




NETWORKING AT ITS BEST
EDISONPROFESSIONALS


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EDISON PROFESSIONALS

EDISON PROFESSIONALS

*By way
of
Introduction*

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Who we are...

Edison Professionals is a networking organization that provides each member a sales force otherwise unaffordable and unattainable. It is a sales force of dozens of loyal individuals dedicated to the success of one another.

Thomas Edison once said, *"I have not failed. I've just found 10,000 ways that won't work"*. At Edison Professionals, we have failed many times as well. With each failure, we learn how best to network! We have been networking for decades in a variety of organizations using an array of methodologies. We have learned what we should not do which has clearly led us to what we should do. We have learned what does not work and what does. What is that? A close-knit group of individuals that know each other quite well. Personally and professionally.

Members are friends, some life-long, where lives are intertwined and connected. Belonging is the first step and participating and contributing a natural the second. Meetings of the group each week allow us all to refresh each other (our salespeople) with our services, products, programs, specials and needs. Additionally, meetings individually, member and member, allows us to build a special connection with another member.

Our Mission

Enhancing the Heart, Soul and Mind of Edison Professionals for Friendship and Profit

Our Vision

We are an engaged collaboration of more than three dozen professionals working to achieve our personal goals resulting in a collective exchange of two million dollars in shared business.

Our Meetings

1. Open Networking (7:15am)
2. Welcome visitors and introduce Leadership, Membership Committee, Visitor Hosts, Education Coordinator and Others
3. Induct new and/or renewing members to the organization
4. Insight & Inspiration
5. Education Moment
6. Pass business cards
7. Weekly Presentation (60 seconds or less)
8. Welcome visitors. Have members introduce them.
9. Awards
10. Reality Check
11. Vice President's Report
12. Membership Committee Report
13. Secretary/Treasurer Announces Upcoming Speakers
14. Secretary/Treasurer's Report
15. Speaker gives Feature Presentation(s) (10 minutes or less)
16. Door Prize
17. Referrals, M&M's, Thank\$
18. Closing Thoughts
19. Close meeting (8:45am)

Sphere of Influence – The Logic of Numbers

Each of us has a sphere of influence, our connections, numbering in the hundreds (rarely over 250). If you add up all the connections all members have combined, it is well into the thousands. We couldn't possibly connect with everyone, but as a group, we can share each other's talents with our sphere of influence and over time, the members of our group will make those connections for you.

Being A Member

We operate with a special code of conduct or rules of engagement. Members agree to these rules as a commitment to the group and themselves.

Rules of Engagement

These are the rules we follow as members of Edison Professionals

1. I promise to be truthful with the members and their referrals.
2. I promise to build trust among members and their referrals.
3. I promise to follow up on all referrals I receive.
4. I promise to provide the quality of services at my quoted price.
5. I promise to be positive and supportive to all members.
6. I promise to meet personally with each member at least once per year.
7. I promise to give back to our group with imagination and participation.

Attendance Policy

Members of Edison Professional meet weekly. Attendance is crucial to the effectiveness and success of each member and the group. It is therefore imperative that members have exemplary attendance.

Each member is allowed 4 absences in a rolling 6-month period. Members may elect to send a substitute on their behalf; if a substitute attends the meeting the member will be counted as present. Upon the 5th absence in a rolling 6-month period, the member will be removed from Edison Professionals and their category will be opened.

Following the 3rd absence in a rolling 6-month period, the Membership Committee will provide email notification to the member that they've reached their 3rd absence. This email will also detail the date of the oldest absence recorded for that 6-month period.

Following the 4th absence in a rolling 6-month period, the Membership Committee will call the member and provide email notification to the member that they've reached their 4th absence. These communications will also detail the date of the oldest absence recorded for that 6-month period.

Following the 5th absence in a rolling 6-month period, the Membership Committee will notify by both phone call and email that the member is being removed from the group.

