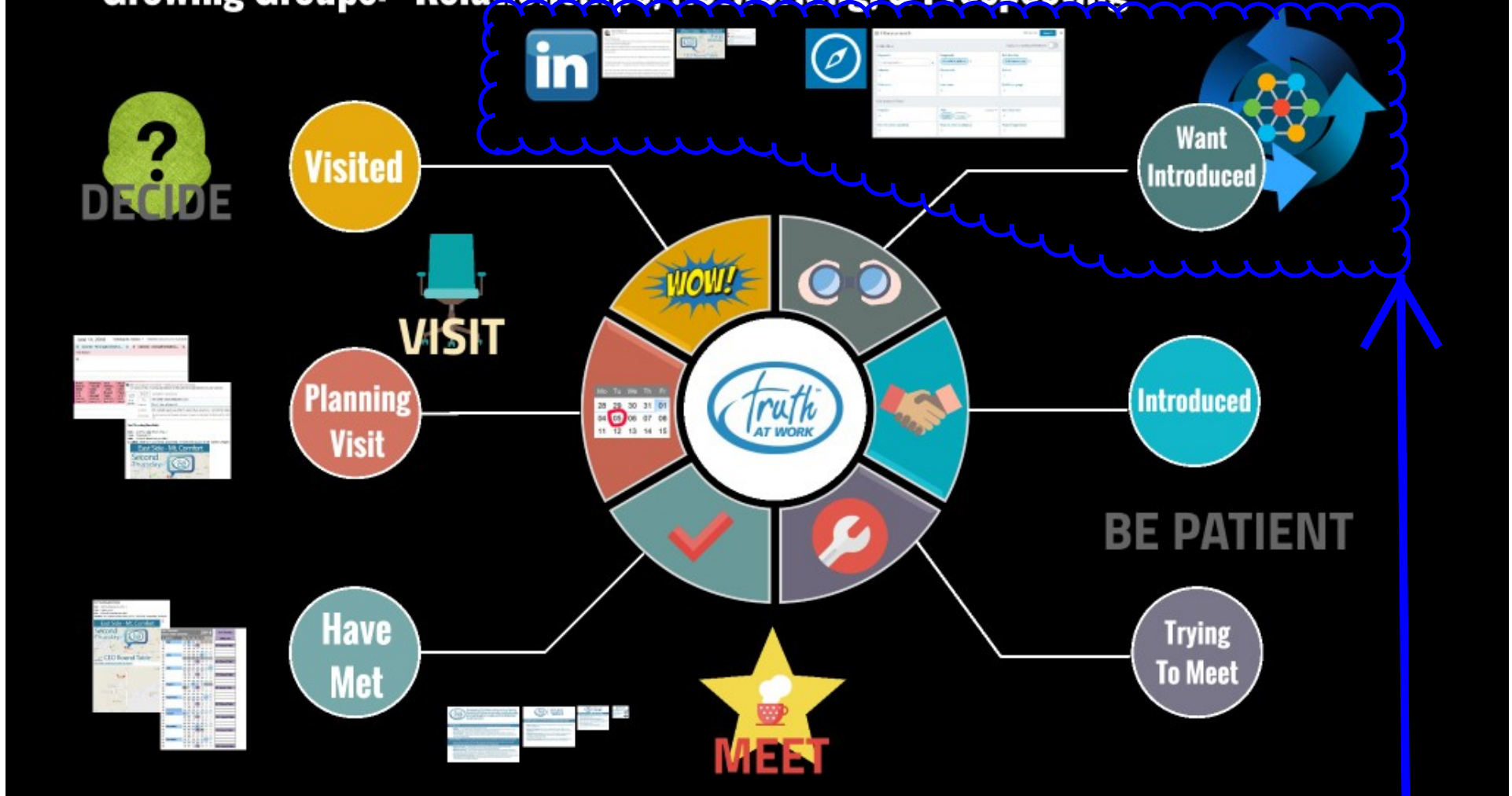


# Growing Groups: Relationships, Networking, & Prospecting



Prospecting is not-stop, always relevant, in any location. This is critical. Fellow follower's of Christ need to be connected in a community like Truth at Work. Prospecting is important. It is how you spread the word and get people the help, guidance and wisdom they need. It is not selfish to be prospecting all the time!



Use LinkedIn to post your Round Table activity. Do this regularly and consistently. This is a long term play for exposure.



Ron Ewing, PE, CP

CEO Round Table leader with Truth at Work and Construction Engineer (PE) serving th...  
2mo

**Create a post that shares non-confidential info about your Round Table. Make it engaging to draw interests of prospects.**

Two (2) Milestones:

1. Today marked the beginning of the third year for this Truth at Work Round Table on the west side of Indianapolis.
2. Today also is the beginning of my 5th year leading round table meetings. Last month wrapped up four years for me serving Christian business owners/leaders for Truth at Work.

A couple of quotes come to my mind as I reflect the joy I have serving in this role:

"The place God calls you to is the place where your deep gladness and the world's deep hunger meet." — Frederick Buechner, *Wishful Thinking: A Theological ABC*

"Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that, because what the world needs is people who have come alive." — Howard Thurman, *The Living Wisdom of Howard Thurman: A Visionary for Our Time*

# West Side - Plainfield

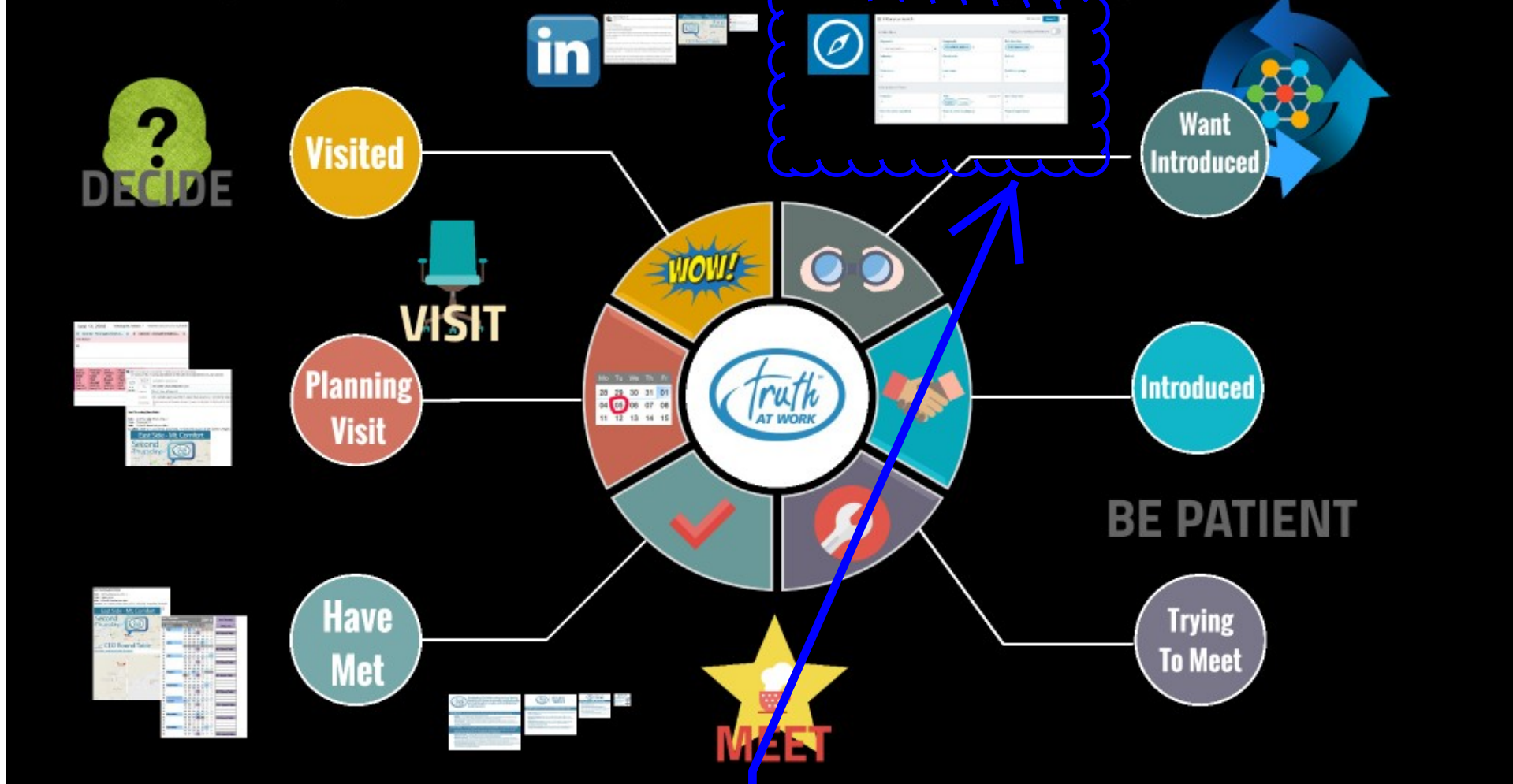


First  
Wednesday

Create a graphic/image to describe when/where your Round Table occurs.

