

TEN STEPS TO MARKET YOUR PARLIAMENTARIAN UNIT

As a business owner for 35 years, and a volunteer SCORE Business Counselor for 12 years, I have learned that small business owners must market themselves through “Networking” if they want to be successful. Therefore, I recommend use of this tool to market our CSAP Parliamentarian Units.

People like to do business with people they know, and getting the message out there about our parliamentary units and how we help organizations works the same way. Your goal is to develop relationships – NOT sell people. This requires that we attend group functions to let people know about Robert’s Rules of Order, and how it will help their organizations function democratically.

I recommend adopting some of the following 10 steps when promoting CSAP :



(1) Have business cards printed and with you at all times. Include your name, phone number, e-mail address, website and your titles. Add Unit information on the back.

(2) Develop a 17-second business commercial to quickly get their attention. It could be: “Do you often attend meetings that are disorganized and confusing? Robert’s Rules of Order was developed to provide for democratic processes that accomplish business in an orderly manner. I am a Parliamentarian trained to help associations obtain such order. I am _____, a member of the _____ Unit of Parliamentarians.”

(3) Identify a variety of organizations that meet locally which could have members interested in procedures for their clubs or associations. Check out their websites if they have them, or telephone an officer. You can find many organizations listed in your newspaper, and as members of chambers of commerce. Check with members of: your church, health, & travel clubs; children's groups, professional organizations, unions, fellow night school students, volunteer groups, charity organizations, Toastmaster clubs, women's clubs, etc. At least include in mailing lists for events.

(4) Be enthusiastic about what you learn and how that can help groups hold organized meetings.

(5) Have a confident handshake (no dead fish), and be dressed in professional business attire when out at official meetings.

(6) When you meet others, always ask for their business cards when you give them yours. Don't try to tell them everything you do, but save things to follow up with by phone, e-mail or meeting them for coffee.

(7) Be sure to wear your own nametag to introduce yourself – BUT wear it on your RIGHT shoulder. They can then find your hand and nametag at the same time.

(8) Have an answering machine on your phone so you don't miss calls. Leave short outgoing business messages about what you do, and any special events planned in the future. Update this message often.

(9) Invite people to your meetings and workshops at any of these events. Always have flyers with meeting dates, times, and locations. Later you can e-mail messages with interesting topics.

(10) Offer to introduce people you meet to other persons you feel would be interested in them and their interests or business. Reciprocity is always valued.

AND, always show a passion for, then act as if you really enjoy what you are doing!

By Willeen Hasler, CSAP Marketing Chair 2008; and NAP member.