Guiding Principals

Our rules are based on our principles. Some of our principals / philosophies / methodologies have been taught by marketing and networking professionals for years. We take the best, those that really work and present them as our guiding principles.

- **We Represent Each Other.** Each of us have a loyalty and a responsibility to each other in our group. We understand the unique skills of each Edison Professional.
- **Weekly In-Person Meetings.** When you meet with every member of your team every week, you build a relationship which often lasts for life. Each week, every member has an opportunity to present an advertisement to the team.
- **Member and Member Meetings.** An important obligation of being a member of Edison Professionals are the member and member meetings. The meetings are personal and professional and mutually informative.
- **The Gift of Giving.** You may have seen the words “Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.” These are powerful words. As Mark Twain put it, “To get the full value of joy, you must have someone to divide it with.”
- **No Competitors on the Team.** You cannot excel in a group that regularly meets if you have a competitor in the ranks.
- **Obligation & Commitment.** Edison Professionals has a few participation policies. Attendance at meetings, keeping up with member and member meetings. All members have an obligation and responsibility to adhere to these policies.
- **Imagination.** We all have dreams. Our team helps us achieve our goals by understanding our dreams. It is our collective mission.
- **Trust.** Why is Edison Professionals the best networking organization you will find anywhere? In one word; Trust. We trust each other! When you have trust, you can move mountains. As a team built on trust and these other principals, you can accomplish anything you can imagine.

As a founding principle of Edison Professionals, the promise to build trust among members and their referrals is essential. Without this trust, our group will not flourish, members will not prosper, and our organization will suffer. Building trust among members and their referrals is paramount to the success of this networking group. Loyalties or alliances outside of this group might exist but should always be handled discretely and delicately. Communication with the membership team or specific members should always be pursued should there be any suspicion

or doubt of loyalty to any and all members. The promise of trust must be honored and respected at all times. Membership in another business specific networking group is not recommended as it impedes the primary directive - trust.

Our Secret

We work hard at having a good time at our meetings. Our meetings are warm, friendly, informative, helpful and fun. They are informal, yet follow a schedule that allows us to begin on time and end on time. We are respectful of each other's time and obligations, and we are committed to the success of each member. It sounds a bit like a family and there is a good reason for that. We are. It sounds a bit like a cult and there is a good reason for that. We are. But we don't take ourselves so seriously, that it becomes unpleasant or counter-productive. We have rules, but we aren't so strict that we drive members away. We have policies, but we aren't so strict that we can't bend to extenuating circumstances. We have fees, but not so great that the smallest of businesses can't afford to join.

We have no higher power. We do not report to another organization or parent corporation. We do not have an administration or upper management that guides us. We are a self-governing and autonomous collection of individuals devoted to one goal. Success. Success for the group and success for each member within the group.

Your Primary Obligations – The Benefit of Commitment

Show up. It is each member's obligation to show up. Show up for our weekly meetings, show up for our member and member meetings, show up with our referrals for others and show up to say thank you for the referrals we received.

If you show up, the odds are in your favor. You will succeed in your own business, you will help others succeed in their business.

Be Honest. Building trust takes a while. Some members are able to build trust very quickly, other members will take time. It is essential that you work with each member

Managing Results

The secret to monitoring success is maintaining a clear picture of our commitment and success. We track our referrals given and received. We track our revenue received as a result of the efforts of another member. We track our attendance at meetings. We track our member and member (M&M's) meetings. We acknowledge our efforts and our broadcast our successes.

Learn Our Way of Networking

When you join, an officer or mentor coordinator will spend time with you so that you can learn the basics of membership.