CEO Round Table

# Growing Groups: Relationships, Networking, & Prospecting



Invest one (1) hour per week searching for possible connections / prospects on LinkedIn. Fill the top of the funnel continuously.

**Search weekly on LinkedIn or Sales Navigator (expanded LinkedIn).  
The names you come up with are the names you will be asking your contacts and members to connect you to via email.**



 Filter

Profile filter

Keywords

Enter ke

Industry

+

First name



# Search with a basic account

Click in this search box and you will get a drop down box with the options for:  
-People  
-Jobs  
-Posts  
.  
Click on the PEOPLE option.

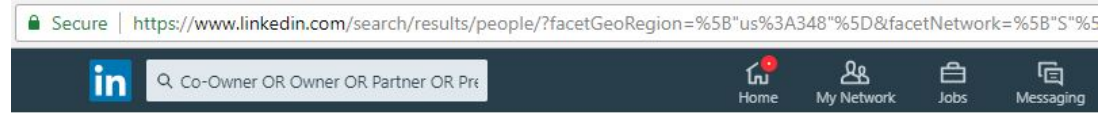
The screenshot shows the LinkedIn homepage. At the top, there is a search bar with the LinkedIn logo and the word "Search" next to it. A blue arrow points from the search bar to a callout box on the left. Below the search bar, the navigation menu includes "Home", "My Network", "Jobs", and "Messaging". The main content area features a post by Brad Ennis, which includes a comment from Ron Darling. On the left side, there is a profile card for Ron Ewing, PE, CP, showing his profile picture, name, title, and statistics for profile views and post views.



# Search with a basic account (cont.)

This is where you filter for the current Title of your prospect. This is boolean search field where you want to put OR in between the titles you are searching:

"President OR Owner OR CEO OR Chief Executive OR CFO OR Chief Financial OR COO OR Chief Operating OR Managing Partner OR Executive Director OR (*what else?*)"



All people filters

First name: Not Needed  
Last name: Not Needed  
Title: [Empty]

Company: Not Needed  
School: Not Needed

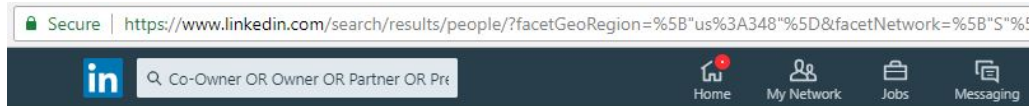
Connections:  1st,  2nd,  3rd+

Click 2nd so the results are people that your network knows. Remember the goal is find people that can be introduced to you by people you know.

Connections of: Add connection of

Locations: Pick Your Area  
 Indianapolis, Indiana Area  
 United States  
 Greater Chicago Area  
 Greater New York City Area

Current companies: Not Needed  
 Eli Lilly and Company  
 University of Indianapolis  
 Share Your Genius  
 United Way of Central Indiana



All people filters

Not Needed  
 Ball State University  
 Eli Lilly and Company  
 State of Indiana  
 ADESA  
 Fat Atom Marketing

Not Needed  
 Information Technology and Services  
 Construction  
 Marketing and Advertising  
 Management Consulting  
 Financial Services

English  
 Spanish  
 Italian  
 German  
 French

Nonprofit interests  
 Skilled Volunteering  
 Board Service

Schools: Important Field  
 Indiana University Bloomington  
 Indiana University-Purdue University Indianapolis  
 Purdue University  
 Ball State University

This is the field we discussed can be very helpful in finding prospects with a 'faith' background.

You type a college name in and it will provide you list to CLICK on. This will add that school into the search criteria.

You can literally search/click on any school in the nation.

Key: Pick schools you know to be solid Bible teaching universities. Somewhere it is likely that reflects the real faith of the family/student/prospects.





## Search with a basic account (cont.)

Your results will look something like this. Look at people that have multiple shared connections with you. This will make it more likely to yield a positive introduction.

Remember - you are looking for people who know your LinkedIn connections. And more specifically - people that your network knows 'well'. So that your connections are willing to introduce you two together and suggest you have coffee together.

So you can click on the shared connections and investigate.

You can click on the prospect and see if their company and position are a good fit for Truth at Work.

If your answer to all the above is positive then copy/paste or otherwise capture the prospects names and put on your 'WANT INTRODUCED' list.

The screenshot shows a LinkedIn search results page. The URL is <https://www.linkedin.com/search/results/people/?company=&facetGeoRegion=%5B%5Cus%3A348%5D&facetNet>. The page displays 574 results. The top four results are:

- John Maidlow** • 2nd  
President/CEO at Lehmans Mechanical Contractors  
Indianapolis, Indiana Area  
5 shared connections
- Amos Taylor** • 2nd  
Chief Executive Officer at Selah House  
Indianapolis, Indiana Area  
13 shared connections
- Ariel Huskins** • 2nd  
CEO at R2 FIT  
Indianapolis, Indiana Area  
Summary: I am the founder & CEO... the owner of Elise...  
4 shared connections
- Katie Gaffin** • 2nd  
Chief Executive Officer at Alpha Chi Omega Fraternity, Inc.  
Indianapolis, Indiana Area  
Past: Vice President of Human Resources at BMW Constructors  
6 shared connections

People ▾ Indianapolis, Indiana Area ▾ 2nd ▾ Current companies ▾ All Filters Clear 11

Click on the ALL FILTERS text and this will take you back to the full filters page. Go back and forth as you hone your search in.



Profile filters

Apply your sales preferences

Keywords

I Don't Use This Field

Industry

+

First name

+

In the past I used keywords like: Jesus, Christ, Faith, Church, God, Christianity, etc. I found these to not have the best correlation of actual faith filled life and connections.

Geography Pick Your City Specifically

Greenfield, Indiana

Postal code

+

Last name

+

Relationship

2nd Connect

School

+

Profile language

+

I prefer 2nd Connections. If you do 3rd Connections then by definition no one you knows, knows them.

This has become the most important filter to me. An alum of a solid Bible based college is a good filter.

Role & tenure filters

Function

+

Years in current position

+

Title

Owner

5 more

Years at current company

+

I use: Owner, CEO, President, Partner, etc.

