

# Meeting Stimulants

The following pages of Meeting Stimulants are suggested exercises to incorporate into your Sales Manager Moments. Several of these ideas can be used at the last minute, however several require advance notice. Take some time to read through these and incorporate them every 4-6 weeks into your chapter agenda. It is not recommended that you do a Meeting Stimulant every meeting. They are to energize your chapter meeting, so use them wisely. But most importantly ... **Have Fun!**

## 1. Fantasy Referral

Read the following story to the members of your chapter prior to their Sales Manager Moments. This exercise is meant to help members be more creative and provide a specific description of a particular product or service that they might offer as it relates to this scenario.

"Richard and Lynette Miller are engaged to be married. They have scheduled their wedding for 10 months from today. They have begun to discuss the specifics of the wedding but have not finalized anything at this point. They have decided to take a two-week honeymoon but have not determined where. Their joint annual income is \$64,000. Richard is the purchasing agent for a large manufacturing firm in the city. His job requires reviewing various proposals for equipment and professional services within the organization. Lynette is self-employed as a clothing designer and manufacturer. Her firm has been in business for six years. She makes all decisions regarding administrative and marketing matters. Richard and Lynette have many hobbies. They like snow and water skiing, backpacking, river rafting and golfing. They plan to start a family as soon as possible. They are interested in saving money to help their children through college, and they plan to invest jointly after they are married."

"As a member of BNI, what services or products can you provide to help Richard or Lynette either personally or professionally? During your Sales Manager Moment, please describe how you can help this couple."

## 2. Cards in a Basket

With a basket or bag, collect one business card from each member at the meeting before the Sales Manager Moments. Have everyone draw a card from the basket. Whoever's card they draw, they will have to do that person's Sales Manager Moment that day. Begin by going around the room, having each member pull a card from the basket.

Suggestions: If the members feel particularly adventuresome, you may recommend that they not only do the person's Sales Manager Moment, but act and pretend that they are that person by attempting to use visual and verbal idiosyncrasies of the other member.

This exercise helps members in two ways. First, it helps them to determine how well they are getting their message to other members. Secondly, it enables their message to be communicated by a new person, which makes a meeting interesting and often humorous.

## 3. Pantomime Presentation

The Pantomime Presentations give members an opportunity to do something new for their Sales Manager Moment by doing it without words. The Pantomime Presentation is meant to introduce a new technique into your meetings and keep the agenda lively. Announce the following at your meeting:

"For the meeting next week, you will all get a chance to do your Sales Manager Moment without words. For example, at one meeting of BNI an interior decorator brought a big kettle to the meeting. When her turn came to do the Pantomime Presentation, she put the kettle on the table, started pulling carpet, paint, wallpaper, and fabric samples out of a bag, and put them one by one into the kettle. Then she got a big wooden ladle out and began to stir the materials all around. After a few moments of this, she reached into the kettle and pulled out and displayed an art board with the completed layout, color schemes, and photos of a beautiful home."

"Next week, I would like you to come prepared to do your Sales Manager Moment in pantomime. This will be a great opportunity for you to be creative and innovative."

#### **4. Paper Bag Presentation**

The President starts the Paper Bag Presentation by holding up a brown paper sack and announcing the following:

“This week, incorporate what you see in this bag into your Sales Manager Moment. Take a good look into the bag, then tell us how it relates to your own unique product or service.”

President: Start the bag around to your left, and then sit back and enjoy the fun! As each person looks into the bag, you'll probably hear him or her laugh. As it goes around, those who don't know what's in the bag will be wondering what in the world it is.

The secret? Inside the bag is a mirror, face up! As members look into the bag, “the object” they see is themselves! All you will need to prepare for this Meeting Stimulant is a paper bag and a small cosmetic mirror.

#### **5. True/False Quiz Presentation**

Next week, for your Sales Manager Moment, prepare a three-question True/False Quiz about your business. Questions can include facts about your services or your profession in general. At the next meeting, during your Sales Manager Moment, you will read your questions and take responses from the members as to whether the questions are true or false. This can be a very educational and informative style of presentation, revealing little-known facts about your members.

#### **6. Presentation Lead-Ins**

Below are some Lead-In opening sentences. Choose one to use at the opening of the Sales Manager Moment section of the next meeting. All members must start their introductions with the same sentence chosen for this meeting and apply it to themselves. This can be used for many weeks.

- The kind of qualified referral that works best for me is ...
- The kind of referral that does not work for me is ...
- I do my best work with ...
- I'm most interested in the type of client that ...
- The three major benefits of what I do are ...
- What I do best is ...
- Clients I work with include ...
- The people I work best with are ...
- The companies I work best with are ...
- I've decided to pursue a career in this industry because ...
- What makes me different as a (n) \_\_\_\_\_ is...
- My special qualifications include ...

#### **7. Tools of the Trade**

Next week, for your Sales Manager Moment, bring something you use in your occupation and incorporate it into your presentation. This item should further illustrate and educate others on what you do.

