

*How to Position and
Interact with
Centers of Influence*

Presented By

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How to Position and Interact with Centers of Influence

Meeting and interviewing, in person or virtually, centers of influence is a vital and important part of gaining prominence and becoming famous in your chosen markets.

Why?

1. It _____ you favorably with the opinion leaders and influencers.
2. It provides you with a great deal of _____ into the market and the individuals.
3. It creates an accelerated path of _____
to individuals you want to meet in your chosen market(s).

4. It makes you _____ from your competitors because your focus on these centers of influence creates a unique sense of desire with them to _____ .

Why?

Your effort to “meet” with them, in person or virtually, and discover the best way to work in “their” market and be a resource generates a feeling of _____ and _____ towards you.

As a result, they become _____ for you!

To Execute Your Center Of Influence Interview Brilliantly

Action Step 1 Identify the three _____ or take-aways you received watching this interview and then integrate them into your survey activities.

Action Step 2 Review Learning Segment #6 of *Accelerate Your Growth in the Affluent Market* to capture more _____.

Action Step 3 _____ your own centers of influence interviews to create and leverage these warm introductions and informational pathways.

- Select a date when you will complete _____ to _____ interviews in your own vertical market.
- Be _____, the faster you act the quicker you will get results.

Action Step 4 Use the centers of influence _____ in the back of the *Accelerate Your Growth in the Affluent Market* Learning Segment #6 workbook. This questionnaire is also available in The Weylman Center for Excellence in Practice Management in the Resource Center under Market Research area and another copy is in the back of this Learning Segment workbook.

Action Step 5 _____ the centers of influence questionnaire with a colleague or family member before you conduct your first center of influence meeting.

Action Step 6 _____ the information you gain from these interviews/surveys to gain access, serve effectively and create ongoing marketing and sales activities!

Be sure to complete the 90-Day Action Plan on the next page.

90 Day Plan To Meet and Conduct Center of Influence Surveys
Repeat each Action Step and Date to Begin Each Activity

	Areas Most Important to Address We need to...	Challenges/Obstacles (Yours, Mine Ours)	Action Steps To Proceed (Specifically, How are we going to do this?)	Accountability?	
				Person	Date
1				_____	_____
2				_____	_____
3				_____	_____

**ENTERPRISE AND LIFESTYLE VERTICAL MARKETS
CENTER OF INFLUENCE INTERVIEW GUIDE (Page 1 of 2)**

1. I have done quite a bit of research on your organization, but would like to learn more. Please tell me about its objectives, its history, recent activities, and your current role in the association.

2. How many members does your association have locally?

3. How often do you meet? Is it in person or virtually? When do you meet? (e.g. first Monday of each month)

4. If in person, where do you meet? Is it always in the same location or do you rotate meeting places?

5. What attracts a potential member to your association?

6. What newsletter or trade magazines do you and your peers read?

7. What other ways do you communicate with one another?

8. What do most of the association members have in common?
(Besides the obvious – profession, membership, etc.)

(Page 2 of 2)

9. What are the greatest financial concerns of your members?
10. What would be the best way to approach members in the association?
What would be the least effective way to approach members?
11. How can I join the association? Do you have vendor or associate memberships?
12. How can I get involved and serve (virtually if relevant) in the association/organization?
13. How else can I best build relationships and be accepted as a resource with your peers?
14. Who else would be good for me to have as an advisor?
15. I'm sure I can let people know that I have advisors like you. However, I will only use your name to open doors, not as any kind of endorsement. OK?
16. I would like you to serve as one of my advisors for this association, at no exposure or cost to you. Simply meet me three times per year so you and others can advise me how to best serve your membership. How do you feel about that?

NOTE: Revise these questions to fit your market.