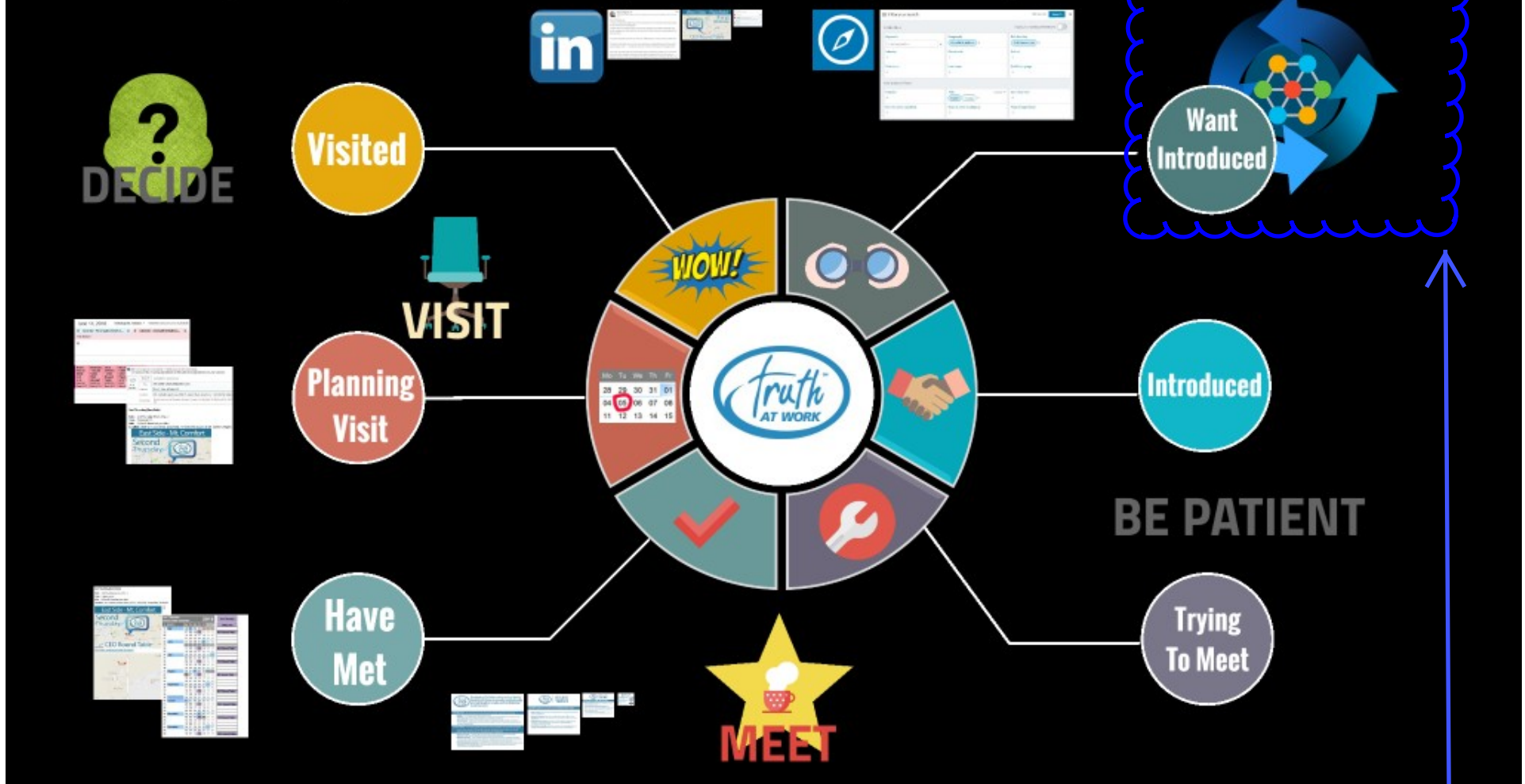
Seniority level

+

Years of experience

+

# Growing Groups: Relationships, Networking, & Prospecting



Your mindset is always in the "Want Introduced" mode. Wherever you go and whoever you meet there is always the potential to be introduced.

- There is also the very active process of asking contacts for an introduction to the people you "Want Introduced".

WANT INTRODUCED 46

- Scott Meister (Simplified Management)  
Close date: March 31, 2017
- Scott Hockett (AutoMatcherUSA)  
Close date: March 31, 2017
- Paul Lipps (PMG Group)  
Close date: March 31, 2017
- Richard Barker (Integrity Network Solutions)  
Close date: March 31, 2017

Total: -

# Want Introduced

- Always listening, looking
- No environment without leads
- Keep a list of people on your radar
- Capturing names from conversations
- Our members
- People we know
- People who know people we know
- Everyone else

I do this on LinkedIn / Sales Navigator. But regardless - keep the list. This is the top end of your funnel.

If I did not have the expanded LinkedIn account (Sales Navigator) I would be tracking people I want introduced to in HubSpot. My reason for not using Hubspot in favor of Sales Navigator is this: I want to maximize the Hubspot advantage - If I wait until I have been introduced to someone via email - I can leverage Hubspot to automatically pull that prospects name, email and business info into the database automatically.

1. This is the phase where I am pursuing contacts to introduce me to the list of people I "Want Introduced"
2. From the LinkedIn searching I have prioritized the prospects I want to be introduced.
3. I'm emailing contacts & members who know these prospects & asking for an introduction.
4. Over time even if my requests are not successful asking for an introduction - that person often will introduce me to someone else they know who is a prospect.

# Want Introduced

1. From your list of prospects (LinkedIn, Hubspot, other list) select the person you would like to be introduced to

The screenshot displays a list of three LinkedIn profiles. The first profile, Quinn Ricker, is highlighted with an orange dashed circle around the 'Shared Connections (8)' and 'Related Leads' text. A blue arrow points from this circle to the 'WANT INTRODUCED' sidebar on the right. The sidebar lists four names with their respective close dates: Scott Meister (Simplified Management) - March 31, 2017; Scott Hockett (AutoMatcherUSA) - March 31, 2017; Paul Lipps (PMG Group) - March 31, 2017; and Richard Barker (Integrity Network Solutions) - March 31, 2017. The top of the sidebar shows 'WANT INTRODUCED' with a count of 46.

Name	Company	Close date
Scott Meister	(Simplified Management)	March 31, 2017
Scott Hockett	(AutoMatcherUSA)	March 31, 2017
Paul Lipps	(PMG Group)	March 31, 2017
Richard Barker	(Integrity Network Solutions)	March 31, 2017

**Quinn Ricker** · 2nd | Ricker Oil  
President and CEO  
13 years 7 months in role and company  
Indianapolis, Indiana Area  
Shared Connections (8) | Related Leads

**Greg Small** · 2nd | Equicor Companies  
CEO  
23 years 6 months in role and company  
Indianapolis, Indiana Area  
Shared Connections (11) | Related Leads

**Brian Smith** · 2nd | Agristewards  
President  
7 years 7 months in role  
Indianapolis, Indiana Area  
Shared Connections (1)

2. Number of Shared Connections matters in your selection. You are looking for **someone who is known by someone you know.**

# Want Introduced (continued)

3. Evaluate your **Shared Connections**.

4. Who is your best **Shared Connection**? A member is best. After that, someone who is a champion for you.

5. You are looking for someone who knows the person well enough to **personally** introduce you the prospect.

6. In my process, I want someone who can email me & the prospect directly.

This screenshot shows four LinkedIn contact cards. Each card includes a profile picture, name, company, role, tenure, location, and a 'Save as lead' button. Seth Morales (Morales Group, Inc, President & COO) has 89 shared connections. David Pack (Trinity Financial Consulting, CEO) has 23 shared connections. Travis Walton (Edgewater Merchant Services, Managing Member) has 11 shared connections and is marked as 'Viewed'. Jacob Houk (Hays + Sons, President) has 17 shared connections.

This screenshot shows four LinkedIn contact cards. Eric Grill (Jack Laurie Group, Project Manager) has 4 shared connections. Kim Stoneking (Vantage Group, Facilitator, Corporate, Executive & Individual Coach) has 56 shared connections and is highlighted with an orange dashed border. Jamie Shinneman (Weine Engineers, Sr. Vice President, Commercial Development) has 25 shared connections. Scott W. Miller (Scott Miller Consulting, Consultant) has 87 shared connections. The cards for Kim Stoneking, Jamie Shinneman, and Scott W. Miller also feature 'Message' buttons.

7. I make my selection of the contact I am going to ask.

8. I often might send three (3) emails to my contacts looking for the person who knows the prospect best.

9. Most people will NOT know the prospect. **I call that a LinkedIn Fable** (connected but don't actually know them).

[Click here for a LinkedIn Fable description: <https://www.linkedin.com/feed/update/urn:li:activity:6382274634280161280>]

# Want Introduced (continued)

Search: "do you know" | Current Folder

All Unread Mentions | By Date | Newest ↓

Andy Hine  
RE: Connection? -Kevin Wilson | 3/12/2018  
...truthatwork.org>> wrote: Andy, **Do you know**

Dale Needleman  
RE: Connection - Tim Hardin | 3/12/2018  
...Connection - Tim Hardin Dale, **Do you know** Tim

Dale Needleman  
Connection - Tim Hardin | 3/12/2018  
Dale, **Do you know** Tim Hardin? Or is it a LinkedIn

Jnolan@nolansecurity.net  
Connection? - Chris Tincher | 3/12/2018  
Jon, **Do you know** Chris Tincher? Or is this a LinkedIn

brianw.mckenna@gmail.com  
Connection? -Ken Fleetwood | 3/12/2018  
Brian, **Do you know** Ken Fleetwood (see below)? Or is

Andy Hine  
Connection? -Kevin Wilson | 3/12/2018  
Andy, **Do you know** Kevin Wilson? Or is it a LinkedIn

David Ricks  
Re: Question | 3/2/2018  
...Subject: Question Dave, Hey **do you know** Doug

JW Moore  
Question... | 2/28/2018  
...That's not always reliable... **Do you know** him?

