

## Make Your Calls Count Webinar - Tip Sheet

When calling on your chamber members following a crisis, being strategic helps formalize the process, provide quantifiable data and develop actionable items. This tip sheet helps organize the process, provides a way for the chamber of commerce to be truly relevant and will help create positive testimonials for the chamber once the crisis passes.

### Goals

- Offer comfort
- Help businesses survive, recover and thrive
- Rebuild the local economy
- Position the Chamber as champion of business

### Process

1. Gather data
2. Quantify & Identify
3. Convene
4. Communicate
5. Follow up
6. Testimonials
7. Tell your story

### Connect: Set the stage with your call

I'm calling from the \_\_\_\_\_ chamber of commerce and we're working to find solutions to the top 3 challenges our businesses community is facing during this crisis.

My name is \_\_\_\_\_. May I ask you a few questions?

### Sample Questions:

- What are biggest challenges your business is facing right now?
- How are those affecting your business?
- What have you done so far to try and solve them or get help?
- What have you been doing to adapt?
- What kind of help do you feel you need?

### Empathize and Summarize

I am so sorry to hear about your situation (you are not alone).

- From what I've heard you say, your top issues are...  
List the issues
- They are affecting your business by...
- You reached out for help to...
- At this point, the situation is...
- And you feel you the following might help...

Does that accurately describe your situation?

Do you have any questions for me?

We are your chamber of commerce working to provide solutions for all businesses. Thank you for your time.

### Categorize (examples)

- Unable to open
- Waiting on PPP
- PPP funded but can't open
- Employees making more on unemployment
- Denied business interruption insurance
- Supply chain problems
- Rearranging office for social distancing
- Etc.

### Track

- Need to input the answers somewhere
- User fields in member database
- Create a spreadsheet
- Use a tally sheet

### Analyze

- Tally the data
- Identify top 3 issues:  
Quantity in category ÷  
Total number records x 100 =  
% of total
- Take the top 3

### Convene

- What resources does the chamber currently have and what does it need to find?
- Within membership
- Board of directors
- Greater business community
- Outside area
- Partners/Vendors (CMP or others may have resources)

### Champion

- Count how many businesses were helped
- The Chamber...
  - Connected with member AND non-member businesses
  - Identified the top 3 issues
  - Convened resources
  - Made resources available to everyone

### Tell Your Story – Video Bites

- My business was facing \_\_\_\_\_ and the Chamber did \_\_\_\_\_ which helped me \_\_\_\_\_.
- String the video bites together for a commercial.
- These are the golden nuggets to solidify the Chamber's relevance.