

when they have to say they have no Tips for anyone today.

d. Guests are impressed when they see a high level of business being conducted among the members.

8. Instruct members the correct way to follow up on Tips.

Members should contact their Tips within 24 hours of receiving them. It is imperative to display the highest level of professionalism and treat every referral with extreme importance. The reputation of everyone is on the line and members should be comfortable when referring clients to each other.

9. Emphasize prompt notification for an outside Tip.

If a member has an outside Tip for another member, It is wise not to wait until the meeting to pass the Tip. Timely follow up on a hot lead can often make a critical difference when closing a deal.

10. Strongly advise members to have all pertinent information on the form before they pass the Tip.

One of the most common complaints from the membership are outside Tips passed without phone numbers. "Call me for the number" is not a Tip! A busy member should not have to call the other member first to follow up on the Tip. Even more frustrating is calling the Tipper for the number and leaving endless voice messages and never getting a return call. This is unacceptable. In these instances, the TipMaster has full authority not to count such Tips in the Tip report.

11. Teach the mathematics of Tips.

A chapter should pass should equal twice the size of membership. And 70% to 80% of those Tips should be Outside Tips. Once chapters understand and embrace the concept that LeTip is their sales force, and those weekly meetings are in fact weekly marketing meetings, the Tips increase further. These chapters pass 2 1/2 to 3 times the membership!.

12. Explain the value of listening for Tips.

Members have the ability to Tip much more than they realize. Learning to pay attention, to be present and really hear what others are saying can open up a world of opportunities. Teach members to practice listening to others rather than preparing their own responses. Networking is a skill, no different than any other learned skill. Creating some simple habits can help to keep networking in the forefront of a member's mind:

- a. Carry a LeTip Caddie wherever you go.
- b. Keep a supply of Tip forms – tuck them in your Caddie, the visor of your car, your desk at work, on your dresser.
- c. Open your Caddie up to clients, friends – they might have needs for which you are not aware. One member we know opens up his card caddie for clients to peruse while he is busy writing up a quote for their work.
- d. Create "bird dogs." This is an old sales term which means having additional ears and eyes on the lookout for

referrals to pass on to you. (No one ever said you had to do it alone!)

e. Set a goal for the minimum number of Tips you would like to pass each week. Although LeTip International has a minimum of four Tips per month, some chapters set higher goals because their members request it.

13. Emphasize both quality and quantity of Tips.

Chapters must focus on the "quality" of Tips as well as the "quantity" of qualified Tips. It is obvious that the chapter's real estate agent isn't going to get as many Tips as the florist. The total value of one house listing however, makes up for a huge quantity of bouquets sold by the florist. Everyone needs to make money and everyone deserves to be Tipped otherwise they shouldn't have been voted in as a member

14. Always teach by giving examples of Tips.

Be sure to give many different examples of Tips by relating stories you have heard or personally experienced. The more examples of Tip giving that you share, the easier it becomes for members to develop their Tipping skills.

15. Teach the value of expanding Tips vs. one-way Tips

There are chapters so adept at seeing an opportunity in each Tip, that they have learned to expand one tip into three, four or even more. As they say... "It is all in the details." (The details box that is!)

Scenario # 1- The One-way Tip:

Members glance at an outside Tip as it is passed around the table. They read the details in the Tip which is being passed to the chapter florist. The details state: "neighbor wants flowers." That's a One-Way Tip. Viable as it is, it is going nowhere beyond it's original intent.

Scenario #2 - The Expanding Tip:

Members glance at an outside Tip as it is passed around the table. They read the details in the Tip which is being passed to the chapter florist. The details state: "neighbor needs flowers for daughter's engagement party."

An engagement could be big news for the chapter. That means a wedding is in the wind. The event planner, the photographer, caterer, or limousine service should ask the Tipper to speak to that neighbor in their behalf.

17. Report on all tipping activities

TipMaster reports the total number of Tips passed the previous week. The first week of the month, the Tip report is prepared in writing and passed out to all members. Acknowledge the Top Tipper and present the red Top Tipper badge for the month. Remember the Top Tipper must be someone who has given no less than 5 tips within the month!

Remind members of the 4-tip minimum and to follow up on all Tips given with 24 hours.