#### **8. Dances With Wolves**

In the movie Dances with Wolves, Kevin Costner was given that name because Indians watched him chasing a wolf out in the field. If the Indians watched you doing your day-to-day professional activities, what would they name you, and why?

Next week, for your Sales Manager Moment, come prepared to incorporate your Indian Name.

#### **9. Can You Guess?**

Give each member of your chapter a piece of paper. Ask members to:

- Write down something they are good at that the rest of the group doesn't know.
- Fold up the paper and put it in a paper bag.

One at a time, have a member pick out one piece of paper, read it aloud, guess which member it is, and say why. Go around the room and give everyone a chance to guess.

### **10. K-NET, W-NET Radio Spot**

Next week, for your Sales Manager Moment, we want you to prepare a 60-second radio commercial.

Here are your guidelines:

- The President is the morning DJ.
- The name of the radio station is "K-NET" or "W-NET."
- You have exactly 60-seconds for your commercial, no more, no less, so prepare something in advance.
- You may use sound effects, music, or other members to enhance your commercial.
- Be creative and informative.

Remember: If you're short of your 60 seconds, there will be dead air space. If you run longer than 60 seconds, you'll be cut off by the next commercial!

### **11. Industry Trends**

During your Sales Manager Moment, we want you to share the latest trend that is emerging or affecting your industry. Tell us what impact it may have on the people you serve and what we might expect to see in the future.

### **12. Most Unusual Thing You've Done For Work**

During your Sales Manager Moment, we want you to describe the most unusual thing you've done, or had to do, in your line of work, and why.

### **13. The Mad Hatter**

Next week for your Sales Manager Moment, wear a hat that pertains to either business, a hobby, or your personal life, and incorporate it into your presentation. After all presentations are complete, take off your hat and pass it three members to your left. To get your hat back, you have to take the member who has your hat out to a One-to-One!

### **14. Pick a Partner**

At your next chapter meeting, have your Visitor Host hand out name tags of the individual names in the pairs of names listed below to members and visitors as they come in. We suggest that you copy the names down on labels (address labels will do if you don't have name tags) so that members can put them on. Each member is to find his or her partner and network with that person. At the end of the Open Networking portion of the meeting, you should sit with your partner, and before next week's meeting, you should set an appointment to meet and learn more about how to refer each other.

Below are some examples of Partners:

- |                   |                      |                     |
|-------------------|----------------------|---------------------|
| • Starsky & Hutch | • Ricky & Lucy       | • Ronald & Nancy    |
| • Tom & Jerry     | • Sonny & Cher       | • George & Barbara  |
| • Bogart & Bacall | • Batman & Robin     | • Heckle & Jeckle   |
| • Mickey & Minnie | • Skipper & Gilligan | • Abbott & Costello |
| • Fred & Wilma    | • Donald & Daisy     | • Frankie & Johnny  |

### **15. How Good Is Your Memory?**

During the Sales Manager Moment, each member should begin and end his or her presentation using an adjective beginning with the first initial of your first name. For example: Dynamic Don, Positive Paula, Wonderful Wanda. Try to apply the adjective to the work that you do in your profession. Why are you dynamic, positive, or wonderful?

NOTE: For Presidents only! We want this to be a surprise for the members. When the second member has completed his or her Sales Manager Moment, ask that member to repeat the name of the person(s) sitting next to him or her. By the time you get to the fifth member, that person should be able to remember, and repeat, the last four members' names (Dynamic Don, Positive Paula, Wonderful Wanda, etc. ...).

### **16. Ball of Yarn**

Presidents: To prepare, bring a ball of yarn with you to the meeting.

Holding the end of the string, you should give a testimonial about BNI. What do you like best about the organization, how much business you have received, and/or how you have benefited from your membership? Be sure to incorporate one member in your testimonial. Then, holding the end of the yarn, toss the ball of yarn to the member of your choice that you incorporated into your testimonial. This member will then repeat the process, making sure to hold onto the strand of yarn, giving a testimonial about another member who has not yet been talked about, and passing the ball of yarn to that person.

Note to President: At the end of this Meeting Stimulant, you will see how the string represents how all of you interact with one another in your chapter. As President, you should explain how individual these interrelationships are to each of the members.

### **17. Apart From the Pack**

During your Sales Manager Moment, tell us what sets you apart from anyone else in your profession. Explain to the chapter what makes you special, unique, and/or different from your competition. Give us examples. Members can bring props or tools that they use in their profession.

### **18. Mystery Basket**

President: To prepare, at home grab a basket and fill it with odd household items, such as children's toys, cooking utensils, or anything else you may see as you walk out the door. During the Sales Manager Moment, pass the basket around the room and have each member take out an item and incorporate that item into his or her presentation.

For example: A chiropractor chooses a strainer out of the basket and says, "If you've strained your back, come and see me." An architect chooses a Mickey Mouse doll and says, "We don't Mickey Mouse around." The psychologist takes an engineer's hat out and says, "I can help engineer your life."

