

LeTip Tipping Seminar

I. What is a Tip

1. Definition & Quality
2. Ratio of tips passed, 30% Inside & 70% Outside

II. How to receive tips

1. All members focus on GIVING tips, not receiving
2. EDUCATE members on how to look for “TIPS”???
3. Prepare 12 specific commercials to beat the COMPETITION
4. DON’T use speaking time to give bio or history of company
5. Do VISITATIONS on your own

III. Life Events that usually trigger Tipping Opportunities

1. Child Birth
2. Vehicle Purchase
3. Vehicle Maintenance
4. Marriage
5. Divorce
6. Graduation
7. Home Purchase
8. Going Out of Business
9. Death
10. Marketing Your Business
Business Cards, Fliers, Signage , Web Site,
11. ?

How to be a Top Tipper

12. Member focuses on Giving tips to others, doesn’t worry about receiving tips
13. Be aggressive & look for tips, DON’T wait for tips to fall in your lap
14. Think of yourself as a PHONE BOOK for those that you know
15. Who can HELP YOU pass tips; employees, spouses, co-workers, friends, etc.
16. Identify and BUILD your Power Circle; bring in new members
17. Avoid the Pitfalls of Letip
18. SET specific Outside tipping goals for yourself, 50-100 in six months

Definitions: **Inside Tip (30%)** – Business exchange between two LeTip Members in the same chapter. Qualified only when the service has been provided and paid for.

Outside Tip (70%) – Business exchange between a LeTip Member and a Non-LeTip Member. Qualified when the person is expecting a call from a LeTip Member.

Inter-Chapter Tip – Business exchange between two Letip Members in different chapters, could be considered an Inside or an Outside Tip depending on circumstances. Does not count toward 4-tip minimum per month requirement.

PASSING OUTSIDE TIPS

Generate Outside Tips

1. Did you pass an outside tip this week or last week?
2. Did you receive an outside tip this week or last week?
3. How many people did you come into contact with during your last workday (e.g. via phone, email, or in person)?
4. Of those in #3, how many people did you tell about your sales force?
5. Do you have a marketing plan to pass outside tips (yes or no)?
6. How many sale people do you have working for you?
7. What did you do this week to generate tips for your fellow members? Name three things.
 - a. _____
 - b. _____
 - c. _____
8. Who can help you pass outside tips?
9. What have you done to generate outside tips for yourself?

TIPPING IDEAS

Do you ever buy **Birthday** gifts? **Christmas** gifts? **Anniversary** gifts? **Graduation** gifts?
Do you know someone who does? Look at all the members who can provide items and/or certificates that would make wonderful gifts!

Keep your card caddy with you at all times and keep 3+ cards for each member so that when you are in conversation with someone who might be able to use a member's goods or services you can immediately hand them a card.

Do you have a car or need one? Do you know anyone who does?
Do you have a computer or need one? Do you know anyone who does?
Do you know anyone in business or going out of business?
Do you know anyone having a Baby? Paying Taxes? Marrying? Divorcing? Sick/ill?
Buying or selling a House anyone who owns a House? Anyone who Eats / Drinks?

TIPPING - Successful tipping is not a rocket science but it does require mindfulness and practice.

Rules for successful tipping:

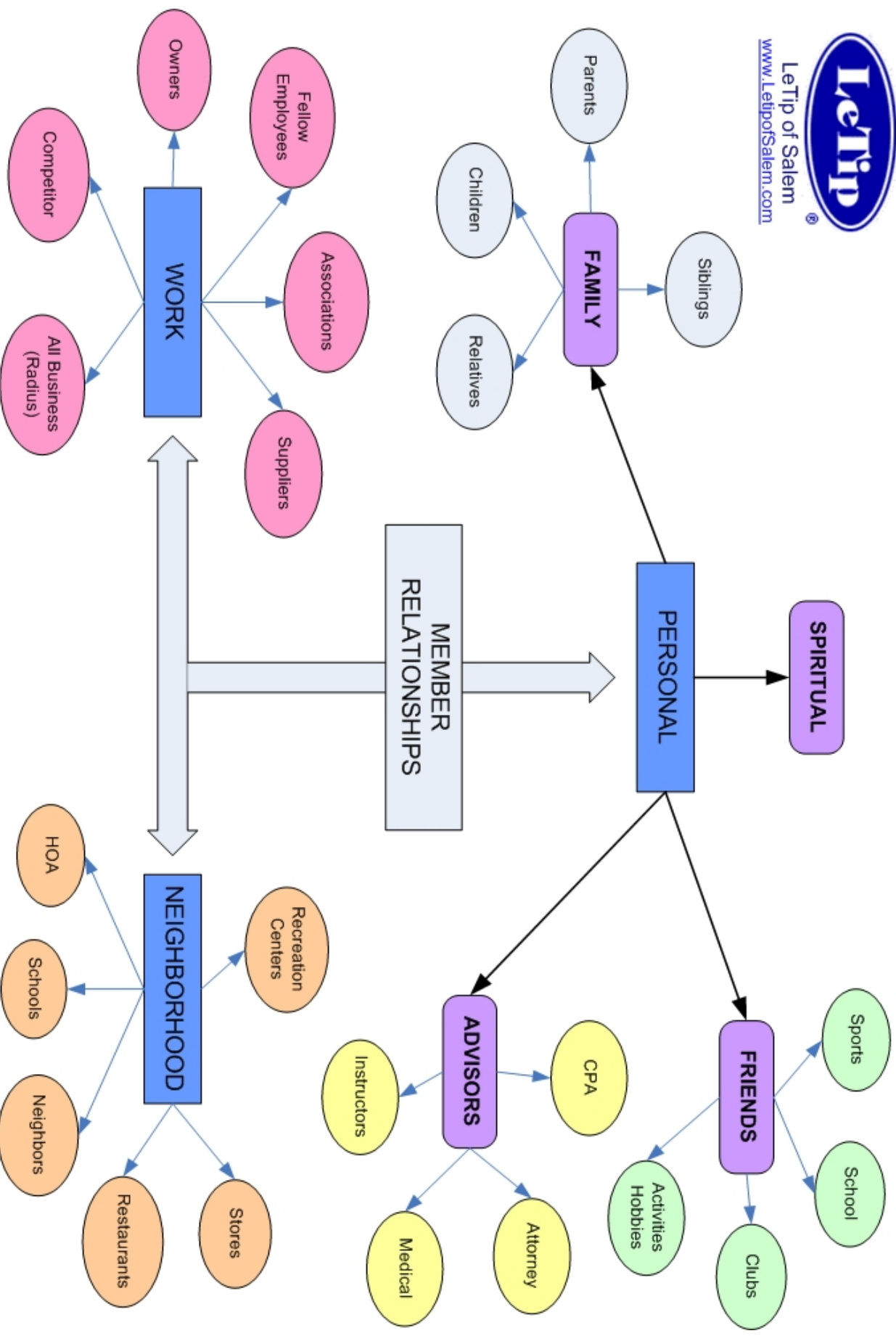
- 1) The absolute Golden Rule for tipping is “You get what you give”, “You reap what you sow”, “What comes around goes around”. It takes time. You will not be immediately inundated. Many people have relationships with other people in your field and it will take time to change. A few may never be able to tip you. A few you may never be able to tip. Don’t keep track of those who don’t tip you. Tip everyone you can.
- 2) Loyalty is the key. If you feel disloyal when you change to your LeTip dentist or insurance agent or hairdresser, ask yourself, ”How loyal was my previous dentist, or insurance agent or hair dresser to me? How much business have they referred to me?” Loyalty to fellow LeTip members begets loyalty to you.
- 3) The correct spirit of tipping is helping fellow members to grow their businesses. The incorrect spirit of tipping is to
 - a) Just do the easiest tip and/or perhaps the same tip week after week
 - b) Not inconveniencing yourself because you could use a nonmember’s service which is closer/easier
 - c) Not thinking about your fellow LeTip members all week and then giving a desperation tip (worse yet a phony tip) the last minute.
- 4) Outside tips are free.
- 5) Make sure tips are valid.
Validity test #1: Ask the tinee. Would this be a tip for you?
Validity test #2: Ask yourself,” How would I feel if I got a tip like this?
Would I be appreciative or would I feel that the tipper was desperate or didn’t get it?”

Tips for tipping:

- 1) Introduce your family, friends, colleagues, neighbors, clients, etc. to your chapter’s newsletter, membership directory and web site.
- 2) Always keep your card caddy and membership directory handy. Have several cards of each member in it so that you always have spares to give out. Also, make a point to carry extra Membership Directories in your car, near phones, at work, by your desk, give to friends, family, neighbors.
- 3) Have lots of tip forms so you can fill them out as you pass a tip. Take extra tip forms from a breakfast meeting and have them in your car, near your desk, in common areas and handy.
- 4) Think “LeTip”!!!
- 5) The more we tip, the more we’re thinking of each other’s businesses.
The more we tip, the more they’re thinking about our businesses.
- 6) Bring in more quality guests/businesses. The more there are the easier to tip and be tipped.
- 7) Indoctrinate family and friends. My family knows how important LeTip is to our bread and butter.



LeTip of Salem
www.LetipofSalem.com



The Harvard School of Business tells us that we have a circle of influence of typically 250 people. These are the people your fellow LeTip members would like to meet. They come from the relationships you have built over your lifetime.