



September 2011

What you missed



What a meeting you missed. Members received the royal treatment at Kountry Kraft this past Tuesday. The morning started with brunch provided by Kountry Kraft in their cafeteria; then members were separated into groups to tour the production and finishing lines of the factory.

Kountry Kraft began in 1959 in a one car garage in the country side of Lebanon County and has grown into a modern 96,000 square foot facility. The company was founded by Elvin and Helen Hurst and in February of 2003 their son and daughter, Elvin Hurst, Jr and Dolores Hurst-Funk purchased the company from their parents. To maintain detail and craftsmanship of their products the factory is equipped with the newest and most accurate industry machinery and is staffed with over 125 hardworking and detail-focused employees.

Becky Ward reported "(The owners and employees) were very polite and informative, (and) obviously are very proud of their company." Both President Dave Warfel and member Steve Keener felt the plant tour was a wonderful meeting idea and should be kept in mind for meetings in the future. So keep an eye out, we might just be touring another wonderful facility next year.

Kitchen and Bath Month

Your October Kitchen & Bath month committee is hard at work planning another fun and educational event for October. Window posters are available for you to post in your store front. There is space on the poster to advertise anything special you are doing or promoting for October K & B month. The posters are 11 x 17, in full color and the chapter will provide each member business with 1 poster. If you need more posters they are \$1 each. Please email elizabethdesigns@comcast.net if you want to order more posters for your store. These posters have a "photo" border showing our member's completed K & B projects and should provide a nice reminder to your clients of the importance of hiring a professional NKBA member for their projects.

Any questions on October K & B month, please contact ElizaBeth Marcocci CKD elizabethdesigns@comcast.net or by phone 814.934.1103 or DeeDee Schaeffer at deedee@wildblue.net or by phone (717) 576-5180.

What should a business lunch consist of?

There are 4.5 business lunch categories:

1. Building a relationship and trying to make connections.
2. New prospective customer not looking to buy yet.
3. New prospective buyer getting ready to buy.
4. Existing customer who you are building a relationship with and/or who is ready to buy.
- 4.5 GREAT food.

Lunch should consist of at least 1/3 relationship building talk. Talk about things you have in common (golf, sports, college, home state) as much as you can. Talk about customers in common or business things you have in common (experiences, jobs, etc.). Talk about your specific agenda. If you don't have time for business talk, it was a very successful lunch. That means you talked about things in common and had a great time.

HERE'S AN IDEA:

The four-way lunch. Get your customer to bring a referral for you, and you bring a referral for your customer. Your customer may be reluctant to bring you a referral *unless* you bring one for him. Think about how powerful this scenario is, then try it one or two times.

Jeffrey Gitomer is the author of The Sales Bible, Customer Satisfaction is Worthless; Customer Loyalty is Priceless, The Little Red Book of Selling, The Little Red Book of Sales Answers, The Little Black Book of Connections, The Little Gold Book of YES! Attitude, The Little Green Book of Getting Your Way, The Little Platinum Book of Cha-Ching, The Little Teal Book of Trust, The Little Book of Leadership, and Social BOOM! His website, www.gitomer.com, will lead you to more information about training and seminars, or you can email him personally at salesman@gitomer.com.

Don't Forget

Check out the NKBA (Susquehanna Chapter) Facebook page, please like us as we plan to update the page with October Kitchen & Bath month activities, national contests, current K & B info, meeting updates, etc. We would like to get the Susquehanna Valley members connected.

Beginning October 1st until November 18th we are having a membership drive, so the standard \$100 application fee will be waived. This is a great opportunity to talk your associates, friends, anyone who “may” be interested in joining the NKBA, **NOW IS THE TIME!**