



of Salem

Professional Business Leads Exchange

The Spirit of Tipping - DOLLARS vs. NUMBERS

A qualified business tip is for a company or person who is interested in a specific service or product and is expecting a call from a LeTip member.

To understand tipping, we must first reduce it to its core value, its essence, or reason for existence. The purpose of tipping is to "Put Dollars in Your Pocket"! All else aside, if we don't do that, then there is no reason for this networking group to exist. We are not organized for the purposes of the Kiwanis or the Chamber of Commerce.

What I am about to say may at first seem contradictory, but hang in there and follow me through to the end. The bottom line is that no one really cares and it does not matter how many tips you generate or receive. For example, when the contractor member receives \$50,000 in referred business, ultimately, he couldn't care less if it is in one tip or 50 tips, whether he receives it in 1 day or over 365 days, whether it is an inside tip, outside tip or an inter-chapter tip. Bottom line - it is the dollars in his pocket, not the number of tips that makes him happy.

In a perfect world, we should not even be concerned with the number of tips, or tip quotas. But like any multi-million dollar business, we use bench marks or measuring systems to determine our level of success. We use these tools so we can repeat our success, and to limit our faults. We build upon what we do right, and revise what we do wrong. We incorporate tipping rules, by-laws, board of directors, committees, meeting agendas, and all the rest of the formalities. Like a multi-million dollar company, we terminate members that do not meet expectations. Why keep a salesperson employed that does not meet quota or contribute to the bottom line of the company. Think IBM, not Rotary. This does not mean we are uncaring. We are generous and genuine people. We are business people.

Here lies the contradiction. The quantity of tips really is important. But, **we cannot be focused more on the number of tips instead of the quality or the value of the tips.** If we dilute our accounting system, or more accurately, our accountability system, by allowing loose interpretations of what counts as a tip, then we compromise our management tool. We lose sight of our primary goal. We get a false sense of security. We lose credibility with our members. We become a bogus chapter in the international networking community. We don't rock the boat. We allow things we should not because we want to be nice and not hurt anybody's feeling. We ultimately lose members and become dysfunctional.

Holy crap! Stop already! The sky is not falling. Yes, \$1.00 tips are appreciated, but let's get real. Save up your small tips and turn in one large tip. Yes, we went to the chapter's restaurant for lunch and dinner on the same day, but it is the dollars that are important, not the number of tips or the number of transactions. So count it as one large tip instead of two smaller tips. I realize that one rule does not cover all situations. But in deciding how to interpret rules, it is imperative to refer to the basic law - "Put Dollars in Your Pocket", not, "Put One Tip per Transaction in Your Pocket".

Turn the page over for a short list of recommendations on tipping.

Salem Chapter Tipping Recommendations

- 1.) Keep all inside tips at least \$5 (current chapter rule). Any tips less than \$5 should be saved up until the tip totals at least \$5. Or, total small tips to the same business once a month (Example: Cups of coffee, postage stamps, etc.). In deciding which to do, remember the spirit of tipping.
- 2.) Tips need to be written and turned in by the member tipping, not the person being tipped. If you are not the one writing the tip, then it probably is not your tip to claim.
- 3.) Return or repeat business by the same referred customer generally does not count as a new outside tip. While the money is greatly appreciated, it is not a new introduction to do business.
- 4.) Second and third generation business is what we desire, but they are not counted as new tips. For example, you refer your neighbor to the massage therapist. Your neighbor refers her brother. The brother refers his boss. The neighbor's brother is a second generation tip, and the brother's boss is a third generation tip. You have claimed an outside tip for the first referral, but the other tips are a multiple progression of the original. This progression is what we desire to happen. As a recipient of the tips, you may wish document the dollars for your business, but the second and third generation tips are not counted by our system.
- 5.) Generally, multiple transactions at the same business on the same day count as only one tip. Combine the dollar amounts. Again, we are interested in dollars, not mathematical superiority.
- 7.) 3rd Party Tips. You go to the doctor, chiropractor, dentist, auto body & paint, etc., but the bill is paid for by the insurance company. This is an inside tip which you may not know the dollar amount immediately. Solution: Ask the receiving member for the applicable dollar amount, or, wait until the job is complete and then get an amount to turn in with your tip.

6.) If you have a question on what qualifies as a tip, email your TipMaster for help (brian@oregon.com). By the way, check your tips and attendance on our chapter website.

If you are stressing over making just four tips in all of 30 days, then ask for help. Our chapter has many resources for making you a successful tipper. In fact, your success is our success.

So, in conclusion, when ever you are concerned about what counts as a tip, remember DOLLARS vs. NUMBERS and the "Spirit of Tipping"!