

Team 100

**The Very Best, FREE
Networking and Referral
System for Your Business**

Originally created by Thomas Leonard.
Maximized and presented by:

TopLine Marketing
Attract More Customers & Close Bigger Sales!

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Team 100 Program: Put Your Referral Program On Steroids

Using The Team 100 Program

Introduction:

The 'Team 100' referral program is, without a doubt, **the most powerful**, FREE referral generating program available! It can boost your referrals 100-fold in no time at all. This marketing system is great for you because...

- It really does give you a fantastic network of professionals to help you build your business very quickly
- You can quickly demonstrate your expertise by explaining your business & keeping in touch with your Team each month
- It's easy to do—the only requirement is lunch with another person
- It's takes very little time—you have to eat every day, you might as well be building your business at the same time
- Follow-up will take no more than just a few of hours of your time each month

The idea for this program came from the late Thomas Leonard who founded Coach University, later revised and expanded by David Frey, and other marketing experts here at TopLine, our global marketing consulting network. The plan is to educate 100 other professionals (actually 99 - because you're one of the experts!) on what you do and at the same time, ask them to tell you what it is they do—that's it! Tit for tat. No favors, no begging, no expense, no IOU's. Just a clean, fair, intriguing and powerful approach.

Why other professionals? Because professionals know and come in contact with lots of other people, some of whom are absolutely perfect clients for you. It's just a matter of expanding your network to tap into the network of other professionals. Simple, doable, easy. No selling required, just honesty.

Why Is This Marketing System So Effective?

1. Your Team 100 is easy to create.
2. Other professionals will respond very positively to the Team 100 format
3. You'll get yourself known very quickly by other professionals here in town

Materials And Resources

Team 100 Form

(Enclosed)

The Process

Team 100 Marketing System Process Flow Chart:

Team 100 Marketing System Process Flow Chart



1. Print Team 100 Form

Print out the Team 100 form that starts on page 8.

2. Collate Contact Details

Take out your Rolodex, Email address book, Day-Timer, Memory Jogger, business card file or that drawer where you've stored those little slips of paper and business cards. Review all your sources for possible team members.

Write down the names of experts you already know on the lines provided on the form. Here's how you would fill out each line. Only fill-out the last column "Date" **after** you have met to learn about each others business.

| | Specialty | Name | Phone | E-mail | Date |
|---------------------------------|------------------------|------------------|-----------------|----------------------|--------------|
| <i>Business and Work</i> | | | | | |
| 1 | Architect - Commercial | <i>Bob Smith</i> | <i>555-1000</i> | <i>Bob@email.com</i> | <i>May 5</i> |

The objective is to fill up your form with 100 very qualified professionals...not just anyone... but trusted and competent sources to whom you can refer your clients and others you know.

The Team 100 form actually contains 133 categories. Your goal is to get at least 100 of those categories (or other categories you might think of) filled in. You may not know 100 other professionals who are 'experts' at what they do, and that's okay. But you probably do know 20 or 30 or maybe even 40. Start there; write them down on the Team 100 form.

3. Call Or Write Everyone On Your List

Call or write everyone on your list once you have completed your Team 100 form as fully as possible—even if that's only a dozen names. When you call them you can summarize the letter on page 13. Set a firm appointment, perhaps for breakfast or lunch, to meet when you can explain to each other exactly what you do, and how you help your clients. How often you schedule a meeting depends on how many more clients you can handle, four meetings a day or only four a month, it's up to you and how much new business you need.

Email (or paper mail) each of them a full, blank Team 100 packet with a cover letter (like page 13, on your letterhead) before your meeting so they understand the process. Remind them to make you a photocopy of **their** experts before your meeting.

Note: You can download new packets for free from <http://TopLineColorado.com/>

4. Meet With Each New Team Member

Remember to make them a photocopy of your experts before your meeting. Be sure to schedule enough time so you can divide your meeting time in half. Each of you will need

enough time to teach the other about your business, what you specialize in, who your best prospects are, etc.

5. Complete Your Team

Combine referrals from your own experts plus their lists to build your team, and continue to seek out true experts (not just anybody) to fill in the remaining categories of professionals. Continue to fill up the list until you have 100 experts you feel great about.

6. Monthly Follow-Up

Send out a monthly letter or e-mail to each person on your Team 100, and **don't wait** until you have all 100 to start the follow-up. Keep them updated on your professional development, accomplishments and business direction in general. Be sure to include any tips & advice you can. Other professionals will send you more business if they are kept informed (and reminded that you're still around).

