

KING



KING NEWS

www.kingchamber.ca

905-939-7468

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CHAMBER OF COMMERCE

JANUARY 2010

"to promote a healthy, sustainable and environmentally responsible business climate in King Township"

ANNUAL CHRISTMAS/AWARDS LUNCHEON ANOTHER BIG HIT



The 2009 Christmas/Awards Luncheon was a great success, as more than 100 members and guests enjoyed Cardinal Golf Club's festive buffet, which was outstanding as always. This year's charity campaign called for contributions to the Christmas Toy Tree and King Township Fire Chief Brian Burbidge hauled a great load of toys destined for needy kids, thanks to the generosity of many of the attendees.

The chamber presented its annual Business Awards at the luncheon. Mike Foley of Foley Restoration received the KCC award for Business Person of the Year. The Business Achievement Awards went to Anna Raeli Insurance Agency (1-10 employees) and Boynton Brothers Sod Farms (11 or more employees) while the Environmental and Green Award was given to Priestly Demolition.

"We thank all the attendees and participants for the success of this year's Christmas/Awards Luncheon. Our very special thanks go to the event and awards sponsors: Cardinal Golf Club, Boynton Brothers Sod Farms, Foley Restoration, Priestly Demolition, the Rose Gallery, and the Township of King" – The KCC Events Team.

CHAMBER EVENTS

Aurora-Newmarket-King Chambers Joint Networking Event

Thursday Jan 7, 2010 05:30pm
The Roving Chefs and Tuscany Event Centre, Aurora

Annual General Meeting

Monday Jan 25, 2010 7pm
Schomberg Library

Dynamic Women's Luncheon

Feb/March dates - TBA

MEMBERS' EVENTS

Members are invited to use this free area for one-line announcements of their non-recurring business events, space permitting. Please e-mail the event information and details to info@kingchamber.ca.

JOINT CHAMBER EVENT JAN 7

All are reminded that the King Chamber of Commerce will join the Aurora and Newmarket chambers at a combined networking event on Jan 7, 2010 (5:30-7:30pm). It will be held at the Roving Chefs and Tuscany Event Centre at 222 Edward Street in Aurora.

There is no fee to attend but you must pre-register by Jan 4 at info@kingchamber.ca or (905) 939-7468.

BOARD ELECTION AT AGM

All business members are invited to the Annual General Meeting on Jan 25, 2010 at the Schomberg Library to elect the KCC's 2010 Board of Directors. If you plan to attend the AGM, it is important to RSVP by Jan 18. Contact us at info@kingchamber.ca or (905) 939-7468. As most members know, Directors volunteer time and expertise to steer the chamber towards fulfillment of its mission and serving on the Board is a great opportunity to make a difference in your business community. If you are qualified and you feel you can contribute as a Director, we invite you to declare your candidacy to become a Board member. You are qualified if you represent a KCC business member and either the business is located in King or you reside in King.

TIPS FOR YOUR SMALL BUSINESS

THE POWER OF WORD OF MOUTH

One of the most powerful determinants of the future success of your business is the little understood phenomenon of word-of-mouth communication. Fully 90 percent of dissatisfied customers will not do business again with the company that fails to meet their expectations. The same study also concluded that, on average, each dissatisfied customer will share his dissatisfaction with at least nine other people. What this means is that the dissatisfaction of just one disgruntled customer ends up poisoning the minds of forty five other people.

Creating a “Golden Chain” of Referrals. A satisfied customer will share “delight” or “amazement” with nine of his friends and relatives and associates, who will in turn pass the good news on to five others. In his book *Word-of-Mouth Marketing*, Jerry Wilson claims that the number of customers who will tell a positive story of their experience with you, your company or your product is one-tenth of the number who will share a negative story. In other words, while excellent customer service is essential in reducing or even eliminating negative word of mouth, you cannot rely on positive word of mouth to produce a stream of referrals.

Asking for Referrals. Referrals do not just happen. Waiting for the phone to ring is a lousy marketing strategy! If you want to build a pipeline of referrals, you must create it yourself. This means you must ask for them. That's right, ask! And your most productive source of referrals to start with is your existing customer or prospect list. The closing of a sale is often accompanied by an emotional high for your new customer. This is a wonderful time to ask for referrals. With each step, your new customer becomes more and more involved in the process and, subconsciously, more committed to helping you. Your goal should be to leave with two or three referrals from each sale.

Asking for Referrals from a Satisfied Customer. If you have done a good job of servicing your customer after the sale, you can be confident you now have a satisfied customer, one who will buy from you again and who represents a potential source of excellent referrals. Contact your satisfied customer and begin the conversation by inquiring if they are happy with their purchase and if there is anything more you can do for them. If they make a request, then treat this as a customer service call. If not, say to them, “I'm so pleased you're enjoying your new (product or service). Can you put me in touch with anyone else who would appreciate the same experience that you are enjoying using it?” The wonderful thing about a highly satisfied customer is they often want their relatives, friends and associates to share their experience.

The Follow-Up. Within one day of receiving the referral, drop a quick note to your customer, thanking them for their recommendation and again reassuring them that you will treat their friend with respect. This is an important part of cementing your relationship and will pay dividends in the future in the form of repeat business and further referrals. After you have followed up with the referral, be sure to call your customer. Again, thank them for the introduction and report your results. Remember, the referral is someone who is meaningful to your customer, so they will naturally be interested in what happens. A further way you express your gratitude and to reinforce your relationship with your customer is to send them a gift after you have closed a sale with a referral they provided. Your gift should be appropriate to the size of the sale.

Source: **Brian Tracy**, www.briantracy.com

TIPS FOR YOUR SMALL BUSINESS is a regular feature of **KING NEWS**. Members' suggestions and contributions are welcome. Please send to info@kingchamber.ca.

A MESSAGE FROM THE PRESIDENT

Dear Members:

At this special time of year, we take time to pause and reflect on what was good last year and what we will strive to change in the upcoming year.

It is with a great deal of excitement and anticipation that I welcome a New Year into our business community. Your Chamber has been committed to providing an incomparable forum for our members over the past year and the foundation has been laid for more exciting and relevant projects and services this year.

I am proud to be part of the business community and your King Chamber of Commerce. My position carries with it the responsibility of increasing not only the size of the Chamber but also the quality of the services we provide for our membership.

Our success is based on the growth and development of our business community and the spirit of our collective efforts in making the King Chamber of Commerce the organization we are all proud to be a part of.

We welcome your input and hope many of you will be able to volunteer for our board or one of our committees.

I would like to wish you a very happy and successful year and look forward to meeting many of you as the months unfold.

Yours Truly,

*Ron Ivany
President, King Chamber of Commerce*

YOUR GUIDANCE DRIVES THE CHAMBER

Just 10 minutes of your time could make a world of a difference for you and your colleagues. You could even win \$100. By participating in our upcoming on-line survey, you will help guide the KCC so it could direct its efforts towards what concerns you the most. The KCC Board will plan its 2010 activities based on its findings, so please respond promptly. The survey instructions will arrive by e-mail shortly. In appreciation, all participants' names will be entered into a random draw for a \$100 voucher, redeemable for products or services at any KCC member business.

OUR BEST WISHES TO JANE BINIONS



We extend our thanks and best wishes to Jane Binions, who stepped down as the chamber Administrative Assistant on Dec 31, 2009. We are pleased to recognize Jane's many years of service in the KCC as well as in the chambers that preceded the KCC. Jane's successor will be announced shortly.