- Edison Professionals Dues
 - \$195 per year
 - \$100 one-time application development fee for new members
- Attendance Requirements
 - Arrive early and stay for the entire meeting
 - Treat EP Members as your “Best Client”
 - If you’re unable to attend your meeting let the chapter Vice President know. We want to make sure you are okay.
 - Have a substitute if you’re unable to be in attendance (e.g., co-worker, neighbor, family member, vendor, customer, client)
 - Provide your substitute with a prepared Weekly Presentation, this makes you both look good!
- Substitute Program
- Absence Notifications
- Weekly Presentation (60 second)
 - Be prepared
 - Your positive and supportive energy makes us want to refer you
- Member & Member meetings
- Referrals – Inside & Outside
- Thank\$ - thanks for closed business
- Participating in Edison Professionals (see positions)
- Meeting Presentation (10 minutes)
- Personal Biography
- Edison Professionals Positions
- The importance of volunteering
- Problem Resolution
- Edison Professionals Website
- Edison Professionals Software (app.edisonprofessionals.com)

Making your 10-minute Presentation

Shortly after joining Edison Professionals, you will have the opportunity to provide a presentation at our meeting. This is an opportunity to tell everyone much more about yourself and your business than possible in the weekly presentations. Because this 10-minute presentation comes around infrequently and can make such a difference to your credibility, make the most of it. Do not “dial” this in. Prepare a great presentation. Entertaining and informative.

Also prepare your door prize – Choose something that gives the winner an experience of your business rather than a lunch or a bottle of wine (unless you sell wine).

The Presentation

Use this time to create curiosity, and then, at the end, tell them what you told them by summarizing. Educate and empower your ambassadors with methods that work for you. You want your ambassadors to generate referrals for you. Give clear instructions.

If it is your first presentation, about a third of the presentation should be about you personally: your achievements, previous experience, hobbies, passions, careers and family.

Talk about your meat and potatoes products or services. The problems you help with and how you solve them. Use case studies that lead to specific referral requests.

In general, avoid death by PowerPoint, use 10 slides maximum. Graphics and images are better than words, try not to read from your slides, use bullet point reminders. And remember “unplugged” presentations can be very powerful. Think outside the box and engage the audience with questions, quizzes, prizes.

If you want to have a Q&A, make sure you leave time for those. Your presentation time includes time for questions, there is not additional time for questions.

Remember your door prize. \$15-\$20 is average. No more than \$25.

Post Presentation

Email the chapter thanking them for their time. Remind them of the referrals you are looking for and attach a copy of your presentation if appropriate.

Summary

Your feature presentation is a golden opportunity to increase the members’ understanding of you and your business. Prior preparation and practice will help you to make the most of the opportunity.

Using a Substitute at Edison Professionals

Several important reasons exist for not using a lot of substitutes or even the same substitute at Edison Professionals. Although not restricted by Edison Professionals policies, we emphasize building relationships, and frequent absences, even with substitutes, can hinder this process and dilute the value of your membership.

Here is why limiting substitute use is crucial:

- **Weakened Relationships and Trust:** Our effectiveness hinges on members building strong relationships and trust with each other. Regularly sending a substitute means you are not personally present to cultivate these connections, which can lead to reduced referrals and less business for you and the group as a whole.
- **Reduced Visibility and Credibility:** Your visibility, credibility, and profitability can be negatively impacted by frequent use of substitutes. Edison Professionals accepted **you** as a member, not your substitute, and members are building relationships with **you** specifically.
- **Reduced Referrals and Closed Business:** Data clearly shows a strong link between consistent attendance and referrals received. When effective attendance drops (due to frequent substitutes), we pass fewer referrals. Members are less likely to refer business to individuals they don't know well, and frequent absences hinder the development of this familiarity.
- **Impact on Group Dynamics:** Serial substitutions can disrupt the flow of meetings, potentially reducing the number of referrals and even closed business for the group.

Important Notes:

- Substitutes are primarily meant to represent the absent member and their business, not to promote their own business during the 45-second presentations unless there is no conflict with an existing member.
- Carefully choosing and preparing your substitute is essential. A client or colleague who can genuinely speak about your business is ideal.
- Substitutes can be valuable for planned absences or emergencies, demonstrating your commitment to the group even when you cannot be physically present.