7. Advanced Options To Strengthen Your Referrals

The Team 100 program is probably the easiest ways to 'convert' your own network into a lifetime of referral revenue. Most professionals agree that getting referrals from their professional network is hugely beneficial because the referrals are pre-screened and there isn't a lot of marketing effort required. The phone just rings and new referrals appear.

But how to do you maximize the number of referrals you're getting, in order to safely depend on your network to keep your business booming?

That's where the these optional Team 100 steps can really help:

Think about it... as you manage this team, you are, in effect, gaining access to thousands of other potential referrals—all the clients of those experts in your network. This kind of access is what will help fill your business and keep it full for a lifetime.

Here are some steps to maximize your referrals and revenue:

- You can always start an additional Team 100 list after you complete one.
- Send a monthly note and updated Team 100 list to your network so they will have the most current directory of your experts in the various professions. You need to be consistent with this mailing (or e-mailing) each month. In effect, the monthly list/e-mail also works as an effective reminder that you are there, and ready to help. It provides value to the recipients because they have the most current list/info, and seeing themselves on this list really hits home. In your monthly note, include this type of info:
 - A simple profile of two to three professionals on your list, written by them! This makes it newsy and helps to bond/connect the group. And you have them doing the work for you.
 - An update on YOUR business and the success you had and with whom. Make it personal about you. Your network is curious.

- A couple of mentions of special offers made by those on the list/network. This adds a little more incentive for people to read your note.
- A mention or two of how the Team 100 works and is working for other people. This builds credibility/evidence.
- Make free special offers from time to time.
- Hold weekly meetings where you can invite new members, and exchange leads.
- Offer a hotline to people one day a month where they can call you and/or others for free and get help on your subject of expertise. 99% of your Team 100 members will not call on that day, but they will quickly form the opinion that you are accessible and generous. They will call or e-mail you later. This enables you to support and manage your network and then benefit from the resulting referrals, rather than constantly having to market for new clients.

Team 100 Form/List

| | Specialty | Name | Phone | E-mail | Date |
|---------------------------------|---|------------------------|---------------------|----------------------------------|------|
| <i>Business and Work</i> | | | | | |
| 1 | Architect - Commercial | | | | |
| 2 | Bookkeeper/Bill Payer | | | | |
| 3 | Business Broker | | | | |
| 4 | Car Leasing Expert | | | | |
| 5 | Career Consultant/Planner | | | | |
| 6 | Computer Consultant | | | | |
| 7 | Conflict Management Expert | | | | |
| 8 | Estate Agent - Commercial Property | | | | |
| 9 | Executive Coach | | | | |
| 10 | Graphic Artist/Designer | | | | |
| 11 | Head Hunter/Job Placement/Recruiter | | | | |
| 12 | Independent Financial Adviser (Commercial) | | | | |
| 13 | Insurance Broker (Commercial) | | | | |
| 14 | Internet Marketing (SEO, Pay Per Click, etc.) | | | | |
| 15 | Internet Service Provider | | | | |
| 16 | Land Broker (Commercial) | | | | |
| 17 | Sales & Marketing Training / Marketing Consultant | <i>Lance Haverkamp</i> | <i>719-359-5501</i> | <i>Lance@TopLineColorado.com</i> | |
| 18 | Painter and Decorator - (Commercial) | | | | |
| 19 | Photographer (Commercial) | | | | |
| 20 | Printer/Copy Place | | | | |
| 21 | Professional Writer | | | | |
| 22 | Sign Painter/Manufacturer | | | | |
| 23 | Software Consultant | | | | |
| 24 | Tech. Support (Computer) | | | | |
| 25 | Technical Writer | | | | |
| 26 | Time Management & Organizing Expert | | | | |
| 27 | Website Designer | | | | |
| <i>Money and Legal</i> | | | | | |
| 28 | Accountant - CPA | | | | |
| 29 | Attorney - Copyright/Trademark | | | | |
| 30 | Attorney - Corporate/Business | | | | |
| 31 | Attorney - Criminal | | | | |
| 32 | Attorney - Estate | | | | |