### **19. Fantasy Referral "The Sequel"**

Read the following story to the members of your chapter prior to their Sales Manager Moment. This exercise is meant to help members be more creative and provide a specific description of a particular product or service that they might offer as it relates to this scenario.

"Richard and Lynette Miller (from Meeting Stimulant #1) have now been married five years and have two children, Diane, age two, and Richard Jr., six months old. Richard and Lynette have talked about refinancing their home to put on an addition now that they have a family. They purchased a car right after they got married but now need a full-sized family car. Their joint annual income is \$74,000. Richard has been promoted. He is now the Purchasing Director, overseeing all purchasing functions from office supplies to office equipment. Lynette's business has really expanded in the past five years. She has secured some big contracts and is running out of space in her small office. Lynette would also like to spend more time with her children, so she needs more help at the office. Both Richard and Lynette know how important it is to get a good education, so they have talked about setting up some kind of savings account to put money away for their children's college education. Lynette and Richard would really like to have a second honeymoon, but they haven't determined where. They both have many hobbies. They like snow skiing, camping, river rafting, and golfing."

"As a member of BNI, what services or products can you provide to help Richard, Lynette, and family either personally or professionally? During your Sales Manager Moment, please describe how you can help this couple."

### **20. Dictionary Pick-A-Word**

President: To prepare, bring a dictionary to the meeting.

"I have brought a dictionary to the meeting this morning, and I'm going to start the Sales Manager Moments by opening the dictionary and picking a word, any word. Then I'm going to have the person sitting next to me use that word and incorporate it into his or her Sales Manager Moment. After that person is finished, he or she must randomly pick another word on another page and give it to the member next to him or her. We will pass the dictionary around the room and each of us will follow this format."

### **21. Winter Olympics**

During your Sales Manager Moment, incorporate the following: If you were on the U.S. Winter Olympic team, what sport would you play, and why? For example, a hair stylist might choose Aerial Ski Jumping and say, "It would be a hair-raising experience." A florist might choose Ice Skating and say, "It's artistic, fresh, and always good quality."

### **22. Personalized License Plates**

Ask the following question and have the members write down on a sheet of paper their personalized license plate frame, hold it up, and incorporate it into their Sales Manager Moment. "If you had to create your own personalized license plate frame, what would it say, and how would it relate to your business?" Examples:

ICU4DK	Dentist	TOETRUK	Podiatrist
SKNYDIP	Pool Builder	DOUREAD	Book Store
GOAWAY	Travel Agent	DEBTDR	Collection Agent

### 23. Name That Tune

Next week during your Sales Manager Moment, we want you to give a 60-second Name That Tune commercial. Each of you must stand and incorporate a song into your Sales Manager Moment by either playing it or singing it. The song must in some way describe your profession or some aspect of what you do.

Here are some examples:

CPA	"I'm the Tax Man" (Beatles)
Cleaning Service	"Dust in the Wind" (Kansas)
Attorney	"Jail House Rock" (Elvis)
Personal Trainer	"Let's Get Physical" (Olivia Newton John)
Travel Agent	"On the Road Again" (Willie Nelson)
Gardener/Landscaper	"Evergreen" (Barbara Streisand)
Skin Care Consultant	"I've Got You Under My Skin" (Frank Sinatra)

### 24. The Memory Hook Contest

First, announce to the chapter that we are going to have a Memory Hook Contest. Second, explain that everyone must come up with a memory hook specific to their business in order to do this, and that the contest will run for four to five weeks. This will give members a chance to create a good memory hook. After four or five weeks, other members should be able to remember and memorize the most effective memory hooks. Third, at the end of the contest the President passes around sheets of paper to each member and gives them about five minutes to write down as many memory hooks as he or she can remember.

President, coordinate with the chapter to provide two prizes for the two winners of the contest. Whoever remembers the most memory hooks and the person whose memory hook is most remembered should get a prize.

### 25. The Candy Bar

Next week for your Sales Manager Moment, bring a candy bar to use or incorporate into your Sales Manager Moment. For example: A financial planner might choose a Payday and say, "Each Payday you have to put little bit away." A pre-paid legal service might choose a Mounds bar and say, "I have Mounds of legal information for you."

### 26. Fortune Cookie Presentation

President: To prepare, bring a bag of fortune cookies to the meeting. Place the fortune cookies in a basket. Don't pass out the fortune cookies beforehand. Start the Sales Manager Moment with yourself. Take a fortune cookie out of the basket and incorporate your fortune into your presentation. When you are through, pass the basket to the member sitting next to you.

### 27. Bring Your Substitute Day

All our members at one time or another have had this dilemma: "Who can substitute for me when the time comes that I can't attend my BNI meeting?" This meeting stimulant is designed to help your members "dig the well before they need the water!"

