

**WELCOME
TO OUR NEW MEMBERS**

Leaders Limited

Sales and Letting Agents
Mrs Dalma Scott,
Branch Manager
dalmascott@leaders.co.uk

Maroon Accounts

Chartered Accountants, Chartered
Tax Advisers and Registered
Auditors
Miss Jagriti Patwari,
Director
jagritipatwari@maroonaccounts.co.uk

NEW TO THE BOARD

We are delighted to welcome two new Directors, who have recently been appointed to the Chamber Board.

Adrian Munn, Monochrome Ltd
The Chapel, Reigate Road,
Leatherhead KT22 8RA.

Monochrome is a web solutions agency specialising in bespoke application development and UI design using Ruby on Rails (RoR), HTML5 and bags of experience. We build web applications from scratch; from conception and wireframing all the way through to fully integrated web systems and mobile applications in native format. We strive to offer holistic solutions for our clients' online needs.

Bernice White, Sales & Marketing Manager, Halcyon Offices Limited
Wesley House, Bull Hill,
Leatherhead, Surrey KT22 7AH and
Thorncroft Manor, Dorking Road,
Leatherhead, Surrey KT22 8JB.

Halcyon are providers of luxury serviced offices in Leatherhead Town Centre, and also in Huntingdon and Teddington. Virtual Office Services and Meeting Rooms are also available.

**MEMBER-TO-MEMBER
SPECIAL OFFER**

LMI UK

(Leadership Management UK)

**** £340 discount on the LMI Effective Personal Management Workshop ****

for the 1st person from any Chamber Member business

**** Pay just £49 ****

Leadership & Management Training

"Helping business owners and leaders get more of the right things done, more effectively, and in less time."

Downsview, Leatherhead Road,
Bookham, Surrey KT23 4RQ

Contact Name: Nick Howes

Tel: 01372 285 010

n.howes@lmi-uk.com

<http://epm-surrey.eventbrite.co.uk>

**LEATHERHEAD TURNS
GREEN WHITE RED**

**Italian Market
Friday 27th February
from 9.00am**

Leatherhead will have a distinctly Italian flavour when its popular Italian food market returns. On offer will be a mouth-watering range of Italian cheeses, cured meats, pasta, breads, sweets, cakes, biscuits, olive oil, balsamic vinegar, olives and much more.

Italia In Piazza, which runs the market, will offer authentic Italian food, cooked in Italy, with fresh Italian ingredients.

Expect delicacies like Puglia olive oil containing hand picked olives, selected and harvested using traditional methods, and delectable torrone, a soft nougat selected from a well-respected family-run business in the Lombardy region.

Come along from 9am and be the first to try the free tasters. There will be more than fifteen stalls to browse.

Councillor John Northcott, Executive Member for Planning, said: *"We are looking forward to welcoming Italia In Piazza back to Leatherhead. It's a popular event that we enjoy supporting. Once you have perused the huge array of delicious food on offer - and this will take some time - don't forget to explore the town's range of shops or enjoy lunch in one of its many cafés or restaurants."*

The High Street will be closed to vehicles from 7am until 7pm.



Affiliated to
Surrey Chambers of
Commerce

**Networking Tips - How to
make the most of your 60
second pitch**

By Karen Espley of Business Doctors

I was at a networking event recently where (as at most events) we were all given an opportunity to do our '60 second pitch'. There must have been about 15-20 of us there and I was struck by the variation in peoples' pitches. Some were excellent - did exactly what was required with an added bit of humour and interest ensuring that they would be remembered. Others were less good and some rambled on for well over a minute, some for over two minutes (no time bonging at this event!). At the end I was asked to put together a 'How to do a 60 second pitch'. I Hope you find it useful - particularly if you've never had the joy of doing one before!

What is the purpose of the 60 second pitch during a networking session?

It's your elevator pitch; your opportunity to share with the people in your networking group what it is you do, why you are special and the sorts of businesses and/or actions you are looking for others to refer to you and/or take. You want people to want to do business with you or know people who they can refer to you to do business with you.

60 seconds can either seem like a lifetime or no time at all.

Either of which can apply when you are asked to do a 60 second spot at a networking session. If you've never done one before, it's a potentially sweaty, nerve wracking, what on earth do you say, longest time of your life, is the time over yet, I've got another 40 seconds to go and I've run out of stuff to say!

Fear not - remember, everyone wants you to do well and wants to be enthused about your product or services. Once you've got a few under your belt, they do become easier, honest!

Or the converse is when you are so passionate about your business and what you offer that you feel 60 seconds just doesn't give you enough time to explain all the wonderful things you do and you burst through the barrier to two minutes and more. The reality is you can get across all the really important information in just those 60 seconds.

So...what to do?

It's good to have a structure that you can work to. Here's a suggested one below with examples for each section using Joe Bloggs from Webtastical. (He is a completely fictitious character; any resemblance to real persons, living or dead, is purely coincidental. As is the company!)

1. State your name, your business and what you do

'My name is Joe Bloggs, I run an on-line web design business, Webtastical, and I work with start-up companies to help them get great looking websites that get seen by their potential customers who are encouraged to engage with the site.'

(Note - Put what the customer is actually buying - not just 'I build websites'.)

You may want to expand this a little - for example if someone else in the room has said something that resonates with you, you can build that in on an ad hoc basis, which also has the advantage of making the whole spiel sound more natural. I was at a networking event when the chairperson stated that the purpose of the group was that all the people attending wanted to grow their businesses. I then wove that into my introduction saying I was delighted to hear that the group was all about growing their businesses as that was exactly what I helped companies do. Or it may be that it's your first time at a meeting, e.g. you've been invited along as a visitor to a group and you want to thank the group for inviting you.

2. Give a really good example of some work you have done with a customer

'I worked with one customer, a florist, who wanted her website updating and to drive more traffic to the site. Having understood what she wanted, we worked on producing an up to date site including a blog, some video and improved how people could order on line. As a result she now gets 200 hits a week (compared with 10 before) and she now generates £500 a week of revenue from her site where she was getting nothing before.'

Some people bring along props for this bit. This is a great idea if it's relevant to your pitch. One networker brought a chocolate orange along and used it to demonstrate how banks may treat companies looking for funding (by bashing it on the back of a chair). He then threw out segments of chocolate orange (him as the (much sweeter) source for getting funding less painfully). Very memorable. Or bring along your product for people to see. I've seen roller blinds with company logos on, wooden flooring, light bulbs, knee braces and even a Resusci Annie at one event. There's nothing better than a visual cue for people.

3. Tell people what you are looking for. The more specific you can be here, the better

'I'm looking for sole practitioner beauty salons in Leatherhead who have websites. If you know anyone, I'd love to speak to you afterwards.'

Some people are really specific - one lady at an event I went to wanted to meet the CEO of Pfizer. Amazingly, someone attending the meeting knew how to get hold of her!

4. Remind people of who you are and what your business is called

'I'm Joe Bloggs, and I'm from Webtastical. Thank you.'

5. Sit down - Breathe

It's worth writing it all down and practicing with it beforehand. It helps you get comfortable with what you want to say and also you can time it. Also it's good to have a few examples up your sleeve for those return trips or if you go to a new event and meet old faces from other events.

6. A final word

If you have been given 60 seconds to speak, please keep to that time limit. It's not fair to others if you over-extend by very much, particularly if it's a large group. Some groups will ping you at a minute and stop you from talking further - be warned; you may not have got to your best bit yet!

Equally, you want to make the most of your 60 seconds, so if it's only 30, you're missing an opportunity. Keep working on it, until you have your golden 60.

Good luck!