

How to do an effective 121

Why do we do 121s?

To learn more about each other's businesses than we could during our weekly meeting. A 60 second presentation is to specify what a good referral will be for you that week a 121 is your opportunity to educate your fellow members on:

- your business
- how to recognize who is a good referral for you
- how to introduce you to them, and
- Whom in their sphere of contacts - clients, neighbors, family, friends, and acquaintances could they refer you.

*****Be prepared to do the same thing for your fellow 121er.**

Some common mistakes:

- A 321 instead of a 121
- A fun but unstructured social or a meal
- Having 121s with the same person over and over, and not having them with other members at all
- Not preparing ahead of time and not using the GAINS profile
- Not following up on the meeting afterwards

Top 10 Tips for an effective 121:

1. Meet in a professional environment – An office or Library where you won't be distracted by a social atmosphere
2. Be on time and come prepared (remember VCP).
3. Have an agenda
 - a. 20 minutes getting to know each other and/or catching up
 - b. 20 minutes focused on their business and how you can get them referrals
 - c. 20 minutes focused on your business and how they can get you referrals.
4. Learn what you should ask a potential referral and what you should listen for
5. Bring your PDA, smart phone, where ever you use to store your contacts' information
6. Commit to following up with any potential referrals and get a commitment from your fellow 121er to do the same.
7. Confirm the day before
8. Follow up the day after
9. Have each other's cell phone numbers just in case.

10. Listen