"Two weeks from today, we will be having a Bring Your Substitute Day. You now have two weeks to locate the person who will attend the meeting on your behalf when you can't be here. Bring him or her with you to our meeting in two weeks. Please plan to have your substitute do your Sales Manager Moment for you on that day! (If you like, your substitute can even dress, act or impersonate the member they're representing!)"

VERY IMPORTANT: To ensure members' participation and success, next week the President should remind the members about this event. This activity helps the members in a number of ways:

- It doubles the size of our group and adds renewed interest, energy and enthusiasm to the meeting.
- It helps every member establish and train their substitute.
- Your substitute becomes comfortable and familiar with the process, so they are more likely to show up when you need them.
- It increases the number of referrals as the substitutes involve themselves in the referral giving.
- It's a win-win situation; have fun with it!

EXAMPLES OF SUBSTITUTES:

- Associate
- Secretary/Office Staff
- Client
- Friend
- Spouse/Partner

## **28. Know Your Networker**

President: To prepare, make sure to have a basket with every MEMBER'S business card in it.

"Two weeks from now we will be following up on a Meeting Stimulant that we are going to start today. I'm going to pass a basket full of members' cards around the room. Please reach in and grab a business card (not one of your own). Within the next two weeks we would like for you to meet with the member whose business card you drew for One-to-One at their place of business (if appropriate) to learn more about their occupation.

"In two weeks, you will be asked to do that member's Sales Manager Moment. We feel that this is a great way to get to know your fellow members. I would like to encourage you to also use props when doing the Sales Manager Moment. For example, if you met with the general contractor, your prop could be a tool belt."

## **29. New Year's Resolution**

During your Sales Manager Moment, incorporate your New Year's Resolution for the following year. Share at least one professional and personal goal. State the ways that you will achieve your New Year's Resolution and how, if appropriate, the chapter can help you achieve your goal.

## **30. The One-to-One Schedule**

President: To prepare, print out several copies of the One-to-One schedule. Put the name of each member at the top of each sheet.

Directions: At your next meeting, have your Visitor Host direct each member to the One-to-One schedules, which should be arranged on a table. During the first 15 minutes of Open Networking, have the members complete the One-to-One schedules by filling in appointments with the names of those members that they would personally like to meet with. After you have filled your One-to-One schedule, take the opportunity over the following week(s) to follow up with your appointments. This is just another way for members to learn more about each other's business. If members understand what services they each have to offer, it will assist them in referring quality business.

## **31. Summer Olympics**

During your Sales Manager Moments, incorporate the following: If you were on the U.S. Summer Olympic team, what sport would you play, and why? For example, a moving company might choose boxing and say, "Our boxing is a knockout!" A plumber might choose diving and say, "We don't mind diving into our work."

## **32. Stocking Stuffer**

During your Sales Manager Moment, incorporate the following: If you were going to put a gift in a stocking for a customer or client, what would it be? The gift should be something that represents your business or service that only you have to offer. Example: A hair stylist might put a type of styling brush in their client's stocking.

## **33. Career Day**

During your Sales Manager Moment, pretend you are talking to a junior high class on Career Day. You will need to educate them on the specifics of your job and what types of skills or training are required specifically for your business or profession.

## **34. Testimonials**

Next week during your Sales Manager Moment, be prepared to share a testimonial letter that you have received from a customer, client or patient. If you do not have one, you will have one week to ask your best customer, client or patient for a testimonial letter. At the next meeting, have the members exchange their letters and introduce each other with their testimonials.

## **35. Talkin' BNI**

One volunteer will change his or her first name to his or her favorite talk show host for 10 minutes and play the role of that host. The host will lead a talk show called "Talkin' BNI," where the topic is "The Best Way to Generate Referrals." This host will invite the top three referral generators to be the panel for the discussion. With microphone in hand (which is not plugged in), the host will ask the top performers or group to share the methods and ways that they generate referrals during the week. As in a talk show, the host will wander around the room with the microphone so that members and visitors can ask questions.

### 36. Favorite T-Shirt

Ask every person in the group to bring or wear a favorite T-shirt to the meeting. During their Sales Manager Moment, ask each person to show the shirt to the group and explain how their T-shirt best resembles their personality.

### 37. Positive Bombardment

Give everyone a sheet of paper and instruct each member to put his or her name on top. Ask each person to pass the paper to the member on his or her right. Members should write one positive comment about the person whose name is on the paper. The following basic words cannot be used: Nice, very, kind, cool, neat. Be creative and supportive! Continue passing the sheets to the right until each member receives his or her own sheet. Then, have each member read his or her list out loud for their Sales Manager Moment.

### 38. The Year of the Penny

Put a penny on each member's chair or have each member pull a penny out of their wallet. Have the members look at the year of the penny and incorporate into each of their presentations something very significant that happened to them during that year. It can be personal or business related.

For example, if the date of the penny is 1997, think of something that happened to you during this year, such as:

- This is the year in which you received your biggest client.
- The birth of your child.
- You started your own business.