Ultimately, while substitutes serve a valuable purpose at Edison Professionals, it's crucial to use them strategically and in moderation to maintain strong relationships, credibility, and maximize the value of your Edison Professionals membership for yourself and the entire group.

Edison Professionals Leadership Positions

POSITION	RESPONSIBILITIES
President	• Runs the weekly chapter meetings according to the agenda and policies • Manages the Leadership Team and holds Leadership Team meetings • Makes visitors feel welcomes • Selects and supports Visitor Hosts, Education Coordinator, Growth Coordinator and Timekeeper • Motivates and inspires members
Vice President	• Maintains statistics relating to attendance, referrals, visitors, Thank\$ and reports on them during the agenda • Selects and supports the Membership Committee and Mentor Coordinator • Chairs the Membership Committee, which is responsible for addressing policies and procedures • Attends Leadership Team meetings • Fills in for the President when needed
Secretary	• Coordinates speaker rotation • Attends Leadership Team meetings • Selects and supports the Event Coordinator • Responsible for documenting all membership changes
Treasurer	• Collects facility fees and membership dues the 1st of each month • Manages the chapter's meeting location, and tracks facility fees for the chapter • Reports on upcoming renewals, who owes facility fees or membership dues and members dropped • Deposits membership dues and App Dev Fees • Pays bills
Education Coordinator	• Presents a 3-5 minute networking education topic to the chapter every week • They may also engage other members who excel at a networking skill to share their expertise during this part of the agenda
Inspiration Coordinator	• Presents a 3-5 minute insight and inspiration topic to the chapter every week • They may also engage other members who might inspire during this part of the agenda
Event Coordinator	• Promotes the group and recruits visitors • Assists the Secretary with the speaker rotation (e.g., Speaker Series promotion) • Keeps track of local networking events, PR coordinator, etc.
Membership Committee	• Screens applications for acceptance and reviews member renewal applications • Reviews member/chapter reports to keep abreast of any potential issues • Listens to complaints from members and takes corrective action as is deemed necessary
Mentor Coordinator	• Provides New Member Orientation • Pairs the new member with a mentor and monitors their progress

Visitor Host	• Welcomes and introduces visitors as they arrive at meetings • Meets with visitors after the meeting, answers questions and reviews the process to join • Follows up with a phone call and/or e-mail to visitors before the next meeting, thanks visitors and reinforces that the chapter is looking for someone in their business
Webmaster	• Updates the chapter's website • Assists members with the Edison Professionals Web App • Coordinates marketing efforts with the Leadership and Support Teams

The Edison Professionals Web App

The Application can be accessed through www.edisonprofessionals.com or <http://app.edisonprofessionals.com/>

Login Screen



Email:

Password:

Click Logon and you will be brought to this login screen. Enter your email address and the password that was assigned to you. Once logged in, you will see a dashboard that will look something like this:



VERSION: 092724.1345.01

BOB JONES 

 **THANK\$** \$0.00 | 0

 **REFERRALS** 0

 **M&M'S** 0

	LAST 12M	LIFETIME
M&M'S	73	243
REFERRALS GIVEN	15	87
REFERRALS RECEIVED	1	8
THANK\$ REVENUE	\$91,861.31 62	\$264,926.81 177
THANK\$ RECEIVED	\$18,645.18 23	\$76,834.75 72

 **HOME**
 **SLIPS**
 **SMS**
 **MATRIX**
 **LISTING**
 **SCHEDULE**
 **LOGOUT**

Use the + signs to add Thanks, Referrals and M&M's

The Blue + sign is for recurring Thank-You's for periodic thank\$. For example, a monthly contract or an annual service contract.

Dashboard

Click Slips (or the + sign next to the category) to enter your Thank\$, your Referrals and your M&M's. You will enter these every week and report the weekly results to the group at our regular meeting.