| | | | | | |
|----|------------------------------------|--|--|--|--|
| 33 | Attorney - Family Law | | | | |
| 34 | Attorney - International | | | | |
| 35 | Attorney - Personal Injury | | | | |
| 36 | Attorney - Real Estate | | | | |
| 37 | Attorney - Small Business | | | | |
| 38 | Attorney - Tax | | | | |
| 39 | Bank Loan Officer | | | | |
| 40 | Bank Manager | | | | |
| 41 | Bookkeeper/Bill Paying Service | | | | |
| 42 | Independent Financial Adviser | | | | |
| 43 | Insurance - Business | | | | |
| 44 | Insurance - Home/Auto | | | | |
| 45 | Insurance - Professional Liability | | | | |
| 46 | Insurance - Life/Health/Disability | | | | |
| 47 | Property Manager | | | | |
| 48 | Realtor - Commercial | | | | |
| 49 | Realtor - Residential | | | | |
| 50 | Retirement Counselor/Planner | | | | |
| 51 | Stockbroker | | | | |
| 52 | Venture Capitalist | | | | |

Personal Care and Health

| | | | | | |
|----|----------------------------|--|--|--|--|
| 53 | Acupuncturist | | | | |
| 54 | Audiologist | | | | |
| 55 | Chiropractor | | | | |
| 56 | Dentist (General) | | | | |
| 57 | Developmental Disabilities | | | | |
| 58 | Elder Care Facility | | | | |
| 59 | Elder Care Specialist | | | | |
| 60 | Fertility Expert | | | | |
| 61 | Funeral Director | | | | |
| 62 | Orthodontist | | | | |
| 63 | Massage Therapist | | | | |
| 64 | MD - Cosmetic Surgeon | | | | |
| 65 | MD - Dermatologist | | | | |
| 66 | MD - Family Medicine | | | | |
| 67 | MD - Internist | | | | |
| 68 | MD - OB/GYN | | | | |
| 69 | MD - Ophthalmologist | | | | |
| 70 | MD - Psychiatrist | | | | |
| 71 | MD - Sports | | | | |
| 72 | ND (Naturopath) | | | | |
| 73 | Nutritionist | | | | |
| 74 | Pharmacist | | | | |
| 75 | Physical therapist | | | | |

| | | | | | |
|--|--------------------------------------|--|--|--|--|
| 76 | Speech Therapist | | | | |
| 77 | Therapist - Addiction | | | | |
| 78 | Therapist - Depression | | | | |
| 79 | Therapist - Family | | | | |
| Professional & General Services | | | | | |
| 80 | Adoption Expert | | | | |
| 81 | Air conditioning/Heating | | | | |
| 82 | Architect | | | | |
| 83 | Auto-mechanic/Car care | | | | |
| 84 | Car Leasing Expert | | | | |
| 85 | Carpet Cleaner | | | | |
| 86 | Caterer | | | | |
| 87 | Childcare/Babysitter/Nursery | | | | |
| 88 | Clothing Store Owner - Children's | | | | |
| 89 | Clothing Store Owner - Men's | | | | |
| 90 | Clothing Store Owner - Women's | | | | |
| 91 | Clothing Store Owner - Used Clothing | | | | |
| 92 | Cobbler - Shoe Repair | | | | |
| 93 | Dog Walker - Pet Sitter | | | | |
| 94 | Dry Cleaner | | | | |
| 95 | Electrician | | | | |
| 96 | Event Planner | | | | |
| 97 | Florist | | | | |
| 98 | Food Delivery Service | | | | |
| 99 | Golf Pro | | | | |
| 100 | Home Schooling Expert | | | | |
| 101 | Handyman/woman | | | | |
| 102 | Housekeeper/Cleaning | | | | |
| 103 | Image Consultant | | | | |
| 104 | Interior Designer/Decorator | | | | |
| 105 | Jeweler | | | | |
| 106 | Landscaper | | | | |
| 107 | Life Coach | | | | |
| 108 | Manicurist/Pedicurist | | | | |
| 109 | Midwife | | | | |
| 110 | Minister/Clergy | | | | |
| 111 | Painter - Exterior | | | | |
| 112 | Painter & Decorator - Interior | | | | |
| 113 | Personal Assistant (Real) | | | | |
| 114 | Personal Assistant (Virtual) | | | | |
| 115 | Personal Concierge - Errands/Shopper | | | | |
| 116 | Personal Trainer | | | | |

