 alt_text



Greetings!

As most know, I am very involved with the Greater Miami Chamber of Commerce. I've been the Membership and Marketing chair for several years now. Part of the reason I have kept the position for so long is I enjoy helping people get the most out of their Chamber experience.

Yesterday we had our Trustee luncheon with over 300 attendees. More than 30 of those attendees were not members of the Chamber. They were invited as guests to see if the Chamber would be a good fit for them and their business.

As such, I had a very busy time. I had a team of Ambassadors that tried to get to everyone and discuss how the Chamber might work well for them. Some of the companies were looking to break into larger healthcare companies – check we have those members. Another was a commercial waste company that is large in another region of the state and wanted to expand to Miami – their primary competitor (for whatever reason) is not a member – opportunity? I think so!

Another was an IT company looking for mid-sized companies to help with their computer and networking needs. Got a good number of those.

Basically, there was something for everyone. But one thing everyone had in common was they were looking to expand their business development network. Sure, there is LinkedIn and other social media available to “find” connections, however, face to face is still the most consistently successful. And in this room, there were people asking the right questions, who do you need to meet? As most are looking to grow their businesses, they have the need to fill their business development pipeline. Most successful business are always looking for new business because you never know when one client will decide to cut back, close or go somewhere else.

Making sure you have new companies you are wooing is the key to business growth. I've been in business more than 25 years and have had some major up and downs during that time, but I've always tried to maintain a viable pipeline.

In the last month I have been fortunate that several of the companies I was pursuing finally came to fruition. One company I have been after for at least 18 months, another was about 12 months and yet another was just few months.

One of my account managers asked why I thought they were all coming in now? My answer, because I didn't give up on them. I checked in on regular basis. Even when they didn't respond. I stayed on their radar. And when they had a need I was top of mind.

That's what I was trying to achieve. And at least for these three I succeeded. So now I have at least a half a dozen more I am working the same way. So, maybe in 6-12 months I'll be able to say they've joined us too!

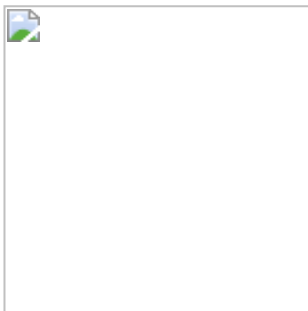
How's your pipeline looking? If it's time to add to it, maybe look at your local Chamber or other business organization.

Danette

Did You Know:

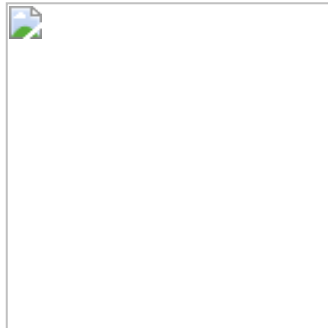
When it comes to interviews and networking, a quick follow up can make the difference between landing the job or the client. Making contact with someone shortly after a meeting means they will remember you. That's the beginning of trust.

Danette



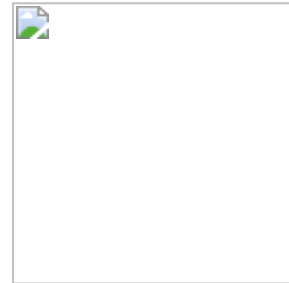
3 Ft. 3-in-1 Charging Cable

Braided cable features 3 charging tips. Extends 3 Feet.
1 color 1 location imprint
100 Qty: \$4.45 each



Travel Pouch

Features 3 zippered compartments. Top grab handle.
1 color 1 location imprint
100 Qty: \$4.55 each



Sling Bag

Features an adjustable shoulder strap and front zippered pocket. Zippered main compartment.
1 color 1 location imprint.
100 Qty: \$5.50 each

No Response Is Not A Sign To Give Up

I'm Following Up About Following Up

As I continue my thoughts about following up (see this month's blog, I Can See Clearly Now), I want to begin with an example that happened right here at Gossett Marketing. Here we go.

[~ Read More](#)

Promotional Marketing Expert, Danette Gossett, Kicks Off The New Year With Thoughts About The Challenges Follow-up Presents

Danette Gossett, Founder of Gossett Marketing Communications, Inc., Co-Founder of Promotions Resource, LLC, and co-author of the best-selling book, Transform, recently posted a new blog on her website entitled, "I Can See Clearly Now," in which Ms. Gossett offers one way of viewing the New Year.

[~ Read More](#)

Gossett Marketing

3701 Poinciana Avenue
Coconut Grove, FL
33133
US

danette@Gossettmktg.com
(800) 989-5690