

THE POWER OF CUSTOMER REFERRALS

According to leading sales and marketing research and advisory firm, TOPO, cold call back rates have dropped below 1%, and only 24% of emails are ever opened. Yellow Pages and newspaper advertising, once a great approach to generate prospective customer leads for many businesses, no longer perform at acceptable levels.

Most marketing experts agree, referrals are the most effective way to find new customers and grow your business. Studies consistently show that a person referred to your business is 4X to 5X more likely to try your product or service than one who was not referred. According to world-renowned sales trainer, Tom Hopkins, in "Sales Prospecting for Dummies," your closing ratio for non-qualified leads is 10 percent versus a 60 percent close ratio with referred leads. Just as importantly, referrals reduce your sales costs as well as your sales cycle.



When to Ask for a Referral

Although many gratified customers would happily leave a review or refer a friend or colleague to your business, many business owners and sales people just don't ask.

The most effective way to secure a satisfied customer's recommendation is to ask for it directly via an email, on social media, in-person, or on your invoice. Suggesting the type of customer, industry, or ways you have helped others is always a good idea.

It is essential to realize, that timing is everything. It is ineffective to ask for a referral from a brand-new customer. The focus should be on your top 20%. Specifically, customers who have experienced and verbalized that they have felt your delivery of a superior product or exceptional service delivery. In fact, the perfect time is when the client tells you how impressed they are with your product or service. It's just natural to say something like, "I'm delighted you we could serve you. If you know anybody else looking for this kind of product/service, would you please refer them to us or share my contact information with them?"

Recognize Every Referral

Be sure to recognize referrals that become clients with a simple thank you email, note card or small token of your appreciation.

The Chamber has received multiple referrals from members, April Donahue, QNB Bank, and Gummi Sigurdarson, Red Knight, just to name a few.

According to April Donahue, "It is all about helping others. Referring perspective members to the Chamber is an easy thing for me to do because the organization provides great value. It is a great way to help each other succeed and we have developed business from it in the process."

Gummi Sigurdarson notes, "Generating referrals is an active selling process. When I meet a new contact, I start a conversation about the Chamber and the value of membership. I find the more business I refer to others, the more business I generate for my business."

In-Person Networking

Another effective way to generate referrals is by participating in a business networking group. The Chamber hosts four Business Partner Networks (BPN) which meet weekly to practice their elevator pitch, socialize, learn a new skill, and give each other referrals.

While LinkedIn, Facebook, Twitter and other social media platforms are great ways to connect with potential customers, they are no substitute for meeting other business owners in-person. The reality is that most new business relationships are developed based on a common need, professional respect and trust. Find businesses that compliment your own.



Trustworthy word of mouth can express volumes about the quality of your business, and a trusted referral can boost the growth of a business, where traditional marketing falls short.



BEST CHAMBER OR NETWORKING GROUP

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PROSPECTOR

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for Greater Montgomery County

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A MESSAGE FROM THE PRESIDENT’S DESK



“It may not be who you meet, but who they know.”

The Chamber offers a multitude of different types of events on different days and times to accommodate the various interests and schedules of our members. Regardless of all of the possible opportunities to make connections, we will occasionally hear from folks that they attended an event (or more) and there was no one in the room with whom they could do business. If this has been your experience, I invite you to take another approach when networking. Until you get to know anyone you meet, you have no idea the vastness of their network or who they will see along the way that could use your products or services. Think of every connection as someone new to get to know; you may be surprised that you find a new referral source, an ambassador for your business or even a new friend.

I wish for you and your family a very happy holiday season and look forward to networking with you in the New Year.