MEMORY JOGGER

| Relatives: | I Know Someone Who Is A: |
|-------------------------|------------------------------|
| Parents | Nurse |
| In-laws | Golf Pro |
| Sisters | Student |
| Brothers | Fashion Model |
| Uncles | Security Guard |
| Aunts | Computer Technician / Repair |
| Cousins | Sheriff |
| | Secretary |
| Who Is My: | Welder |
| Accountant | Music Teacher |
| Dentist | School Teacher |
| Family Doctor | Seamstress |
| Minister | Carpenter |
| Financial Planner | Pilot/Flight Attendant |
| Hairstylist | Bus Driver |
| Drycleaner | Bank Teller |
| Mechanic | Motel Owner |
| Chiropractor | Dietitian |
| Banker | Fireman |
| Insurance Agent | Loan Officer |
| | Salesman / Sales woman |
| Who Sold Me My: | |
| House | I Know Someone Who: |
| Car/Tires | Goes to Church |
| TV/Stereo | Lives Next Door |
| Hunting License | Teaches my Kids |
| Business Clothes | Was my Best Man |
| Computer | Was my Maid Of Honor |
| Air Conditioner | Was my Photographer |
| Roof | Is my Babysitter |
| Pest Control | Fixes my car |
| Personal Clothing/Shoes | Plays golf/tennis |

Dear <Name of Professional>,

I'm getting serious about networking and building referrals for my business, and I found a really easy referral building system that will benefit both you and me, not to mention our clients/customers.

I'm sure you've found, like I have, that your best clients come from endorsements or referrals from someone you know and trust. Wouldn't it be great if we both knew **all** of the best professionals to refer our clients to for **whatever** need they had?

The system I found was designed by marketing experts, is easy to do, and absolutely free. Here's the gist of how this referral building system (called **Team 100**) works:

You build a list of 100 experts, each one is an expert in a different field (you're one of the experts on my team). You meet with each team member, perhaps over breakfast or lunch if you like. Both people take the time to explain to each other **exactly** what you do, how you help your clients, describing who makes a good prospect for you, areas or particular expertise etc. Once you're done building and meeting with all 100, and this can easily take months, you have a list of 100 other local experts who **all** have met with **you** and know exactly what **you** do and know how you can help their clients.

I've prepared a list of several of the best professionals I know and there's a blank list in the enclosed packet for you; it's all part of this Team 100 referral generating process. We should help each other build our list, by filling-in experts in professions where each of us are missing one, that is, where either one of us has no one to recommend.

I know this will help us both build our business, and will come in very handy for you and your clients should they need a professional resource. Within 30-90 days, I would like to fill up this 'dance card' to a full 100 or more professionals and start meeting with them.

All you need to do is to fill in as many blanks with professionals that you know, and make a photocopy for me, I will do the same for you. But I don't want just any professional...only those who you know personally, and meet the highest professional standards. I'm sure that you'll agree that we should only be referring the best possible sources to our clients.

Don't worry if I give you a person you would like to add to the list but that position is already filled. That's okay, go ahead and put their name on your list as an additional person at the bottom of the list where there's extra room.

My goal is to have a professional resource at hand for virtually **any** need that my clients might have. I see this Team 100 as an easy way to build this resource and offer something to share with you and the soon-to-be other 99 professionals in my network, and yours.

To your success,

<Your name>

P.S. As an advance "Thank You" for your help, I've enclosed a full copy of the Team 100 booklet.

[Note: Also insert any flyer, bonus report, CD, or offer of your choice.]

P.P.S. I know you will find it as valuable as others that I've shared it with.

What does your business need?

- ✓ More Leads
- ✓ More Customers
- ✓ Larger Average Sales
- ✓ More Customer Loyalty
- ✓ Less Nuisance Work
- ✓ Bigger Profits

We teach the Team 100 process for building referrals. It's the best business networking system we've ever seen. We also teach an 8 week Master Marketing Class for small businesses, we offer free new business leads, and hands-on marketing consulting for mid-sized businesses, and other great services. Download a reproducible copy of this booklet here: <http://TopLineColorado.com/>

As part of the global TopLine consulting family we belong to a loose network of several hundred professional marketing consultants in over two dozen countries to support your marketing needs. Help in all these areas is just a phone call away! Want more information? Call for a FREE, in person review of your business, featuring 65 Critical Questions specially designed to analyze your companies strategic place in the market & it's readiness to face the competition. To schedule your Free, No Obligation analysis call—Right NOW (719) 359-5501.



Lance Haverkamp is the author of Own Your Marketplace; he runs the Colorado Springs office of TopLine Marketing. He has been selling a wide array of products and services for decades in some of the toughest industries in the American marketplace. He has been recruiting, training and supporting sales people for years, teaching them to develop more & better leads, and educating them about how to get far more money from each client. Now you can get Lance's help with your business! Contact him at <http://TopLineColorado.com> or (719) 359-5501

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