

You Can't Win the Game without Cheerleaders

January 2008 Newsletter

It's January, and that means two things: Football playoffs and New Year's Resolutions. You're either rooting for your favorite team, or you're wondering how in blazes can you come up with this year's resolutions and make them stick?

What do these two items have in common? Both of them depend for their success on Fans and Cheerleaders. Today's Issue explains why and gives you some great tips on how to increase your odds of winning Your Game....of football or business.

Find Your Team

No one succeeds by playing the game solo. Everyone needs a team to achieve their goals and dreams, so you might want to carefully consider who is on your team and why.

The people you surround yourself with can bring you ideas, support, inspiration, enthusiasm and help. Or, they can drag you down with negative thoughts, selfishness, backstabbing, conflict, and stress. It's your choice who you choose to admit to your "inner circle" of trusted friends and advisors. Build it strong.

Invest time discovering who would be ideal to recruit for your team. There are powerful, energetic, well-connected people who are making a difference in this world. Find out who they are, where they meet, who they associate with and go out of your way to become known by them. Make a list of these important people, and make it part of your resolution to recruit them for your team.

Become a Fan & Cheerleader

Before you can entice a top recruit to join your team, you must first demonstrate that you can be trusted and that you will contribute to THEIR team.

For example, suppose you are attending a trade association meeting and you have just met the CEO of an emerging growth company over cocktails. You would dearly love to "make the connection" and have them join your network. After all, they are an ideal prospect for your product/service, and you can't wait to sell them!

The biggest mistake you will ever make is to immediately begin selling! That will brand you immediately as a "vendor" and a "taker" who will be avoided or dismissed.

You don't want a sale; you want to build a valuable connection for life! Your first step is to establish common ground and build rapport. Then, you need to find out what you can

do to help them succeed, and take positive action right then and there. You want to begin adding value, and the best way to do this is by finding out who in your network would be a good connection. Here are a few great questions to ask:

- “Who would be an ideal referral for your company?”
- “Who is an ideal customer or prospect for your business?”
- “How can I know if someone is a good prospect for you?”

Next step is to scan your memory or rolodex and discover if there is anyone who absolutely fits the criteria. Then arrange to make the connection. Finally, follow up to ensure that the connection was made and that it was mutually beneficial.

By doing this, you will solidly establish yourself as their fan, and you will officially become one of their cheerleaders....and a trusted advisor.

Train your Personal Cheerleading Squad

Now you’ve earned the right to recruit them to your team and train them to become your cheerleader. How do you do this? A good piece of advice comes from one of my associates, Rhonda Sher, author of *The Two Minute Networker*:

“Rule #6: Paint a Clear Picture of what you do, so your clients can identify you.”

If you clearly communicate the exact value you bring to your clients or customers, you will then be capable of training your team to deliver your “Cheer.” If you have been successful in adding value to their lives, they will be eager to become your cheerleader and to spread the word about your business. Just remember, this may take several meetings and a lot of practice to be fully mastered. Cheerleading is hard work!

Dust off that list of resolutions and look it over from a fresh viewpoint. Who needs to be added to your team? Who should you be cheering for? Who needs to cheer for you?

Imagine this: an army of fans and avid cheerleaders, all part of your team, spreading the good news about your business. Can you imagine the success you will have in 2008? Can you imagine the success you will bring to others in 2008?

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