Best,
Pam

CHAMBER STAFF

Kim Nguyen, Vice President, Member Services

Wendy Custer, Member Relations Manager

Steve O’Driscoll, Member Development

Carol Schultz, Events Coordinator

THANK YOU TO OUR ANNUAL SPONSORS



2018 AWARDS CELEBRATION



*Congratulations to
all of our Award Recipients!*

1. Trevor Waldspurger, IT Force
Young Entrepreneur of the Year
2. Valley Forge Tourism and Convention Board
Business of the Year
3. Jim Brusilovsky, Marks Jewelers
Business Person of the Year
4. Thomas Rolon, PrintWorks & Co.
Ambassador of the Year
5. Kathryn McCarter, Abington Jefferson Health
Community Service of the Year

6. Kenneth E. Lawrence, Jr., Montgomery County Board of Commissioners
Raymond H. Miley, Jr. Distinguished Service Award
7. Penn Foundation
Community Organization of the Year
8. Dottie & Cal Jennings
President's Award
9. Tom Leidy
Sanford A. Alderfer Lifetime Achievement Award

MEMBER NEWS

[Angel Flight East](#)'s Todd Irwin, AFE Volunteer Pilot and Board President, came in first place in the Be Well Philly Health Hero Challenge. He won a \$10,000 donation for AFE, which will help them continue to provide free flights for children and adults in need of medical treatment far from home.



[Baum, Smith, & Clemens, LLP](#) is pleased to announce new hires Jason K. Peterka, CPA and Paul A. Betz. Jason, a graduate of West Chester University with a BS in accounting, recently joined the firm as a Tax Manager. Paul, a graduate of DeSales University with a BS in accounting as well, was hired as a Staff Accountant and is currently sitting for the CPA examination.



[Delta Community Supports](#) is delighted to announce that Walter Hardy, who has been a Delta Direct Service Personnel (DSP) for 28 years, was selected by the Pennsylvania Advocacy and Resources for Autism and Intellectual Disability (PAR) as recipient of the 2018 Award for Direct Service Professional of the Year.

[Dunlap & Associates, PC](#) will join forces with Seitz, Leitherman, & Kolb (SLK), LLC effective January 2, 2019 under the name DunlapSLK. The new, unified firm will provide clients with access to increased levels of service and expertise.



[Fairlie & Lippy, PC](#)'s Steven F. Fairlie, Esquire, taught a seminar sponsored by the Pennsylvania Bar Institute entitled "The Law of Guns in Pennsylvania." It explained the full cycle of firearms law under Pennsylvania and federal law from consummating a firearms transaction to the firearm's ultimate lawful disposition.



[Hamburg, Rubin, Mullin, Maxwell & Lupin, PC](#) is pleased to announce the creation of its Sexual Assault and Abuse Team. Steve Barrett, who will head the team, along with partner William Roark, stated "Our job will be to ensure that these courageous survivors receive justice, compensation, and a sense of satisfaction and closure."



[Lacher & Associates Insurance Agency](#)'s East Broad Street location, the agency's home since 1996, added an almost 6,000 square feet of office and meeting space in a building expansion that started last November and was completed this summer.



[Manna on Main Street](#) welcomes Dan Salva to the family. While working on his Culinary Arts diploma from the Art Institute of Philadelphia, Dan was part of the Starr Restaurant Group, gaining ample experience in a variety of roles, earning increasing responsibility, and learning from the inside at restaurants including Morimoto and Talula's Garden.



[McCloskey Partners, LLC](#) was recognized at an awards ceremony on October 25, 2018 as one of the Top 100 Fastest Growing Privately Held Companies for 2018 by the Entrepreneurs Forum of Greater Philadelphia and The Philadelphia 100. Heather McCloskey, Senior Partner and CEO of MCP, LLC, said "I am humbled to be named as part of this group. This is our 5th year winning this incredible award."

[Merck Sharp & Dohme Federal Credit Union](#)'s New Britain Charitable Foundation raised \$16,000 from their 19th Annual NBCF Charity Cow Plop. The Shepherd's Shelf, an emergency food pantry, and the Sebastian Riding Associates, a community-based organization whose mission is to improve the quality of life for children and adults with disabilities through equine therapy, split the proceeds. Both charities expressed their appreciation for the funding.



[Rubin, Glickman, Steinberg and Gifford, PC](#) is pleased to announce it has received a Tier 1 ranking in the 2019 Edition of "Best Law Firms" by U.S. News & World Report and Best Lawyers. In addition, they even had three attorneys named a "2019 Best Lawyer in America" in the same publication - Gregory R. Gifford, Marc Robert Steinberg, and Jay Glickman.



