

Giving & Getting Better Tips

Suggest members place Tip forms as reminders in key areas throughout their home and office.

How to give better Tips

1. Give Visual Clues to others.

Wear your LeTip lapel pin at all times. When others ask about LeTip it is a perfect opening to explain that you are a member of a group of professionals and small business owners who pass business leads to one another..

2. Display a member list at your office.

The chapter should develop a flyer or folder that has a list of the professionals represented. Some chapters prefer to list only names and professions but no telephone numbers or other identification. At the top of the flyer the copy reads “see me about these professionals.” When displayed at a member’s office it then provides the person reading the flyer with the impetus to ask the Tipper about a particular professional. Now the LeTip member has an opportunity to generate a Tip.

3. Increase your visitations.

Increase your visitation schedule on your own. Getting to know each member and see them in their work environment is extremely important. If you don’t know your co-members you cannot be an effective sales person for that member or for the chapter as a whole. Visitations allow you the opportunity to learn how to effectively Tip each other.

4. Remember the speaker of the week.

Rather than simply thinking about the speaker during the meeting, keep that person in mind all week long. Having just heard a ten minute talk about what it is they do, you should now be better able to market their service or product.

5. Dedicate Time to LeTip each week.

Just showing up each week isn’t enough. Spend dedicated time each week thinking about Tips and guests. Drop another ten letters in the mail, make a few phone calls, attend a Chamber of Commerce meeting or get together with your Power Partners. Get involved and get more Tips.

6. Be accountable.

Be accountable for the Tips you give. Follow up with the Tippee to make sure that they contacted the potential lead. Make sure that the Tip you gave matched the services or products provided by the member. Tippers need to know whether or not they are being effective because effective Tippers also are the recipients of many more Tips.

How to Get Better Tips

1. Educate the membership.

Members need to clarify what kind of Tips they are looking for. Precise and succinct commercials highlighting only one or two particular points will provide focus for other members. During your 10 Minute Speech, highlight what’s new in your profession, what your products and services generally or specifically are, and what a good Tip for you might be. Members will be much better at providing you with definite, qualified Tips when they have a clear understanding of what you need.

2. Use a fifteen second explanation.

Members should be able to explain who they are and what they do in fifteen seconds or less. If you can’t boil down your message into that time frame, how can you expect others to “hype” your business in a few seconds and show how you can solve a problem or need that they may have.

3. Have patience.

We all need patience. It takes time to build trust. Instead of thinking “What have you done for me lately,” look for opportunities to help others and build that trust over time. Networking requires relationship building before members can competently recommend each other. To be the beneficiary of quality Tips you must give quality Tips, which obviously takes time.

Group Actions for better Tips

1. Consider instituting 100% Tip Program.

When a Tippee has received a Tip that results in money being exchanged for a product or service, the Tippee rewards the Tipper with a Dollar back for a 100% completed Tip. The program provides the benefits of accountability and a methodology for tracking the value of Tips passed within the Chapter.

2. Track the dollar amount of Tips given.

A great marketing angle for chapters is to track the dollar value of Tips given. A powerful recruiting message is one that states “\$200,000 worth of business was passed between our LeTip members during the first quarter of this year.”

3. Have an incentive for Tipping the speakers.

Institute a program to reward members who give an Outside Tip to the previous week’s speaker at the next meeting.

4. Set revenue goals each month along with Tip goals.

Example, “We passed \$25,000 in new business dollars last month. Our goal next month will be \$28,000.”