### 39. MVP

The instructions are as follows: Explain to your team members, the members of your chapter, why YOU were chosen (or why YOU are) the "MVP" (Most Valuable Player) in your company or industry. Let your team members know how they can help you get to the next level (help you increase your business).

### 40. BNI Survivor Island

During the Sales Manager Moment, each member will have to present himself or herself as a Survivor cast member and explain to the "BNI Tribal Council" what assets or qualifications he or she has, and why he or she shouldn't be kicked off the island!

### 41. BNI Boogie

President announces: Pick a dance and incorporate it into your Sales Manager Moment.

Dance Suggestions:

Hustle	Hokey-Pokey	Electric Slide	Jitter Bug	Limbo
Twist	Tango	Achy-Breaky Heart	Time Warp	Charleston
Waltz	Macarena	Monkey	Train	Marengo
Salsa	Rumba	Chicken Dance	Polka	
Can-Can	Cha-Cha	Hully Gully	Mash Potato	
Hula	Bunny Hop	Boot Scoot	Two-Step	

Commercial Examples:

Limbo	"... we bend over backwards for people."
Waltz	"... we waltz you through delicate situations."
Tango	"... we are straight forward, and will work 'cheek to cheek' with you."
Hustle	"... we hustle to make sure your service is the best."
Moon Walk	"... we go to the moon and back for our customers."
Charleston	"... if you happen to twist a knee, we can nurse you back to health."

### 42. The Missing Link

The Missing Link meeting stimulant is an alternate Sales Manager Moment designed to help members identify potential categories that need to be filled in their chapter. In place of their own Sales Manager Moment, members will design a Sales Manager Moment based on a category that is not currently represented in the chapter. This should be a category that would be a good addition to their contact sphere or power team. This exercise is designed to help members identify missing categories in the chapter, better understand how those categories work with the existing members, and target who they should be recruiting as future members of the chapter.

Presentation: I'm sure we have all done the meeting stimulant where we present another member's Sales Manager Moment. For this exercise, we are going to do something a little bit different. You are going to do the Sales Manager Moment for someone who isn't even in the chapter yet! This should be a future member that fits well into your contact sphere so that we all get a feeling of who you are looking for and how they would complement your business. If you are creative enough, you can even go so far as to make up a tag line for the future member. The Missing Link can either be a real company that you know of that you would like help recruiting for the chapter or a fictitious company that fits the mold of what you are looking for.

For example, let's say that my business was called "Canine Clippers," a dog grooming salon and my Missing Link in the chapter was a company called "Bark Busters," a dog obedience and training company. My Missing Link presentation might sound something like this:

"Good morning everyone, my name is Carl from Canine Clippers, the Pooch Pampering Perfectionists and my Missing Link in this chapter is a dog obedience company. Here is their Sales Manager Moment: "Good morning everyone, my name is Barry from Bark Busters – Sit! Stay! Come! to Bark Busters! We train dogs of all breeds and their owners on how to have the best relationship possible built on mutual trust, understanding, and of course cool tricks and lots of dog treats. We specialize in transforming dogs that have a bad reputation – such as pit bulls and Dobermans – to be gentle, affectionate, face-licking lap dogs. Of course, we also teach dogs to sit, stay, heel and roll over too. As a dog trainer, some of my best referrals come from dog groomers, so if you could introduce me to Carl from Canine Clippers that would be really pant-tastic. Please don't make me sit up and beg!"

### **43. Bring One of Your Best Clients**

We all know whenever we bring a visitor to our chapter meeting, that they tend to add significant value to the chapter as a whole. Even if they do not join the chapter, they tend to do business with the other members of the chapter. This is due to the relationship that they have with you, which carries over to the other members. With that in mind, the "Bring One of Your Best Clients" Meeting Stimulant is an opportunity to introduce one of your most valued clients to your BNI chapter and show your client how we network. Each member will bring one of their best clients to a meeting, introduce him or her, explain what makes the individual their best client, and then give the client an opportunity to present their own business to the chapter.

This exercise is designed to:

1. Give members an opportunity to show valued clients the BNI way of networking.
2. Strengthen relationships between members and the clients they bring to the meeting.
3. Create increased networking opportunities for everybody involved by bringing in potential new clients for members and/or new chapter members.
4. Give members a way to show thanks to one of their best clients by publicly recognizing him or her.

Two weeks from now, we will be doing the Bring One of Your Best Clients Meeting Stimulant. This Meeting Stimulant requires significant advanced planning in order to reach its full potential for success. Therefore, it is recommended that you utilize the coming two weeks by properly preparing your client, and yourself, for his or her participation in the meeting they will attend.

On the day we all bring in one of our best clients, our regular meeting will be slightly altered. Instead of doing the traditional Sales Manager Moments, each member will say a couple of sentences about what they do, and then they will give a 30-second introduction of their client and explain what makes the individual one of their best clients. The member will then turn over the remaining 30 seconds to their client, who will give a 30-second presentation on exactly what it is that he or she does. The opportunity for any remaining visitors to speak will be given after each member/client pair has spoken.