Bill Morris (BillMorris@Milestone-Morta

Reply Reply All Forward IM



Mon 3/12/2018 3:18 PM  
Ron Ewing  
Connection? - Chris Tincher

To  Jnolan@nolansecurity.net  
Bcc  2745224@bcc.hubspot.com

Jon,  
**Do you know** Chris Tincher? Or is this a LinkedIn fable?



**Chris Tincher**

Owner, Chick-fil-A at Avon

Ron Ewing, PE  
[rewing@truthatwork.org](mailto:rewing@truthatwork.org)  
317-491-8465 cell  
[LinkedIn.com/in/ronewingpe/](https://www.linkedin.com/in/ronewingpe/)

Sample Text of the Ask to be Introduced:

Joe,

-Do you know Bob well enough to introduce me via email?

-Do you know them as a believer in Christ?

-Think they are a fit for a Round Table?

.






Joe, the perfect three way intro is just this simple:

"Bob & Ron, the two of you should grab a cup of coffee sometime. I think it would be beneficial."

.

Less is more in the intro Joe!

10. Sometimes I ask this question of my contacts in a phone call or in person at a Round Table.
11. But that does not stop me from sending other emails to them asking if they know a potential prospect.
12. The kinds of questions I ask are: Do you know them well? Well enough to email them and introduce us?
13. I also ask things related to faith: Do you know them as a Christ follower? Do you think they are a fit for a group?
14. If all the answers are positive then I'm moving toward them them making the introduction.
15. if they do not know them well enough to introduce them by email directly - I move on to other contacts.
16. If I cannot find a contact who knows a prospect well enough to make a personal intro - move on to another prospect.

INTRODUCED	12
\$275 Sean White (1stWed) Close date: June 30, 2017  	
\$275 Inder Jarial Close date: May 31, 2017 	
\$75 Chris Davis Close date: April 30, 2017  	
Total: \$2,800	



# Introduced

They will look us you up on  
LinkedIn

We should study their profile  
for points of connection

EMAIL

Face to  
Face

LinkedIn



# The Introduction

1. The process of the INTRODUCTION is key to making a true 'warm' intro that conveys the most trust from your contact to the prospect.
2. Remember: the key here is that your contact knows the prospect well enough to email them directly and the prospect will truly know your contact.
3. You do not want an introduction through LinkedIn messaging. This is not an effective means of introduction.
4. Face to face introductions are perfectly fine. They are just more rare.



Mon 3/12/2018 6:18 PM

Jake Stamper <jake@eclipsethem.com>

Introduction

To  Jason R. Beutler;  Ron Ewing

You replied to this message on 3/14/2018 12:49 AM.

Jason & Ron,

I felt like the two of you might now each other or have a strong connection through Butler. You're both amazing guys and at best, if you don't already know each other, need to at least connect. I think the two of you can make it rain, share faith stories and impact the world. Just thought of you both...hope you pick up the ball and connect guys.

Pray all is well.

Jake Stamper

[jake@eclipsethem.com](mailto:jake@eclipsethem.com)



Wed 3/28/2018 1:32 PM

Brent Gutwein <bgutwein@boulderg.com>

Re: Idea - Kurt Watt

To  Ron Ewing;  Kurt Watt

Ron - meet Kurt.

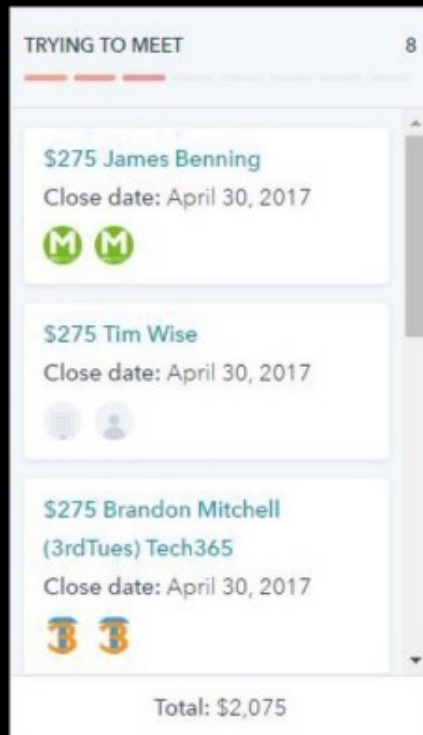
Kurt - meet Ron.

I thought of you considering this group I'm in Kurt when I saw you at Beer & Hymns Sunday night (actually Marti had the idea!).

I'll let Ron take it from here. I will say, I've benefited greatly in the ~6 months I've been involved with Truth @ Work.

-Brent

5. These are a couple of examples of emails from members or champions introducing me to a prospect.
6. Even these emails are wordy for my liking.
7. I try to NOT be the first person to respond to the introduction.
8. If the prospect does not respond within 36 hours then my follow up timing is as follows:
  - At 36 hours.
  - 48 hours later.
  - One Week.
  - One more Week.
  - So at that point, the two week mark, I ask the person who introduced us to send out a follow up email reminding the prospect of the introduction.
9. When the prospect responds to the email, I always REPLY ALL to make sure the person who introduced us remains on the email (add them to your response if you need to).
10. Remember the key is you are now focussed on having a COFFEE together.
11. This is not a question answering phase. It is all about getting face to face.
- .
- Now Begins the Trying to Meet phase.



## Trying to Meet

- Prospect has responded / willing to meet
- I go to them ('have coffee, will travel')
- Identify commute (for easy intersection)
- "Days/times that work best for you?"
- I want to send the calendar invite
  - day/time/my cell#/their cell#
- 24hour Reminder Email
- CC'ing the 'Introduc-or'
- Be patient

1. This is all about getting in front of the prospect. Face to Face.
2. I try very hard to not communicate voice to voice during this phase.
3. I find email is the simplest way to get this scheduled. So I stick to messaging back and forth to get to an agreed calendar meeting.
4. So will make an intro via TEXT message. It's fine - just know I found the transition from TEXT to a calendar appointment is not as smooth (could just be my experience).

# Trying To Meet

 Reply  Reply All  Forward  IM



Thu 3/29/2018 4:15 PM

Ron Ewing

Re: Idea - Kurt Watt

To  Brent Gutwein

Cc  Kurt Watt

Kurt

Great to meet you via email. I'm always up for a cup of coffee. I think I'm in town next Tuesday afternoon.

Brent - thanks for the intro

Blessings

Ron

Tony – glad to meet you via email. I'm always up for a cup of coffee... Are there days/times that work best?

Kevin, thanks for the introduction!

Ron Ewing, PE

[rewing@truthatwork.org](mailto:rewing@truthatwork.org)

317-491-8465 cell

[LinkedIn.com/in/ronewingpe/](https://www.linkedin.com/in/ronewingpe/)

**BE PATIENT**

1. This phase is all about getting in front of the prospect.
2. As mentioned, CC the contact/member that introduced you to the prospect.
3. This is a good time to thank the person that introduced you.
4. Remember to be patient. You have no idea what is going on in the lives of the prospect you are trying to meet.
5. A phrase I use a lot is: "ARE THERE DAYS / TIMES THAT WORK BEST FOR YOU?" This seems to work well.
7. When you have agreed upon a meeting time / location - I always want to send the calendar invite to the prospect.
8. It is good practice to send a reminder a couple of days before the meeting.
9. It is also a good time to ask for a cell phone number if you don't have it. A good reason to get the cell phone number is just in case someone is delayed or there is some last minute change.

# Face to Face

- Card Swap
- Invite to connect over coffee
- Be Bold

You can ask them - "are there days / times that work best for a cup of coffee?".

.  
If you agree upon a time to meet while meeting face to face - send the calendar invite right away!

# LinkedIn

- You reach out to them: - Not very effective in my experience
- They reach out to you: - The connection request
  
- I don't accept connection from someone I have not met face to face
- The unknown connection request (beware the unicorn)

# Growing Groups: Relationships, Networking, & Prospecting



This is the key point of making a connection with your prospect.

## 2 Keys:

- Your excitement and passion is paramount.
- Your genuine interest in the person across the table from you cannot be fake.

## Here is a prayer:

Pray for a focus to minister to the person you are meeting with then & now:

1. To minister to them personally. What is God revealing about them. How can you encourage them in the Lord.
2. To minister to them in their business. What is God revealing about their business. How can you encourage them in the Lord?



**GOAL:** Talk about the prospect for 30-45 minutes.

People want to talk about themselves. Being interested in them as a person and a business is a must. Reject the urge to answer their questions about you initially.

- where they are from
- where they went to school
- who do you know in common
- how did you start your company, etc.

Talk about Truth at Work and the value of being in a Round Table for the last 15-30 minutes.

