



FAQ for OC-ALA Business Partners

1. Can I just blast out a meeting request to the entire Chapter Membership?

No. Get creative and try to target the right people and firms rather than just blindly mailing to all. Consider the firm size and whether your service fits their needs. Make your outreach appealing and one that makes the reader want to respond.

2. Can I meet with current customers?

No. The purpose of this program is to encourage new relationships.

3. Can I just drop in on a Chapter Member?

No. Email (or call) and request an appointment. Please limit the appointment to 15 minutes.

4. What should be the main focus of the meeting?

Introducing yourself and your company. Everyone likes doing business with people they know and like. Our members are no exception. Focus on establishing the relationship and in learning the members' needs, not just pursuing a lead or signing up new business.

5. Should I refer to the Foot in the door program?

Yes, of course. It is appropriate to let a chapter member know that you are one of our business partners who is participating in the program.