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by Pam Isom, page 8



VOLUME 8,
NUMBER 5

Sales: Your Business Lifeline

Oct
2007



by Sandra Madonna
East Bay Town Planner

**The Value of Cold Calling
for a New Business**

“Go see the people!”

your fellow business owners in the community. In my case, cold calling was and continues to be, an essential part of my business plan.

As a brand-new operation, my sales funnel needed a jump-start. The first few calls were challenging to say the least. I was very nervous, talked too softly, and left some vital information out of my introduction. But I knew cold calling was critical in getting my business off the ground. I experienced the best and worst of cold calling. The most challenging moments included fear of rejection, procrastination, in-

timidation, and fielding tough questions. The most rewarding and best encounters were meeting experienced business owners willing to share their knowledge, helping local companies and community organizations spread the word about their services, and having those business owners compliment me about my product.

Some of the most helpful tools to build my skill and confidence were very basic, easily developed and, thankfully, rewarding. The basic tools

—Cold Calling
page 7

Cold calling is one of the best ways to grow your new business, build confidence while sharing your passion about your product, and get to know

**Identity Theft: Are you and
your business protected?**

Chamber to host Business Building Forum

With 28½ people victimized every minute, identity theft has become the fastest growing crime in the United States costing U.S. businesses and consumers an estimated \$56.6 billion in 2005. And in a recently released report, California ranks among the top ten in terms of victims per capita.

With every individual victim of identity theft, there is also a second victim: the business community. It is estimated that banks and other businesses have attributed annual losses of up to \$48 billion to identity theft expenses. And the losses don't stop there, you can add in the residual effects on a business from the lack of

consumer confidence once that business has been victimized. Even the very perception of a compromised database can be devastating to a business. Identity theft and its effect upon you, your business and your customer is not to be underestimated.

How does your business measure up when it comes to the security of your customer's identity? And, have you taken the precautionary steps to protect your own identity? You can learn more about the

—ID Theft Forum
page 4

**Keep Them Coming
Back for More**

Building a strong customer base

by Lisa Ahmad
Chef/Owner, Mirchi Cafe

As a restaurant owner I am always on a quest to figure out the best way to please my customers and keep them coming back. I have come to the conclusion that there is no sure answer because each business has its own challenges and specific clientele to keep in mind. That being said, I find myself coming back again and again to three simple ideas. I like to think of it as my 3-C Rule. It consists of *courtesy, consistency* and *convenience*.

Courtesy is the first on the list because I feel that you can forgive a lot once or twice if there is a stronger level of customer service. In today's new world, I am sad to say that it is

not often that I receive that kind of service in most areas of business, and when I do I am so elated that I will likely return or maybe even pass the good news around to friends and family. Courtesy is about meeting your customers' specific needs and making them feel as though you enjoyed the experience along the way. Sometimes it only takes a warm hearted smile.

Consistency is a strong second. My entire business standing is supported by consistency, without it a restaurant is nothing. I am sure that this is true for the majority of businesses. Whether you sell a product, program or advice, consistency plays a large part in success and I find that organization is the most important key in achieving this. Both business and personal organization are the goal.



As a business owner I feel my personal organization is always overlapping with my business organization, so if one side is not balanced than it affects my business as a whole. I strive to meet my customers' expectations each time they visit. My restaurant and staff must make the customer feel welcome and cared for the second they

—Build a Base
page 7

**ChamberPak
Advertising**

*Small cost,
big value*

What would you spend to attract a new customer? One dollar, two dollars or \$100? How about just 8¢? By placing your company's flyer or promotional material in a ChamberPak, you can leverage 8¢ into lots of dollars.

The ChamberPak, the Chamber's Direct Mail Promotional Program, is a collection of member's promotional materials mailed quarterly to other chamber members and key government and agency contacts, a mailing list of nearly 2,300 people. Image your message distributed directly to a large portion of your target audience for just

—ChamberPak
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Business
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*Our Mission is to
promote, support and
enhance a positive
business environment.*

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15 Years of Excellence

The United States Chamber of Commerce has acknowledged the excellence of the Fremont Chamber of Commerce by granting the designation of "Accredited Chamber" Only 12 percent of all Chambers nationwide have received this honor.