**OUTCOME:** To have the prospect visit one of your Round Tables.

Discuss what group is a fit. Discuss what month or timing works best for them.



## Talk About Truth at Work:

1. I jokingly tell prospects I can tell them about Truth at Work in eight minutes. I do that to make sure the focus of a meeting is on them.
2. Here's the key: We can describe Round Tables over eight hours But they have to visit one to full understand and grasp what it's really like.
3. Everyone has their groove of how they talk about the specifics. I have mine. Call me sometime and we can give each other our Coffee pitches...
4. Some things I say about the Round Table:
  - this is the only table they will at in a month where they cannot fire anyone and no one can fire them.
  - we are providing the only thing they can't buy: truly unbiased counsel.
  - members often come to their Round Table and just exhale - because this is a meeting where they don't have to be the one with all the answers.
  - a Round Table is one of the few places a leader can say anything - and not be worried about it affecting their business.
  - (crude phrase) sometimes we just need a place we can come vomit.
  - I tell Ray's story about having a pastor visit a group & their reaction at lunch afterward - don't know it? You'll have to ask...
  - Always talk about the Four Parts of a meeting.
  - Always discuss the Four Criteria of a member.



# Business Round Tables

West Side - Plainfield

**First Wednesday**  
**CEO Round Table**

Northwest - Zionsville

**First Thursday**  
**CEO Round Table**

Northeast - Fishers

**Second Tuesday**  
**CEO Round Table**

East Side - Mt. Comfort

**Second Thursday**  
**CEO Round Table**

Northeast - Fishers

**Third Tuesday**  
**CEO Round Table**

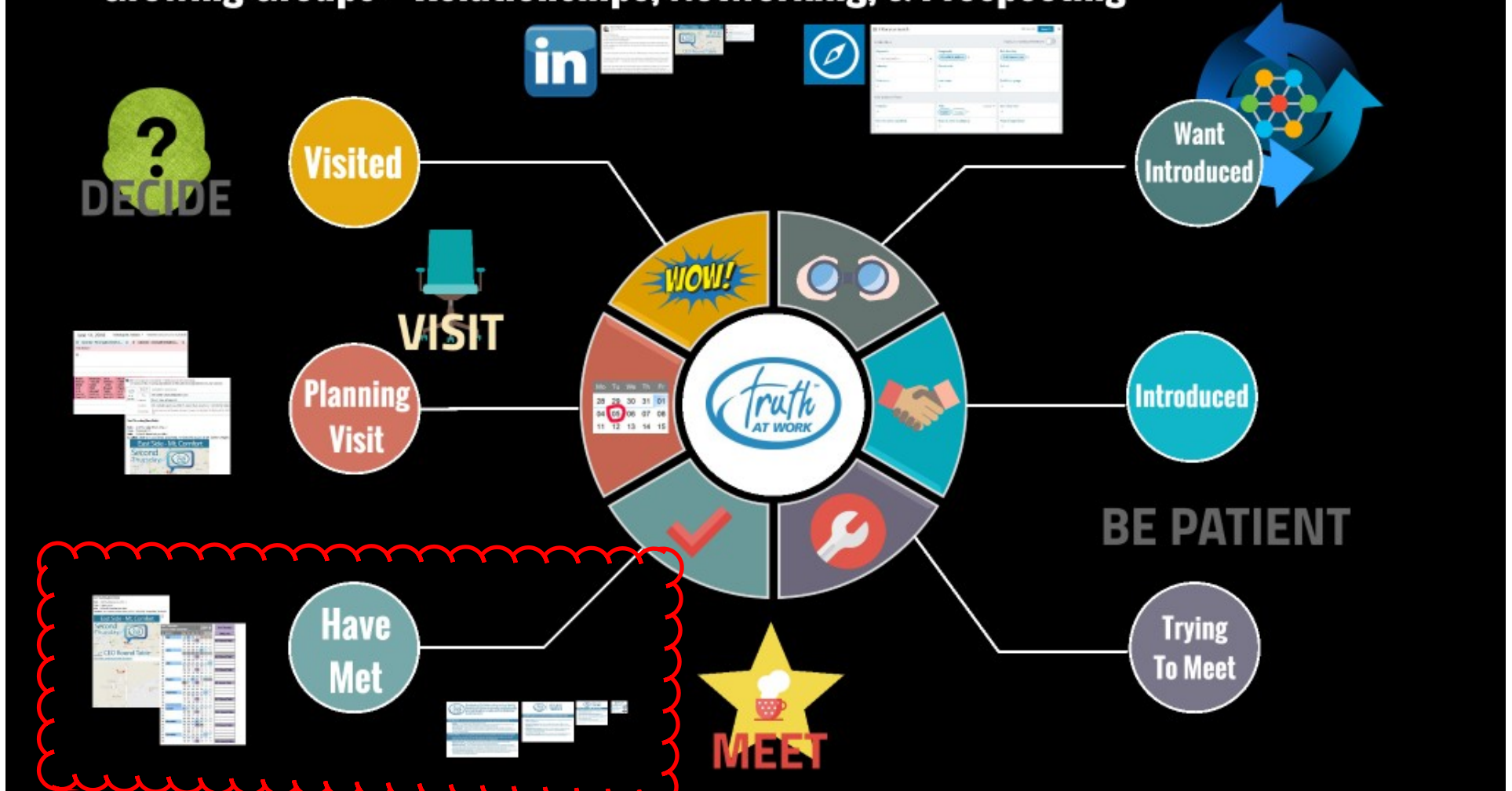
Lafayette - West Lafayette

**Third Wednesday**  
**CEO Round Table**



Discuss Round Table Options at  
Your Coffee Meeting

# Growing Groups: Relationships, Networking, & Prospecting



FOLLOW UP AFTER COFFEE MEETING:  
Timing and steps after having a face to face coffee meeting.

HAVE MET		21
\$275 Jon Baker (???)	Close date: June 30, 2017	
\$275 Bill Ooms (Lafay)	Close date: June 30, 2017	
\$275 Kim Stoneking (???)	Close date: June 30, 2017	
Total: \$5,075		

# Have Met

- Follow up on things for them
  - Connections
- Email follow up (36hours)
  - PDF
- Ask them to Visit (if not already)
- Encouragements
- Follow Up (be patient)

# Have Met - Follow Up On Meeting

Send Out Your Follow Up Email:

1. Send a follow up document (pdf) describing the Round Table experience and opportunity.
2. Provide positive feedback on meeting them and learning about their business.
- 3a. If they have not indicated their decision to Visit a Group then I ask at this time.
- 3b. If they have, then the follow up email can also be the invite to visit and contain the necessary info.




Mon 12/4/2017 11:40 AM

Ron Ewing

Follow Up - Maudlin / Ewing - Round Table

To  'Matthew Maudlin'

Bcc  2745224@bcc.hubspot.com

 This message was sent with High importance.



Matt,

Really enjoyed the time this morning! I look forward to your visit to the Zionsville Round Table (1<sup>st</sup> Thursday's) in January! I'm attaching a follow up PDF and sending you a calendar invite as well!

Look for my email introducing you and Mike Hutson (CFO)!

Ron Ewing, PE

[rewing@truthatwork.org](mailto:rewing@truthatwork.org)



Equipping Christians who own or lead a business to thrive personally, professionally, and spiritually in a safe and confidential environment.

**PROBLEM:** at some point every business leader experiences being:

- ♦ **Lonely** – ‘Am I the only one going through all this?’
- ♦ **Isolated** – ‘I wish I had others I could lean on to help me deal with all this’ or ‘I don’t have a safe and confidential place to wrestle with the issues of faith and business’
- ♦ **Overwhelmed** – ‘I don’t think I have the resources, capacity, or energy to deal with all this’ or ‘How do I get everything done and be all God has called me to be in my home, my business, and my church/community?’

**SOLUTION:** we equip godly business owners/leaders by providing highly structured, proven, and professionally facilitated peer advisory round table groups based on our proprietary ‘3C’ Model of:

- ♦ **Relevant Content** – Cutting edge curriculum that provides ‘best practices’ and thought leadership in the area of business, spiritual and personal development
- ♦ **Relational Context** – A true Christian business peer group that shares your biblical worldview and who truly ‘understand’ what you are facing. A typical group has over 300 years of experience and understands the victories and challenges of owning and/or running a business.
- ♦ **Transformational Community** – A penalty free, non-judgmental, safe, authentic, confidential and trusted group who develops deep and meaningful long-term relationships producing a ‘Life & Business Changing Experience’



# ROUND TABLE

## Qualifications of a Round Table Member

- ◆ **Faith in Christ.** Truth at Work is a organization serving Christian business owners and leaders.
- ◆ **Control of Calendar.** Members need to be in control of their own calendar. Unexpected events occur, but being at 'the table' is a ministry of presence.
- ◆ **Influence in the Business.** Leaders need the ability to affect change. A situation where all decisions must go to the graveyard called 'committee' makes for a bad fit.
- ◆ **Value Their Leadership.** Members need to value their leadership role enough to invest the time and treasure to invest in membership.



