# 123 Success Framework

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# What is it and why?

The 123 Success Framework is an accountability framework introduced to benefit District32 Members – a business network is only as good as the Members' activity.

District32 Members join to grow their businesses and commit both time and Membership fees to meet with professional business owners to grow their businesses. To get maximum benefits, this requires that all Members:

1. Attend regularly.
2. Contribute to the network through guests, referrals and one-to-one meetings.

# How will it be implemented?

**In each calendar month (February to November)**, all Members must:

1. Commit to 100% attendance or send a sub (max 3 subs per year)
2. Contribute to the network by EITHER:
    a. **1** referral OR
    b. **2** guests OR
    c. **3** one to one meetings

All information relating to the 123 Framework activities is outlined in the following pages. The team at District32 will collect and report on the activities each month.

## Accountability + Commitment = RESULTS

# 100% Attendance

Attendance is essential for maximum return on investment for you and your fellow Members. Presence at the entire meeting is also mandatory.

Connect LOCAL Members There are 24 local circle events per year for Connect LOCAL Members. You must attend all 24 events or send a sub (max 3 subs per year).

Other Connect Members There are 12 events per year for Connect MAXI, Connect LADIES and Connect PREMIUM.

## What is a substitute?

A substitute is someone who can represent your business in your absence. This could be a client, a family member, a business colleague, a prospect, an employee or someone interested in exploring referral marketing.

## Why send a substitute?

Every event is an opportunity for you to showcase your brand. Every pitch is an opportunity for growth for you and your business. It's essential for you, your fellow Members and any guests at each event that you and your profession are represented. A lack of representation could mean lost opportunities. It also saves any disappointment should a fellow Member arrive with an introduction or referral for you.

## How to prepare a substitute

Your substitute should know your pitch and about your business so they can represent you. You'll need to provide them with your pitch, details of the event's structure and what to expect.

Remember, how you show up in your networking circle is how we expect you'll show up for our clients.

Substitutes must register for each event – send them the appropriate link to your event from our event calendar page HERE and provide them with booking code D32LOCALGIFT so they can attend as your substitute/guest.

## How to find a substitute?

Substitutes can come from various sources:

- Clients, colleagues
- Employees
- Neighbours
- Suppliers
- District32 Connect Members (only if you cannot find your own substitute) – post your request on the District32 Connect Members Facebook group HERE.

# 1 Referral

Referrals are a primary benefit and an integral part of belonging to a business network. Giving a referral each month can be used as your accountability and contribution to your network each month.

## Referral statistics

- 65% to 85% of all business comes from referrals
- Referral marketing has a much higher conversion rate
- Referred clients have a higher lifetime value and are more likely to refer again

## What is a referral?

- A referral is an indicator of confidence.
- A referral is a sign of loyalty.
- A referral is good karma.
- A referral is a transference of trust.

## How to give more referrals

1. During one-to-one meetings or pitches:
    a. Listen to what people say
    b. Ask questions
    c. Identify how you can potentially help
    d. Take notes – how can you help
    e. Who might be potential referral partners for them?
2. Take action
    a. Take 20 minutes after an event or meeting to:
        i. Look at your database for potential introduction
        ii. Make introductions
        iii. Share helpful information
3. Allocate your own spend (and that of your family)
    a. What are you spending on in the next 2-3 months?
        i. Holidays? Insurance? Home Improvement? Party? Car Service?
        ii. District32 is a vast network; you can refer to others even if you don't know a service provider personally – use THIS FORM to pay it forward.

## How to get more referrals

1. Communicate your ideal client and target market via:
    a. Your pitch
    b. One-to-one meetings
    c. Testimonials
2. Build trust
    a. Make introductions
    b. Introduce a sub-set of your product or service (low barrier to entry product)
    c. Give referrals
3. Make it easy
    a. Be a good human – be professional
    b. Communicate with clarity
    c. Niche until it hurts

## Giving and receiving referrals

Excellent communication is vital when giving and receiving referrals.

When giving a referral – introduce via a 3-way email. Describe your conversation and the context of the referral. Follow up – ensure the referral goes ahead, and don't assume all parties receive the email.

When receiving a referral – always thank the referrer and follow up. Update the referrer if/when the referral turns into paid work.

## Referral partnerships

Referral partnerships are a great way to leverage other people's time, contacts and activities. Who has spent significant time building their database of who could also be your ideal client? Referral partnerships and leverage are the most effective way to network.