FIFTEEN YEARS



ACCREDITED
CHAMBER OF COMMERCE

CHAMBER OF COMMERCE
OF THE UNITED STATES

Listening

The essential key to success



by Matt Dickstein
Attorney at Law

Max Ehrmann wrote a famous poem, "Desiderata" in 1927. The poem begins,

*Go placidly amid the noise and haste,
and remember what peace there may be in silence.
As far as possible without surrender;
be on good terms with all persons.
Speak your truth quietly and clearly,
and listen to others,
even the dull and the ignorant;
they too have their story.*

There is great wisdom in these lines.

Since this is an article about listening, I should start telling you to listen. I should tell you that listening is the key to success in business and sales. I should tell you that, when listening, give up the little voice in your head (a.k.a. your ego). But all this telling would be a failure to listen on my part, and would just be more verbiage.

Instead, I will give you some "how-to" tips that I really try to use myself (on the rare occasions that I remember to listen). Without further ado, in sequential order...

#1. Listening comes out of a peaceful mind. We must be mindful of ourselves first, before being able to listen to another. Notice your body movements and your breath. Are you twitching or breathing irregularly? Are there negative thoughts in your mind, or rationalizations or anxiety?

#2. Be mindful of your breathing. Breathe slowly.

#3. Listen to the speaker's voice. Notice the speaker's body movements. Notice good things about the speaker - maybe her shoes or his posture. Look for anything positive.



Matt Dickstein (l) listens to David Weber during a Chamber mixer

#4. Understand the speaker's story, his feelings. Remember that the speaker's heart and your heart are the same.

#5. Ask questions of the speaker to understand what is being said. Don't ask questions to prove anything about yourself (for example, to prove how good a listener you are). Don't ask rhetorical questions or questions that put a person on the defensive.

#6. Enjoy the speaker and your time with the speaker.



#7. Let the speaker finish and signal to you that it is your turn to talk. Then breathe slowly one time before you start to speak.

#8. If the speaker's story is painfully negative (for example, gossip), remember that you are not obligated to listen forever. Politely excuse yourself and get away.

Admittedly I spend most of my social encounters in blatant violation of these rules. But on occasion I return to these rules, and I am always grateful for trying once again to be a good listener. Lastly, please forgive me for the philosophical nature of this article. If you decide that you must poke fun at me in public for this article, remember - I'm not listening to you.

Matt Dickstein is a business attorney in Fremont. He can be reached at 510 796-9144; mattickstein@hotmail.com.



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs.

Available times:

Mondays from 9 a.m. to 1 p.m.

Fridays from 9 a.m. to 12 noon

Sales: A Learning Experience

Sales is a learned skill. It is not a talent that any one person is born with. It is a journey of learning people skills, empathy for others, presentation skills, communication skills, constantly thinking outside of a box and taking responsibility of each sales success or failure. Whatever your opinion of sales, it is a choice of taking this journey and enjoying and learning from it.

Depending upon what study or research you have read, it is said that anywhere from 55 percent to 80 percent of the world is an introvert. And, if you're in sales, this may be a challenge for you to overcome. Sales reps that are on the introvert side of life tend to use too many crutches to get them through a sales call. For example, some introverts consistently use their brochures or catalogs to speak for them. Or, they rely on their business cards to get the conversation started. If you are on the introverted side, my advice is to be yourself because you will have potential clients just like you, also an introvert. All potential clients like people who are like themselves. And with at least half of the world being an introvert, you, the sales rep will fit right in.

In order for potential clients to see who you really are, you will need to step outside of your comfort zone. By taking one small first step of just speaking to the person in front of you, as opposed to shoving a brochure in front of them, will relieve you of some stress. Ask questions about them like how long have they been with their company; what products they are currently using and how well their current choice is working for them, this will encourage a conversation which will help you relax, and once you're a little relaxed then you can be yourself. Remember, sales has nothing to do with

“Remember, sales has nothing to do with you personally. You are just the spokesperson who has the talent to persuade potential clients into thinking in a different way”

you personally. You are just the spokesperson who has the talent to persuade potential clients into thinking in a different way. By asking questions, you are investigating how you and your company could possibly help this particular potential client. And, you are trying to find a connection with this potential client which will help you keep future on-going conversations.

Now are you ready for a second small step? When asking questions, it is imperative that you listen to the responses. There are some introvert sales reps that may be a little uncomfortable with themselves in a sales call and tend to give a non-stop sales pitch leaving no room for the potential client to respond. Or, the sales rep may be singing too many praises about their own product or service making it impossible to listen to the needs of the potential clients. This vocal rambling method of sales is the result of the introverted sales reps discomfort with silence. There is an old saying “the first one to speak loses.” It is still true today. If you are too busy speaking, you are not selling. One of the most important communication skills is listening. By listening, you will be able to help find solutions for your potential clients. And show your potential clients that you can listen by repeating back what you think you heard. This also indicates to potential clients that you do care. And if you're in sales, you do care about people. What's the saying? “Each journey starts with one small step.” Here's two...enjoy your journey.