ROUND  
TABLE

## Value of Round Table Membership

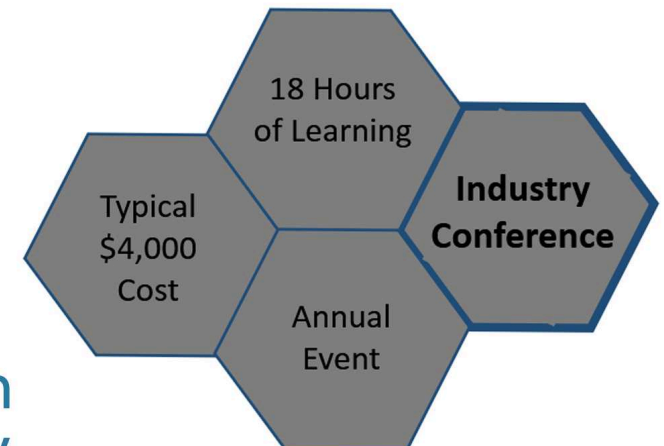
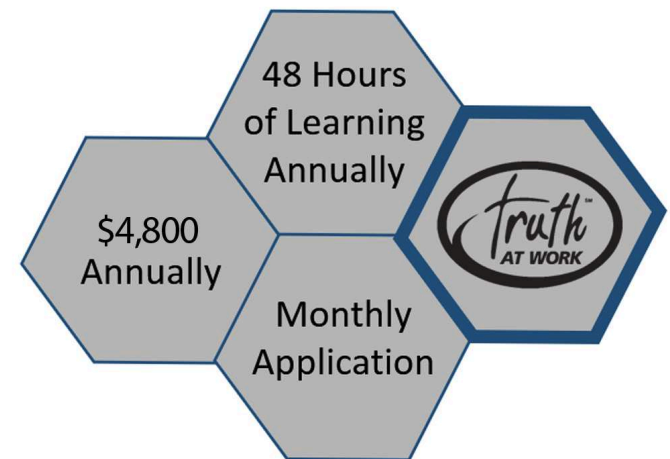
- ◆ Members invest \$400 per month
- ◆ Each month Members have access to peers with expertise in multiple business areas & diverse markets.
- ◆ Value of hiring experts in finance, leadership, sales, marketing, management, operations, etc. every month for 4 hours.
- ◆ Members track their one 'good idea' or 'big takeaway' from each meeting.
- ◆ Often the business value of one 'good idea' is larger than a full year of a Members financial investment.
- ◆ Members maintaining membership for long periods of time confirms that the value received is far above the investment.
- ◆ Access to the expertise of more than 500 Round Table Members across the entire nation.



# ROUND TABLE

## Value of Round Table Membership

- ◆ A common comparison is a year's membership in a Truth at Work Round Table with an annual conference.
- ◆ Over the course of a year a Truth at Work member will have 48 hours of peer facilitated, biblically based business curriculum as part of a \$4,800 investment.
- ◆ An annual industry conference might provide 18 hours of learning at a potential cost of \$4,000.
- ◆ The conference carry over application is typically difficult. Round Table fostered growth and improvement is tracked & supported monthly.





# Have Met - Follow Up on Meeting

**Network Connections:** one helpful thing that may come out of your coffee meeting is making connections that could be valuable to your prospect.

 Reply  Reply All  Forward  IM



Tue 1/9/2018 3:37 PM

Ron Ewing

Connection - Mike / Matt

To  'Mike Hutson';  'Matt Maudlin'

Bcc  2745224@bcc.hubspot.com

 This message was sent with High importance.

---

Matt & Mike,

I've mentioned you to each other. I think there is a good connection here between the two of you...

You both target similar types of businesses. Mike in the CFO realm and Matt in the Marketing world.

Mike is a member in a Round Table – Matt has visited and is considering joining.

Please grab a cup of coffee and see where the conversation goes!

Blessings,

Ron Ewing, PE

[rewing@truthatwork.org](mailto:rewing@truthatwork.org)

317-491-8465 cell

[LinkedIn.com/in/ronewingpe/](https://www.linkedin.com/in/ronewingpe/)

# Have Met - Follow Up on Meeting

**Asking the Prospect to Visit:** after meeting I often am following up with prospects to encourage them to plan a visit to a Round Table. I use a Word document to hold all of my info about Round Tables. I copy and paste from that document into the emails I'm sending as follow up. This keeps me from typing the same info repeatedly.

## 3rd Tuesday

**Date:** 3rd Tuesday (see below)  
**Time:** 7:55am-Noon  
**Location:** 9953 Crosspoint Blvd., Suite 100, Indianapolis, IN 46256  
**Info:** Coffee, Bagels, Sandwiches, etc. there to share!