### **44. Twenty Topics Tailored to Help You Talk Up Your Business**

Successful BNI members know that an effective Sales Manager Moment is prepared in advance of the chapter meeting. Still, some members wait until the last minute, often coming up with a topic while other members are delivering their presentations. This practice is unfair to the other members and it usually produces an ineffective presentation anyway. Everybody loses! This Meeting Stimulant prompts us to break our businesses down into 20 different LCDs (Lowest Common Denominators), which will become our lesson plan of topics to cover during our Sales Manager Moments for the next 20 weeks.

This exercise is designed to:

- 1) Get members to prepare more effectively for their weekly Sales Manager Moment.
- 2) Give members a tool to break their business down into multiple Lowest Common Denominators.
- 3) Decrease anxiety about giving a Sales Manager Moment by helping members effectively prepare for their time to speak.
- 4) Ensure members give full attention to others doing their own presentations.

Presentation:

Initial Announcement: Between this week's Chapter Meeting and next week's chapter meeting, each member is to write down 20 topics that they could potentially discuss regarding their business. All members are to bring these 20 topics with them to next week's meeting, where the reason for the creation of the list of 20 topics will be given. When thinking about topics, members should break their business down into its Lowest Common Denominator (LCDs): specific products, target markets, unique benefits, qualifications as a professional business, and stories of how they've helped other customers.

Announcement to be Made One Week Later at Follow-up Meeting:

The list of 20 topics that each member is now holding in their hands is their individual lesson plan for their Sales Manager Moment over the next 20 weeks. Members may alter presentation order or topics at their discretion, but overall this lesson plan will alleviate the stress of having to think of a topic to present at the last minute. Members should create a reminder for themselves (on a calendar, in Outlook, cell phone, PDA, etc.), reminding them to prepare for each topic 24 hours prior to each chapter meeting.

Some helpful preparation tips are to:

- Consider the needs of your audience and limit your discussion to those areas.
- Bring handouts, or samples if applicable, for the brochure table—they distract from the presentations that follow yours if you pass them out (the more things people can see, hear, feel, and touch, the more likely they are to remember you and refer you).
- Practice your presentation on someone you know before presenting it at the chapter meeting.

#### 45. The Beatles

For next week's Sales Manager Moment, incorporate the music, a song title or lyrics from a Beatles song into your presentation. They have a vast library of songs, and I brought a list of them! Whether you have had "A Hard Day's Night" because you were worried about your closing in the morning or "Eleanor Rigby" has an ant and rodent problem, it should be easy enough!

- |                               |                                       |                                   |
|-------------------------------|---------------------------------------|-----------------------------------|
| 1. A Beginning                | 23. Baby You're a Rich Man            | 45. Christmas Time is Here Again  |
| 2. A Day in the Life          | 24. Baby's in Black                   | 46. Cry Baby Cry                  |
| 3. A Hard Day's Night         | 25. Back in the USSR                  | 47. Cry For a Shadow              |
| 4. A Shot of Rhythm and Blues | 26. Bad Boy                           | 48. Crying, Waiting, Hoping       |
| 5. A Taste of Honey           | 27. Bad to Me                         | 49. Day Tripper                   |
| 6. Across the Universe        | 28. Badge                             | 50. Dear Prudence                 |
| 7. Act Naturally              | 29. Be-Bop-A-Lula                     | 51. Devil in Her Heart            |
| 8. Ain't Nothing Shakin'      | 30. Because                           | 52. Dig a Pony                    |
| 9. Ain't She Sweet            | 31. Being For the Benefit of Mr. Kite | 53. Dig It                        |
| 10. All I've Got to Do        | 32. Besame Mucho                      | 54. Dizzy Miss Lizzy              |
| 11. All My Loving             | 33. Birthday                          | 55. Do You Want to Know a Secret? |
| 12. All Things Must Pass      | 34. Blackbird                         | 56. Doctor Robert                 |
| 13. All Together Now          | 35. Blue Jay Way                      | 57. Don't Bother Me               |
| 14. All You Need is Love      | 36. Boys                              | 58. Don't Ever Change             |
| 15. And I Love Her            | 37. Can't Buy Me Love                 | 59. Don't Let Me Down             |
| 16. And Your Bird Can Sing    | 38. Carol                             | 60. Don't Pass Me By              |
| 17. Anna                      | 39. Carry That Weight                 | 61. Drive My Car                  |
| 18. Another Girl              | 40. Cayenne                           | 62. Eight Days a Week             |
| 19. Any Time at All           | 41. Chains                            | 63. Eleanor Rigby                 |
| 20. Ask Me Why                | 42. Clarabella                        | 64. Every Little Thing            |
| 21. Baby It's You             | 43. Come and Get It                   |                                   |
| 22. Baby, Let's Play House    | 44. Come Together                     |                                   |