M&M Slip


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M & M SLIP

Met With

Initiated By

When did you meet?
 

Where did you meet?

Topics of Conversation

Making a Referral

Step 1: PLEASE call, text, or email the member to whom you are making the referral.

Although the system will Talk with them about the referral and provide them with your knowledge of the prospect and how urgent services are needed.

Step 2: Enter the referral into the system.



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REFERRAL SLIP

To

▼

Referral Type

Inside ▼

Referral Status

☐ Told Them You Would Call

☐ Gave Your Card

Referral

Telephone

Email Address

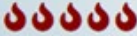
Address

Comments

How hot is this referral?

Cancel

Commit



Thank\$ Slip



THANK\$ SLIP

Thank you to

Amount

Business Type

Referral Type

Comments

Reoccurring Thank\$ Slip

This works just like a normal Thank\$ slip however you must select a start date and a frequency. If you are going to use reoccurring Thank\$, please monitor the records using the Existing Entries button.



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RE-OCCURRING THANK\$

User

Bob Jones
▼

Thank you to

▼

Amount

Business Type

New
▼

Referral Type

Inside
▼

Comments

Start Date

mm/dd/yyyy

Frequency

WEEKLY
▼

Cancel

Existing Entries

Commit



HOME



SLIPS



SEND SMS



MATRIX



LISTING



LOGOUT

Existing Reoccurring Thank\$ Slip



RE-OCCURRING THANK\$

×

Name	Amount	Start Date	Frequency	
ALUMNI: NON MEMBER	1500.0000	03/01/2024	MONTHLY	

Cancel

Existing Entries

Commit

HOME

SLIPS

SEND SMS

MATRIX

LISTING

LOGOUT

You can delete an existing entry by clicking the



Next to the entry.

Viewing Slips



SLIP LISTING

FILTER LIST BY SELECTING
YOUR NAME IN GIVEN BY
TO SEE ALL YOUR ENTERED
SLIPS

Given By

ALL

Given To

ALL

Given

ALL

YOU CAN EDIT YOUR OWN
SLIPS AT ANY TIME. CLICK
ON THE SLIP TO EDIT. YOU
MAY ALSO DELETE SLIPS.



Erik Halgrim → Dan Koehler

6/3/2021



Erik Halgrim → Dan Koehler

6/3/2021



Lauren McCabe → Erich Spires

6/3/2021



Lauren McCabe → Robbie Merriman

6/3/2021



Scott Smith → Tim Hart

6/3/2021



Scott Smith → Justin Dye

6/3/2021



Scott Smith → Melissa Flexsenhar

6/3/2021



Scott Smith → Eric Huff

6/3/2021



Scott Smith → Leland Garvin

6/3/2021



Scott Smith → Salina Martinez

6/3/2021

Prev

Next

SMS – Sending Texts

The EP App gives you the ability to send texts (SMS) to any, some or all members.



SEND SMS MESSAGE

MESSAGE

☐	Name	Company	Phone
☐	Aboutallah, Bill	Cape Coral Foreign Car Ga	239-841-3997
☐	Austin, Rebecca	Triton Staffing	317-294-1414
☐	Boyan, Christian	Calm-Painting	201-478-2949
☐	Brown, Vern	Brown's Pest Control LLC	239-849-1018
☐	Derby, Caleb	ECO Roof and Solar	267-571-7748
☐	Dvorak, Bill	Your Style Window Treatme	239-471-5006
☐	Dye, Justin	Always Affordable Plumbin	239-878-8641
☐	Flexsenhar, Melissa	Cornerstone Coastal Prope	239-839-2690
☐	Fusco, Erin	Valley National Bank	239-738-6594
☐	Galewski, Connie	Avalon Insurance Group	239-425-5839
☐	Garvin, Leland	Garvin Injury Law	239-277-0005
☐	Gonser, Tom	Green Panda Energy	612-743-9685
☐	Grimes, Steve	Accent Business Products	239-810-3277
☐	Halgrim, Erik	Old Florida Title	239-850-8928
☐	Runco, Alex	SJC Technology, Inc.	239-220-8854
☐	Salokar, Katrina	Paradise Creative Group	239-470-5611
☐	Schweizer, Mason	Southwest SoftWash	239-851-7329
☐	Smith, Scott	SPS Air & Refrigeration	239-995-5665
☐	Troyer, Joe	US Health Advisors	239-572-1108
☐	Worrall, Lewis	Always Affordable Electri	239-810-5386

