  
5701 Denlinger Road  
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## Summit Towing, Inc.

Over 65 Years in Dayton  
4164 Gardendale Avenue  
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## Advertise Here!

Starting at \$150/year  
Contact the  
Trotwood Chamber  
at 937.837.1484  
for more information



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**In this Issue**  
Executive Director's Notes  
Business Builder  
Ohio Safety Congress  
M2M Discounts  
Upcoming Events

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