

**May 2015**

**Ambassadors Council**

Letter from the Council

**Joseph Facchiano**, Voluntary Benefit Solutions-Aflac  
Leader, Ambassadors Council  
610-442-9076 • [JoFash@gmail.com](mailto:JoFash@gmail.com)

**7 Positive Touches**

Your Chamber Ambassadors are always thinking of ways to contribute to your business' success. At our April monthly meeting, we were designing our next 'Art of Networking' event (more on that below). Our discussion focused on how your business can help more new customers.

You've heard us say many times that people do business with people whom they know, like, and trust. So how do we get to that level of relationship? One school of thought is that it takes 7 positive touches with a new acquaintance to develop rapport. What is a positive touch? We like to think of it as anytime you add value to someone else's life. It could be as simple and easy as a smile, or pronouncing the person's name correctly.

When you meet someone at a networking event AND promise to follow-up by sending an email with some information you think will help them, AND you actually send the promised email; that's as many as 3 positive touches! Note: if you don't keep the promise, that's a negative touch, or two. We believe the key is to deliver value to the other person before you ask for value in return.

The 7 positive touches can be in person, or by phone, or by email. Which brings us to the topic of our next 'Art of Networking' event: "Using contact management and email to deliver value to your prospects."

This event will be held June 4 at 7:30 a.m. to 9:00 a.m. at Seeger's Union on the campus of Muhlenberg College. It will focus on the systematic use of email to deliver value to your prospects. Constant Contact will be presenting and sponsoring the program. It promises to be informative, content-rich, and value-packed.

Come join us and get marketing ideas for your business straight from the pros! Look at the upcoming events in this edition of Connections for more information. Register today, this event will sell out quickly!