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| 65. Everybody's Got<br>Something to Hide<br>Except Me and My<br>Monkey | 112. I Just Don't Understand                           | 157. Lend Me Your Comb                       |
| 66. Everybody's Trying to Be<br>My Baby                                | 113. I Me Mine   | 158. Let It Be                               |
| 67. Falling in Love Again  | 114. I Need You  | 159. Like Dreamers Do                        |
| 68. Fever  | 115. I Remember You                                    | 160. Little Child                            |
| 69. Fixing a Hole  | 116. I Saw Her Standing<br>There                       | 161. Little Queenie                          |
| 70. Flying   | 117. I Should Have Known<br>Better                     | 162. Lonesome Tears in My<br>Eyes            |
| 71. For No One   | 118. I Wanna Be Your Man                               | 163. Long Tall Sally                         |
| 72. For You Blue   | 119. I Want to Hold Your<br>Hand                       | 164. Long Long Long                          |
| 73. Free as a Bird   | 120. I Want to Tell You                                | 165. Love Me Do                              |
| 74. From a Window  | 121. I Want You (She's So<br>Heavy)                    | 166. Love of the Loved                       |
| 75. From Me to You   | 122. I Will  | 167. Love You Too                            |
| 76. From Us to You   | 123. I Wish I Could Shimmy<br>Like My Sister Kate      | 168. Lovely Rita                             |
| 77. Get Back   | 124. I'll Be Back                                      | 169. Lucille                                 |
| 78. Getting Better   | 125. I'll Be on My Way                                 | 170. Lucy in the Sky with<br>Diamonds        |
| 79. Girl   | 126. I'll Cry Instead                                  | 171. Maggie Mae                              |
| 80. Glad All Over  | 127. I'll Follow the Sun                               | 172. Magical Mystery Tour                    |
| 81. Glass Onion  | 128. I'll Get You                                      | 173. Mailman, Bring Me No<br>More Blues      |
| 82. Golden Slumbers  | 129. I'll Keep You Satisfied                           | 174. Martha My Dear                          |
| 83. Good Day Sunshine  | 130. I'm a Loser                                       | 175. Matchbox                                |
| 84. Good Morning, Good<br>Morning                                      | 131. I'm Down  | 176. Maxwell's Silver Hammer                 |
| 85. Good Night   | 132. I'm Gonna Sit Right<br>Down and Cry (Over<br>You) | 177. Mean Mister Mustard                     |
| 86. Goodbye  | 133. I'm Happy Just to Dance<br>with You               | 178. Memphis, Tennessee                      |
| 87. Got to Get You Into My<br>Life                                     | 134. I'm in Love                                       | 179. Michelle                                |
| 88. Hallelujah I Love Her So   | 135. I'm Looking Through<br>You                        | 180. Misery                                  |
| 89. Happiness is a Warm<br>Gun   | 136. I'm Only Sleeping                                 | 181. Money (That's What I<br>Want)           |
| 90. Hello Goodbye  | 137. I'm So Tired                                      | 182. Moonlight Bay                           |
| 91. Hello Little Girl  | 138. I've Got a Feeling                                | 183. Mother Nature's Son                     |
| 92. Help!  | 139. I've Just Seen a Face                             | 184. Mr. Moonlight                           |
| 93. Helter Skelter   | 140. If I Fell   | 185. My Bonnie                               |
| 94. Her Majesty  | 141. If I Needed Someone                               | 186. No Reply                                |
| 95. Here Comes the Sun   | 142. If You've Got Trouble                             | 187. Nobody I Know                           |
| 96. Here, There and<br>Everywhere                                      | 143. In My Life  | 188. Nobody's Child                          |
| 97. Hey Bulldog  | 144. In Spite of All the<br>Danger                     | 189. Norwegian Wood (This<br>Bird Has Flown) |
| 98. Hey Jude   | 145. It Won't Be Long                                  | 190. Not a Second Time                       |
| 99. Hippy Hippy Shake  | 146. It's All Too Much                                 | 191. Not Guilty                              |
| 100. Hold Me Tight   | 147. It's For You                                      | 192. Nowhere Man                             |
| 101. Honey Don't   | 148. It's Only Love                                    | 193. Ob-La-Di, Ob-La-Da                      |
| 102. Honey Pie   | 149. Johnny B Goode                                    | 194. Octopus's Garden                        |
| 103. How Do You Do It  | 150. Julia   | 195. Oh! Darling                             |
| 104. I Am the Walrus   | 151. Junk  | 196. Old Brown Shoe                          |
| 105. I Call Your Name  | 152. Kansas City, Hey Hey<br>Hey Hey!                  | 197. One After 909                           |
| 106. I Don't Want to See You<br>Again                                  | 153. Keep Your Hands Off My<br>Baby                    | 198. One and One is Two                      |
| 107. I Don't Want to Spoil the<br>Party                                | 154. Komm, Gib Mir Deine<br>Hand                       | 199. Only a Northern Song                    |
| 108. I Feel Fine   | 155. Lady Madonna                                      | 200. Ooh! My Soul                            |
| 109. I Forgot to Remember to<br>Forget                                 | 156. Leave My Kitten Alone                             | 201. P.S. I Love You                         |
| 110. I Got a Woman   |  | 202. Paperback Writer                        |
| 111. I Got to Find My Baby   |  | 203. Penny Lane                              |
|  |  | 204. Piggies                                 |
|  |  | 205. Please Mister Postman                   |
|  |  | 206. Please Please Me                        |
|  |  | 207. Polythene Pam                           |
|  |  | 208. Rain                                    |
|  |  | 209. Real Love                               |