[Salter's Fireplace](#) is excited to expand their Hatfield showroom in 2019! They will be replacing the Artisan Shop with more fireplaces, inserts and stoves, outdoor fire features, and patio furniture. With three convenient locations in Eagleville, Hatfield, and now Barto Pool & Spa in Phoenixville, residents can easily create their own outdoor oasis as the weather warms up.

[World Wide Stereo](#)'s founder and fearless leader Bob Cole was inducted into the Consumer Technology Hall of Fame. As a result, Bob is now forever part of a small and very exclusive group of movers, shakers, heroes, and visionaries throughout history in the industry - leaders, who, according to the Consumer Technology Association (CTA), "advance innovation and develop, market, and promote the technologies that improve consumers' lives."

Send your news update to info@chambergmc.org!

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RIBBON CUTTINGS



Congratulations to Janice Heron owner
of **Wärme Sauna Studios**, on the grand open-
ing of her new business in Hatfield.

Himanshi & Manzil Panchal, owners of
the **East Norriton Pharmacy**, held a
ribbon cutting ceremony for their new
store.



Grand View Health celebrated the grand
opening of their new Lansdale location for
ob/gyn and orthopedic practice offices.

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Thank you to the **The Culinary Arts Institute
of Montgomery County Community College**
for your 5 years of membership support.
Accepting our token of appreciation is Direc-
tor, John DePinto and Ben Vozzo, Culinary
Resource Manager.



It was fun celebrating **Patient First's** 5
year chamber anniversary with Melissa
Steinberg, R.N., Dr. Wayne Bur-
gess, George Yanoshik Jr. and staff. We
appreciate your commitment to the
community and thank you for all you do!

We were excited to celebrate the 5 year
membership milestone anniversary with
Chris Hayden and Mark Nelson, **Hayden
Miller Nelson Yoder & Associates**.



WELCOME NEW MEMBERS

Abington Surgical Center

Nikki Reed
abingtonsurgery.org

Ardent Credit Union

Jeremy Meade
ardentcu.org

Berkshire Hathaway Homeservices Fox & Roach

Cyndi Chong
cyndichong.foxroach.com

Blue Wave Express Car Wash *

Anthony Perillo
bluewave-express.com

BPC Creative

Brian Corchiolo
bpccreative.com

Commerce Office Furniture

Jonathan Paul
commerceoffice.net

E & M Insurance, LLC

Chris Meagher
eandminsurace.com

East Norriton Pharmacy

Himanshi Patel
eastnorritonpharmacy.com

Enlightened Solutions

Emma Semler
enlightenedsolutions.com

Imprint Beer Company

Ryan Diehl
imprintbeer.com

Insperity

Gary Dudek
insperity.com

J.C. Bar Properties, Inc.

Helen Latchford
jcbarprop.com

Lansdale Car Wash

Keith Heilveil
lansdalecarwash.com

Lauro Painting

Nick Lauro
lauropainting.com

Lenore M. J. Myers, P.C.

Lenore M. J. Myers
divorcedonedifferentlypa.com

Lithan Networks, Inc.

Greg Datz
lithannetworks.com

Open Minds Psychological

Brianna Matey
openmindspsy.com

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Manish Mittal
ost.agency

ParaByte Digital, LLC

Brian Troiano
parabyte.co

Patriot Energy Group *

Larry Chertik
patriotenergygroup.com

Penn Valley Chemical

Kate Capanear
pennvalley.com

PBR Productions *

Corey Armideo
pbrproductions.com

Premier Payroll Services, Inc.

Kyle Woods
premiernow.com

Prudential Advisors - *

Eastern Pennsylvania Financial Group
 Kenneth Ng
prudential.com/advisor/kenneth-ng

Storage Concepts, Inc.

Jeff Fuller
storage-concepts-inc.com

Stray Cat Blues, Inc.

Jerry Kalick
straycatblues.org

Strong Together Fitness *

Dominick Barber
stfmontco.com

Superior Insurance and Auto Tags

Matt Refice
superiorinsurancepa.com

TBJ Gourmet

Michael Oraschewsky
tbjgourmet.com

The Center for Loss and Bereavement

Donna Piergallini
bereavementcenter.org

Village Tire & Auto Repair

Keith Heilveil
villageautorepair.com

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Lynn Merves
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