# 2 Guests

Guests contribute significantly to any networking group - 25% to 30% of all closed business comes from guests. Guests may not have access to service providers and are generally delighted to meet trusted service providers. Guests also appreciate an invitation to a complimentary business growth event where they can access education and potential business opportunities.

Inviting two guests per month is another option to meet your monthly obligations to your network.

## Ideal guests

Ideal guests are business owners who are looking to:

1. Grow their businesses.
2. Increase skillset, invest in their leadership and continue to learn.
3. Connect with other business owners.
4. Increase referrals.
5. Get introductions to reliable companies.
6. Expand possibilities and opportunities.
7. Contribute to a thriving network and the local community.

## How to invite guests

As a valued Member, you are welcome to invite potential Members complimentary as your guest. Book your guest using THIS LINK and use booking code D32LOCALGIFT to receive a complimentary ticket.

The team at District32 will contact them to introduce District32 Membership and to provide guidance on the event and how to maximise the opportunity.

## How to find guests

Business owners are not hard to find, consider:

1. Friends and family
2. Service providers: trades/beauty/health/real estate/property managers
3. Suppliers
4. Other networking groups
5. Clients/previous clients
6. Linkedin/social media contacts
7. Post information about your event on your social media channels
8. Search for local service providers on Google
9. Community centres
10. Local directories
11. Neighbours

## Be strategic

Support your fellow Members, and invite businesses in the target market of your referral partners.

# 3 One-to-One Meetings

One-to-one meetings are essential for successful networking. It's through these meetings that we can expand our network, help others to reach their goals and progress towards reaching our own,

Business owners who do not have regular one-to-one meetings will struggle to invite guests, help others, reach their goals and give/receive referrals.

District32 provides fortnightly online speed networking where you can meet 4 x business owners in 4 x 10-minute meetings. These meetings count towards your monthly accountabilities, whereas one-to-one meetings during the District32 local circle events do not. Speed networking at Maxi events and one to ones at ladies events count as long as those events are not your Membership Tier events.

## What is a one-to-one meeting?

A one-to-one meeting is organised between two business leaders to explore where there may be synergies or opportunities for mutual benefit. The meeting will allow you to get further insights into someone else's business and get up to date on their activities in the sales and business development arena.

## Preparing for a meeting

Sales is an activity; please remember that before attending your one-to-one meeting. Regardless of how well you know your fellow business owner, you should prepare by; Reviewing their website/LinkedIn/social media activity for updates. Think about who their target markets/ideal clients are. Where possible, send or look for introductions before the meeting. Identify what sectors/target markets you might need support in accessing.

## What do I say?

It largely depends on the context and the initial interaction when you first engage with a new contact. After an initial introduction of who you are and your organisation, small talk is typically how a conversation starts with a new connection, whether professional or social. Ideas to start a conversation include;

- News: Have you seen the latest developments in the upcoming election?
- Social: Any plans for the weekend? (Gives insights into hobbies/family)
- Work: Do you attend a lot of events for your organisation?
- Sports: The Eagles are struggling to field a team due to COVID issues. Are you a sports fan?
- Animals: My dog and cat don't get on. Do you have pets yourself?
- Location: How did you end up here this evening? Did you have far to travel?

Remember the FORD acronym for small talk: Family, occupation, recreation, dreams.

## During the meeting

You must gather information during the meeting to establish where you can add value and support your fellow business owner.

Here are a few tips:

1. Take notes (you will never remember everything).
2. Have several discovery questions ready so that you can gather enough information to provide introductions.
3. Give insights, where possible, into potential introductions for yourself.
4. Share information about your target market/ideal client/referral partners.
5. Think about potential opportunities outside of introductions, e.g., sharing content/joint events.

## After the meeting

Always take the lead as quickly as possible to prompt someone to take action. Always schedule time after the meeting to:

1. Review notes and points of benefit for both parties.
2. Send introductions as quickly as possible after the meeting.
3. How could you have done better in the meeting?
    a. Asked better questions?
    b. Developed certain aspects of the conversation?
    c. Provided better information?
    d. Been more prepared?

Follow up with a phone call/email a week later. Ensure that;

1. Action has been taken on receipt of your introductions.
2. Refresh them on your target markets etc.
3. Schedule the next contact point to develop the relationship i.e. email, phone, Zoom or a face-to-face meeting.

Contact Members via the Member Directory HERE.

Book events, including speed networking events HERE.

Monthly reporting if you haven't logged contribution elsewhere HERE.

Contact Chona@district32.com.au for logon details.