Send Message

Type your message in the text box and click the members that should receive the message, then click Send Message.

The message will come from Edison Professionals, so be clear in your message who you are. Click your own name if you want to see a copy of the message.

Create a contact in your phone for Edison Professionals 239-203-2699.

Speaker Schedule

When it is your turn, please plan to start your presentation with a little bit about yourself – you can answer the personal bio questions found here: [Edison Professionals Bio Ideas](#) – and feel free to ad-lib, if you'd like! Your bio should be read by another group member - prior to your presentation day please ask another member to share your bio with the group.

And **please remember a speaker gift** (around a \$25 value) for some lucky winner.

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BOB JONES 

 **THANK\$** \$0.00 | 0 + +

 **REFERRALS** 0 +

 **M&MS** 1 +

	LAST 12M	LIFETIME
M&MS	45	183
REFERRALS GIVEN	19	75
REFERRALS RECEIVED	0	7
	\$88,189.50 52	\$208,898.25 131
	\$14,257.04 18	\$59,558.48 55

 **MATRIX**  **LISTING**  **SCHEDULE**  **LOGOUT**

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PRESENTATION SCHEDULE

Dan Koehler	Security Systems Plus, Inc.	02/22/24	
Erin Fusco	Valley National Bank	02/29/24	
Carlos Mendoza	CMG Roofing LLC	03/07/24	
Joe Troyer	US Health Advisors	03/14/24	
Jose Jara	Jara & Weidner Design Studio	03/21/24	
Katrina Salokar	Paradise Creative Group	03/28/24	
Kurt Wedemeyer	Kiel Contracting LLC	04/04/24	
Leland Garvin	Garvin Injury Law	04/11/24	

M&M Matrix

This is the Edison Professionals M&M Matrix. This will tell you if you need to have an M&M with a member. Color blocks signify how urgent an M&M is. Blank indicates no one to one has taken place in the last 12 months. It is essential that every member meet with every other member at least once per year.

Place your mouse on any block and it will display the exact date of your last M&M.

	Abouattallah	Boyan	Brown	Dvorak	Flexsenhar	Fusco	Galewski	Garvin	George	Gonser	Halgrim	Harder	Hart	Jairo	Jara	Jones	Jude	Koehler	Langbein	Larry	Massimino	McDevitt	Mendoza	Salokar	Smith	Spires	Troyer	Wedemeyer	Wilson	Worrall
Bill Abouattallah																														
Christian Boyan																														
Vern Brown																														
Bill Dvorak																														
Melissa Flexsenhar																														
Erin Fusco																														
Connie Galewski																														
Leland Garvin																														
Bandli George																														
Tom Gonser																														
Erik Halgrim																														
Ryan Harder																														
Tim Hart																														
Lemos Jairo																														
Jose Jara																														
Bob Jones																														
Rozanski Jude																														
Dan Koehler																														
Scott Langbein																														
Hendrixson Larry																														
Anthony Massimino																														
Brian McDevitt																														
Carlos Mendoza																														
Katrina Salokar																														
Scott Smith																														
Erich Spires																														
Joe Troyer																														
Kurt Wedemeyer																														
Brad Wilson																														
Lewis Worrall																														

- Green – Met within last two months
- Yellow - Met with 2-4 months
- Orange – Met with 4-6 months
- Red – Met with over 6 months ago