



PowerPercolator

Brew a connection to referral profitability.

Why PowerPerk?

A PowerPercolator (or PowerPerk, as it is known to its friends) is a gathering of 3 or 4 businesspeople over coffee. Initiated by a PowerCore Member, the participants most profitably include another Member and a potential GateOpener.

The PowerPerk has an efficient meeting agenda. It stimulates personal connections that lead to referrals.

When PowerPerking, participants discover how to recognize referrals for each other, and talk about business when an opportunity arises. It's a tasty way for GateOpeners to sample new opportunities.

Let's start brewing!

.....
*"It's letting people
get to know you—
not handing out
business cards—
that creates business."*

Wendy Kinney
.....

Brewing Directions

1. Grind your beans. Send this document to participants in advance so they can prepare specific answers.
2. Allow the right percolation time. Bring a timer.
3. For rich flavor blend 3 participants for 90 minutes. For full flavor blend 4 participants for 2 hours.
4. Order coffee, set the timer, and perk.
5. Keep the pot brewing. Refill by following through.

Brewing tip...

Tell us what you offer. Set aside "lowest price" and "best service"—all businesses claim these.

Acknowledgments: This brochure was designed and produced by **Tamara McElhannon** at Imagine, a PowerCore Member on the Candler Park Team since February 2009.

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- Graphic Design
- Branding
- Web Design
- Illustration
- Advertising



1

Each person speaks for 3 minutes

MAKE A PERSONAL CONNECTION.



Brew on this...

What do you have in common?

People want to know you *personally* before they will refer their best clients to you.

Start with your name, your business, and your classification. Then share this personal information.

- Q. How long have you been in Atlanta, and what brought you here?
- Q. What made you choose your industry, or did it choose you?
- Q. What is one unique thing you have personally done, or are planning to do?
- Q. What is your favorite activity outside of work, and why?

2

Each person speaks for 5 minutes

WHO ARE YOU A GREAT REFERRAL FOR?



Brew on this...

What do you value in your favorite client relationship?

Think of the one best client you ever had; the one that is the most fun to work with *and* the most profitable.

- Q. How did this client find you in the first place?
- Q. What result was this client looking for originally?
- Q. What is the result *this client* says they get from working with you?
- Q. How do you continue to work with them?

3

Each person speaks for 3 minutes

GIVE US A CONNECTION CLUE.



Brew on this...

When is a potential client ready for you?

During the day we interact with many people for whom you might be a good referral. Help us recognize key signals that clue us in on how to recognize your potential client.

- Q. What will we *see clients do*, or what will we *hear clients say*, to indicate they are ready for you?
- Q. What observable clues will indicate that they are not ready for you?
- Q. When they are ready, what is the best method for us to make an introduction?

4

Each person speaks for 5 minutes

WHO REFERS YOU TO THEIR CLIENTS?



Brew on this...

Which businesses naturally send referrals to yours?

A GateOpener is a business classification that can provide a steady flow of referrals, because your product or service naturally follows theirs.

- Q. What are your top three GateOpener classifications?
- Q. For each GateOpener classification, what specifically makes *you* valuable to *their* business?
- Q. What is the best way for us to connect you with people we know in these classifications?

5

Each person speaks for 3 minutes

WHAT DO YOU DO BEST?



Brew on this...

What makes you unique?

Help us recognize your competition, and teach us how to market your best skills so that *you* get the referral.

- Q. What solutions do people use instead of you?
- Q. Why do your prospects prefer to work with you instead?
- Q. What service, product or technology do you offer that is superior to other options?

6

Each person speaks for 1 minute

WHO IS NOT YOUR CLIENT?



Brew on this...

What clues tell us it's not a good connection?

It's just as important for us to know who is *not* your client as to know who is.

- Q. What can we *hear a prospect say*, or *see a prospect do*, that tells us they are not your client?
- Q. What expectation do they have that doesn't fit your business?
- Q. Who is a better fit for this prospect?