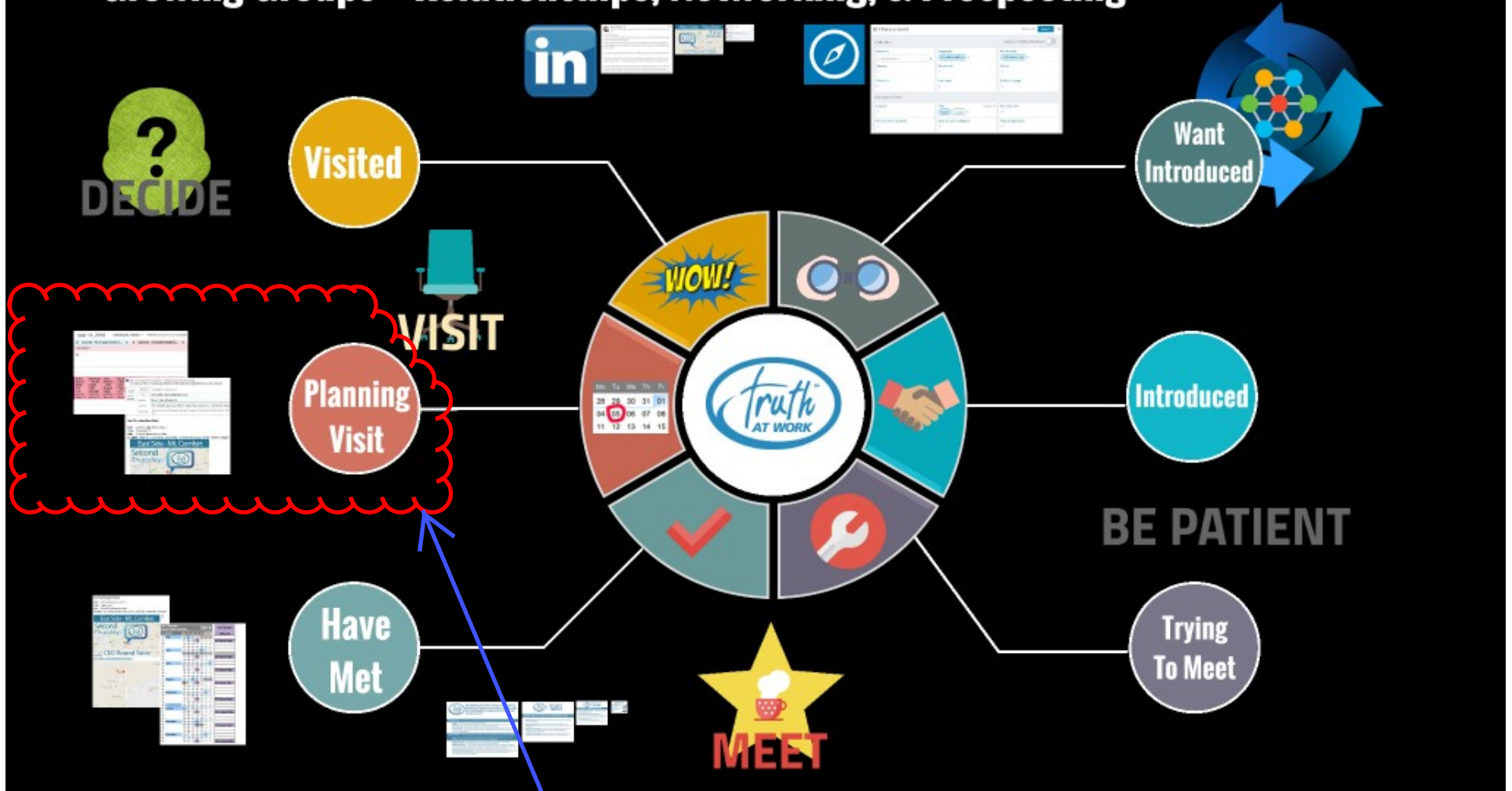


click either map image for a Google Map link

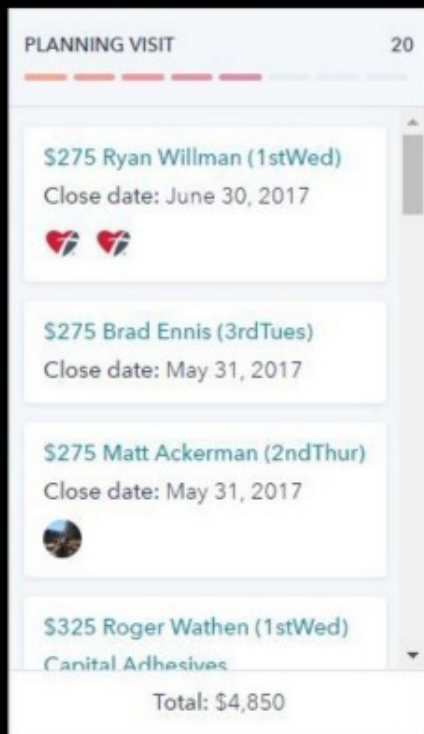


Round Table		2018							3rd Tuesday	Holiday's & Events
#	MONTH	Mo	Tu	We	Th	Fr	Sa	Sun	Truth at Work Office	
22	June	28	29	30	31	01	02	03		Memorial Day
23		04	05	06	07	08	09	10		
24		11	12	13	14	15	16	17		
25		18	19	20	21	22	23	24		
26	July	25	26	27	28	29	30	31		
27		02	03	04	05	06	07	08		Independence Day
28		09	10	11	12	13	14	15		
29		16	17	18	19	20	21	22		
30		23	24	25	26	27	28	29		
31	August	30	31	01	02	03	04	05		
32		06	07	08	09	10	11	12		
33		13	14	15	16	17	18	19		
34		20	21	22	23	24	25	26		
35	September	27	28	29	30	31	01	02		
36		03	04	05	06	07	08	09		Labor Day
37		10	11	12	13	14	15	16		
38		17	18	19	20	21	22	23		
39		24	25	26	27	28	29	30		
40	October	01	02	03	04	05	06	07		
41		08	09	10	11	12	13	14		
42		15	16	17	18	19	20	21		
43		22	23	24	25	26	27	28		
44	November	29	30	31	01	02	03	04		
45		05	06	07	08	09	10	11		11/9 - Truth at Work Conf. Veteran's Day
46		12	13	14	15	16	17	18		
47		19	20	21	22	23	24	25		
48	December	26	27	28	29	30	01	02		11/20 - Round Table Thanksgiving
49		03	04	05	06	07	08	09		
50		10	11	12	13	14	15	16		
51		17	18	19	20	21	22	23		12/18 - Round Table

# Growing Groups: Relationships, Networking, & Prospecting



Planning Visit: during the period of time they have decided to 'kick the tires' come for an actual visit - this is a time of communication, follow-up, staying connected.



Mo	Tu	We	Th	Fr
28	29	30	31	01
04	05	06	07	08
11	12	13	14	15

# PLANNING VIST

- Prospect want to Visit
- Meeting Dates/Times/Locations
  - 7:50am Start Time
- Food/Beverage/Directions
- Email Follow Up Plan - touch base
  - Depends on duration to Visit
  - BLF/ABH/PDFs
- Be patient

1. Send a calendar invite & include all the meeting specifics in the body of that meeting invite
2. Send the PDF from the curriculum as a way for the visitor to be informed on part of the discussion topic for the day.
3. Look for ways to continue to add value to the prospect during this time (connections, relevant info, Bottom Line Faith podcast links, etc.)

# Planning Visit - Calendar Invite

I use the same Word doc and paste the meeting info into the body of the calendar invite. Make the visit invite recurring for 12 months.

Send Update

From: rewing@truthatwork.org

To:  Dave Wells <davesindhomes@gmail.com>

Subject: Wells Visit - Round Table

Location: Zionsville (4600 Northwest Plaza W, Zionsville, IN 46077 – offices of Einterz & Einterz) Rooms...

Start time: Thu 7/5/2018 7:55 AM  All day event

End time: Thu 7/5/2018 12:00 PM

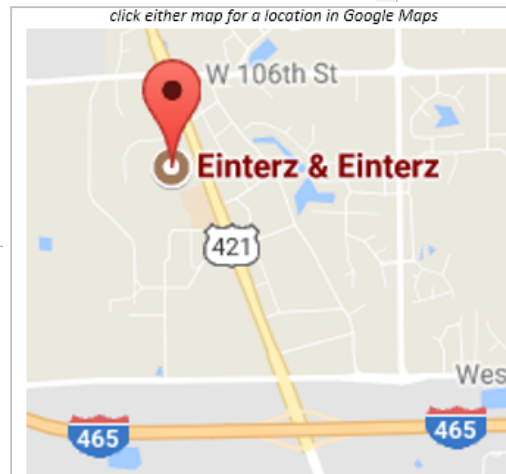
## 1<sup>st</sup> Thursday (Zionsville)

Date: 1st Thursday (3/1...)

Time: 7:55am-Noon

Info: Coffee & Breakfast provided

Location: Zionsville (4600 Northwest Plaza W, Zionsville, IN 46077 – offices of Einterz & Einterz)



Round Table Calendar								2018		1st Thurs.
#	MONTH	Mo	Tu	We	Th	Fr	Sa	Sun	ZIONSVILLE	
1	January	01	02	03	04	05	06	07	Round Table	
2		08	09	10	11	12	13	14		
3		15	16	17	18	19	20	21		
4		22	23	24	25	26	27	28		
5	February	29	30	31	01	02	03	04	Round Table	
6		05	06	07	08	09	10	11		
7		12	13	14	15	16	17	18		
8		19	20	21	22	23	24	25		
9	March	26	27	28	01	02	03	04	Round Table	
10		05	06	07	08	09	10	11		
11		12	13	14	15	16	17	18		
12		19	20	21	22	23	24	25		
13	April	26	27	28	29	30	31	01	Round Table	
14		02	03	04	05	06	07	08		
15		09	10	11	12	13	14	15		
16		16	17	18	19	20	21	22		
17		23	24	25	26	27	28	29		
18	May	30	01	02	03	04	05	06	Round Table	
19		07	08	09	10	11	12	13		
20		14	15	16	17	18	19	20		
21		21	22	23	24	25	26	27		

# Planning Visit - Email w/ the Calendar Invite

Always send an email when you send the calendar invite.

I encourage the prospect to accept the meeting as TENTATIVE just to get it on the calendar. Tell them calendar is the hardest part of the visit and if it's on the calendar at least they can see it as tentative and make a judgement to try and hold the date for a visit.

It can take a handful of months to get a willing prospect to the table for a visit just due to calendar, vacations, conferences, illness, etc. There is an enemy that does NOT want them to visit.