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| 210. Red Sails in the Sunset                                  | 246. Talkin' bout You                      | 284. What's the New Mary Jane              |
| 211. Reminiscing  | 247. Taxman                                | 285. When I Get Home                       |
| 212. Revolution   | 248. Teddy Boy                             | 286. When I'm Sixty-Four                   |
| 213. Rock and Roll Music                                      | 249. Tell Me What You See                  | 287. Where Have You Been All My Life       |
| 214. Rocky Raccoon  | 250. Tell Me Why                           | 288. While My Guitar Gently Weeps          |
| 215. Roll Over Beethoven                                      | 251. Thank You Girl                        | 289. Why                                   |
| 216. Run For Your Life  | 252. That Means a Lot                      | 290. Why Don't We Do It in the Road        |
| 217. Savoy Truffle  | 253. That'll Be the Day                    | 291. Wild Honey Pie                        |
| 218. Searchin'  | 254. That's All Right (Mama)               | 292. With a Little Help From My Friends    |
| 219. September in the Rain                                    | 255. The Ballad of John and Yoko           | 293. Within You Without You                |
| 220. Sexy Sadie   | 256. The Continuing Story of Bungalow Bill | 294. Woman                                 |
| 221. Sgt. Pepper's Lonely Hearts Club Band                    | 257. The End                               | 295. Words of Love                         |
| 222. She Came in Through the Bathroom Window                  | 258. The Fool on the Hill                  | 296. World Without Love                    |
| 223. She Loves You  | 259. The Honeymoon Song                    | 297. Yellow Submarine                      |
| 224. She Said She Said  | 260. The Inner Light                       | 298. Yer Blues                             |
| 225. She's a Woman  | 261. The Long and Winding Road             | 299. Yes It Is                             |
| 226. She's Leaving Home                                       | 262. The Night Before                      | 300. Yesterday                             |
| 227. Sheik of Araby   | 263. The Saints (with Tony Sheridan)       | 301. You Can't Do That                     |
| 228. Sheila   | 264. The Word                              | 302. You Know My Name (Look Up the Number) |
| 229. Shout  | 265. The World is Waiting for the Sunrise  | 303. You Know What to Do                   |
| 230. Sie Liebt Dich   | 266. There's a Place                       | 304. You Like Me Too Much                  |
| 231. Slow Down  | 267. Things We Said Today                  | 305. You Never Give Me Your Money          |
| 232. So How Come (No One Loves Me)                            | 268. Think For Yourself                    | 306. You Really Got a Hold on Me           |
| 233. Soldier of Love  | 269. This Boy                              | 307. You Won't See Me                      |
| 234. Some Other Guy   | 270. Three Cool Cats                       | 308. You'll Be Mine                        |
| 235. Something  | 271. Ticket To Ride                        | 309. You're Going to Lose That Girl        |
| 236. Sour Milk Sea  | 272. Till There Was You                    | 310. You've Got to Hide Your Love Away     |
| 237. Step Inside Love   | 273. Tip of My Tongue                      | 311. Young Blood                           |
| 238. Strawberry Fields Forever                                | 274. To Know Her is to Love Her            | 312. Your Feet's Too Big                   |
| 239. Sun King   | 275. Tomorrow Never Knows                  | 313. Your Mother Should Know               |
| 240. Sure to Fall (in Love With You)                          | 276. Too Much Monkey Business              |  |
| 241. Swanee River (Old Folks at Home)                         | 277. Twist and Shout                       |  |
| 242. Sweet Georgia Brown                                      | 278. Two of Us                             |  |
| 243. Sweet Little Sixteen                                     | 279. Wait                                  |  |
| 244. Take Good Care of My Baby                                | 280. We Can Work It Out                    |  |
| 245. Take Out Some Insurance on Me Baby (If You Love Me Baby) | 281. What Goes On                          |  |
|   | 282. What You're Doing                     |  |
|   | 283. What'd I Say                          |  |

#### 46. Act as If

The "Act as If" meeting stimulant is designed to help members identify and share the goals they have and where they see themselves in five years. This allows members in the chapter to see how they can help each other reach those goals through their referrals. One week in advance, let your chapter know that the following week they will need to come dressed as the person they want to be in five years. Each member should create a vision of where he or she would like to be. He or she should not only dress the part, but should talk like the person and create a story around the person. Props can also be used. If possible, the presentations should be video recorded and watched at a later date so that chapter members can more effectively attract those goals into their lives.