**From:** Ron Ewing  
**Sent:** Friday, August 11, 2017 6:22 PM  
**To:** '[nlbanwart@gmail.com](mailto:nlbanwart@gmail.com)' <[nlbanwart@gmail.com](mailto:nlbanwart@gmail.com)>  
**Subject:** Connection - Banwart / Ewing  
**Importance:** High

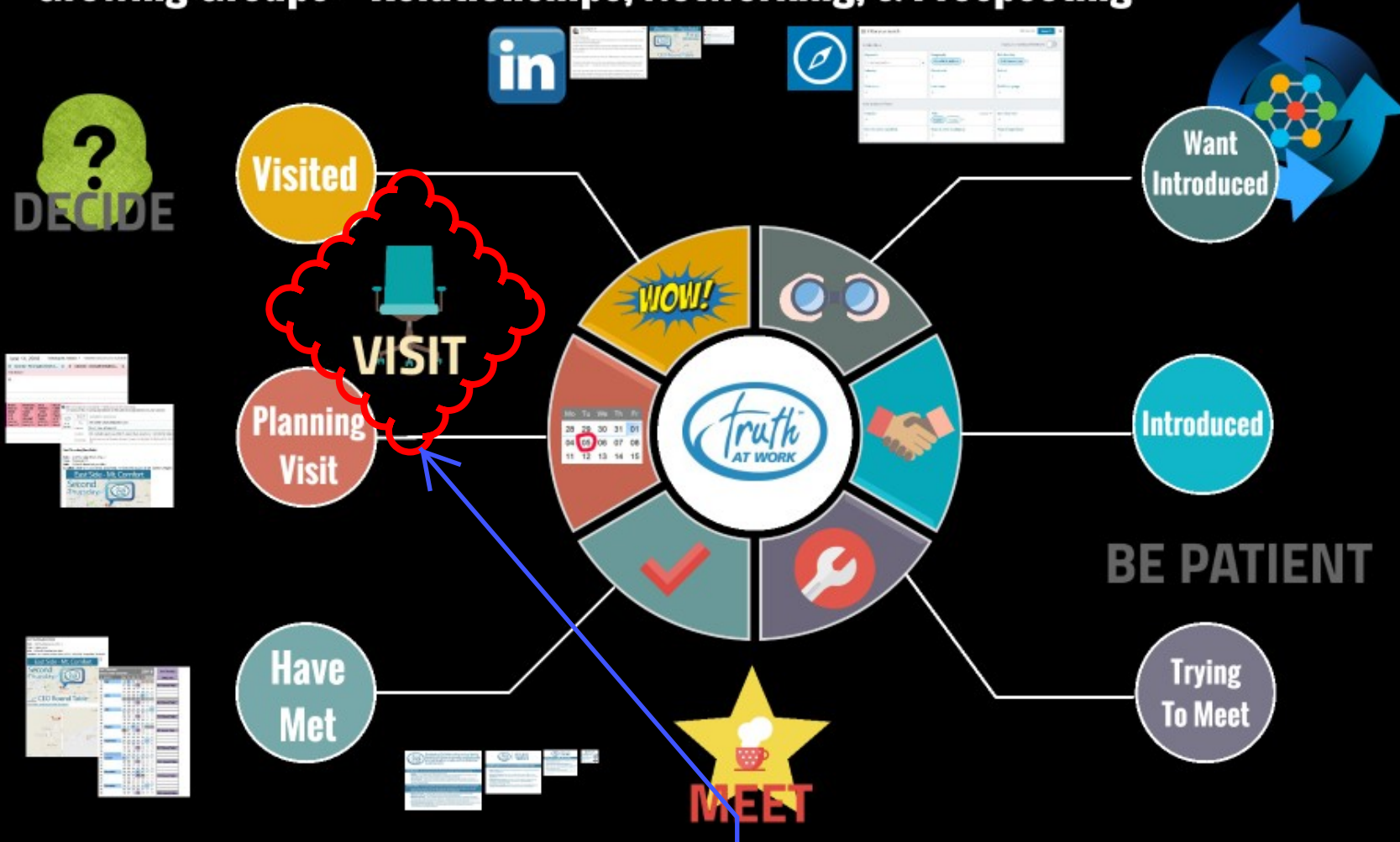
Neil,

Very nice to meet you this afternoon! I saw on LinkedIn you know Matt Ackerman?

I've attached a PDF with general info about the Round Table as a follow up.

There will be a calendar invite coming your way. Accept it (even if as 'tentative') so these dates get on your calendar!!!! It's always easier to delete something from a calendar than add it.... Sound fair?

# Growing Groups: Relationships, Networking, & Prospecting



The VISIT: everyone does this a little different. My thought: I don't have a problem making efforts for the VISIT to be very valuable to the prospect - because in the end it is valuable to the members to fill up the Round Table.

One recent thing I have not done in a while that I am starting again: Leave 10 minutes at the very end and ask the Members if they have any questions / comments for the visitor. Often one of the members will just come out and ask them: "So you going to join us next month?" You also might ask the members to offer why this Round Table is so valuable.

Then I am also taking Ray's advice and I will have a piece of paper for each visitor that lists times I am available to meet over the next few days.

# Growing Groups: Relationships, Networking, & Prospecting



## VISITED:

Time for a decision. There should be a meeting scheduled as part of the wrap up from the visit (see previous).



VISITED		7
\$275 Joe White (3rdTues)	MindTrust	Close date: April 30, 2017
\$275 David Lee (1stWed) B&L	Roofing	Close date: April 30, 2017
\$275 Lori Vaughn (2ndThurs)	IndyKOA	Close date: April 30, 2017
Total: \$1,825		

**WOW!**

# VISITED

- I don't meet right after mtg
- Email follow up (12hrs)
  - Observations
  - Encouragement
  - 'Stew Time'
- THE Follow Up
  - In person
  - Over the phone

Email Follow Up: I like to share things I observed. I'm looking to see if they are comfortable in the room & if the room is comfortable with them. I tell them so. Give specifics when able. If they easily engaged & asked questions I compliment them on digging in with people they did not know previously.

Follow Up Meeting: I won't go into objections here. But you can feel confident of these statements.

- I've met people with an excuse on why now is not a good time to get connected in this way. I've just never met anyone with a good reason.

- Between Jesus & satan - who would want them to be in a group & who would want them to NOT be in a group.





# 1st Wednesday Round Table

1st Wednesday Round Table Calendar								2018
#	MONTH	Mo	Tu	We	Th	Fr	Sa	Sun
1	January	01	02	03	04	05	06	07
2		08	09	10	11	12	13	14
3		15	16	17	18	19	20	21
4		22	23	24	25	26	27	28
5	February	29	30	31	01	02	03	04
6		05	06	07	08	09	10	11
7		12	13	14	15	16	17	18
8		19	20	21	22	23	24	25
9	March	26	27	28	01	02	03	04
10		05	06	07	08	09	10	11
11		12	13	14	15	16	17	18
12		19	20	21	22	23	24	25
13	April	26	27	28	29	30	31	01
14		02	03	04	05	06	07	08
15		09	10	11	12	13	14	15
16		16	17	18	19	20	21	22
17		23	24	25	26	27	28	29
18	May	30	01	02	03	04	05	06
19		07	08	09	10	11	12	13
20		14	15	16	17	18	19	20
21		21	22	23	24	25	26	27
22	June	28	29	30	31	01	02	03
23		04	05	06	07	08	09	10
24		11	12	13	14	15	16	17
25		18	19	20	21	22	23	24
26	July	25	26	27	28	29	30	01
27		02	03	04	05	06	07	08
28		09	10	11	12	13	14	15
29		16	17	18	19	20	21	22
30		23	24	25	26	27	28	29
31	August	30	31	01	02	03	04	05
32		06	07	08	09	10	11	12
33		13	14	15	16	17	18	19
34		20	21	22	23	24	25	26
35	September	27	28	29	30	31	01	02
36		03	04	05	06	07	08	09
37		10	11	12	13	14	15	16
38		17	18	19	20	21	22	23
39		24	25	26	27	28	29	30
40	October	01	02	03	04	05	06	07
41		08	09	10	11	12	13	14
42		15	16	17	18	19	20	21
43		22	23	24	25	26	27	28
44	November	29	30	31	01	02	03	04
45		05	06	07	08	09	10	11
46		12	13	14	15	16	17	18
47		19	20	21	22	23	24	25
48	December	26	27	28	29	30	01	02
49		03	04	05	06	07	08	09
50		10	11	12	13	14	15	16
51		17	18	19	20	21	22	23
52		24	25	26	27	28	29	30

1st Wednesday Mtg	Holiday's & Events
<b>PLAINFIELD</b>	
<b>JANUARY MEETING</b>	New Year's Day
	Martin Luther King Day
<b>FEBRUARY MEETING</b>	
	Valentine's Day
	President's Day
<b>MARCH MEETING</b>	
<b>APRIL MEETING</b>	
<b>MAY MEETING</b>	Men's Advance
<b>JUNE MEETING*</b>	Memorial Day
<b>JULY MEETING*</b>	*holiday shift
	Independence Day
<b>AUGUST MEETING</b>	Heritage Classic Wknd
	Heritage Classic Trny
<b>SEPTEMBER MEETING</b>	Labor Day
<b>OCTOBER MEETING</b>	
<b>NOVEMBER MEETING</b>	
	Thanksgiving
<b>DECEMBER MEETING</b>	
	Christmas