KK Kaneshiro
Director of Member Services

Calendar of Events October

- 2 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 3 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Governmental Affairs Committee**
8 a.m., CEO Conference Room
- 9 Finance Committee Meeting**
7:45 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 10 Carlton Plaza of Fremont Mixer**
5-7 p.m.
3800 Walnut Ave.
Fremont, CA 94538
(510) 505-0555
www.thefamilyconnection.com
The Carlton Plaza who is a family owned and operated independent and assisted living community. Carlton Plaza prides itself in providing a safe, friendly environment in which its residents thrive.
- 12 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 16 Outback Steakhouse Mixer**
11 a.m.-1 p.m.
5525 Stevenson Blvd.
Fremont, CA 94538
(510) 252-1595
www.outback.com
The Outback Steakhouse restaurant hosts the quarterly lunchtime mixer. The outback Steakhouse strives to deliver consistently high-quality food and service, generous portions at moderate prices and a casual atmosphere suggestive of the Australian Outback.
- Fremont City Work Session**
Time TBD, City Council Chambers
- 17 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 18 Leadership Fremont, Class of 2008 Session**
8:30 a.m., Fremont Marriott Hotel
- 22 Leadership Steering Committee Meeting**
8 a.m., Chamber Conference Room
- 23 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 24 Connection Club Mixer hosted by El Patron Tequila Bar & Grill**
5-7 p.m.
4096 Bay St.
Fremont, CA 94538
(510) 249-9169
www.patrontequilabar.com
The Fremont Chamber of Commerce is one of the few Chambers that has successful networking clubs, six to be exact. In these clubs, called the Connection Clubs, you will find yourself in the company of some of the most gregarious, creative, and focused business people. If you're interested in serious networking, come and meet these club members. The mixer will be held at El Patron Tequila Bar & Grill who serves authentic Mexican Food along with great service and a friendly atmosphere. Come to the mixer for a delicious dining experience!
- 26 ChamberPak Deadline**
- 31 Happy Halloween**

Editorial Schedule for the Fremont Business Review

Fremont Chamber of Commerce members are encouraged to submit articles for the Fremont Business Review. If you would like to write an article for a specific issue or topic, contact Cindy Bonior or the guest editor listed.

Month	Topic [guest editor]
Nov 2007	Non-Profits [Rodney Clark, SAVE]
Dec 2007	Health & Wellness
Jan 2008	Election Issue
Feb 2008	Economic Report Card
Mar 2008	Spring Clean Your Business
Apr 2008	Go Green [Nina Moore, Fremont Education Foundation]
May 2008	Employee Incentives
Jun 2008	Travel
Jul 2008	Festival of the Arts [Jane Mueller, Well Chosen Words]



Coming in November's Fremont Business Review:

Non-Profits

Guest Editor:
Rodney Clark
Executive Director,
Safe Alternatives to Violent Environments

New Members

Insurance

AFLAC - Allison Farris Wendelberger

Allison Farris-Wendelberger
39300 Civic Center Dr., Ste. 145
Fremont, CA 94538
allison_farris@us.aflac.com
www.aflac.com
(510) 764-9853
(510) 764-9854

Janitorial Service

Service Master Commercial Cleaning Services

Alex Taylor
2220 W. Winton Ave.
Hayward, CA 94548
alex@sharjo.com
(510) 300-2990
(510) 300-2997

Nonprofit Organizations Restaurants

American Red Cross

Franco Finn
6230 Claremont Ave.
Oakland, CA 94618
finnfl@usa.redcross.org
www.redcross.org
(510) 773-2404
(510) 601-7954

Vida Y Vino Wine Bistro

Audrey Scott
43808 Christy St.
Fremont, CA 94538
ajscott921@sbcglobal.net
www.vidayvino.com
(510) 490-8466
(510) 490-1775

Physicians & Surgeons

Washington Township Medical Group, Inc.

Albert Brooks
1860 Mowry Ave., Ste. 200
Fremont, CA 94538
msmith@wtmg.com
www.wtmg.com
(510) 793-2880
(510) 795-1459

Chamber Web FAQ:

Q:
Does the Chamber charge extra to put my web link on the online directory?

A:
No! Chamber members get their contact info listed on the online member directory for free.

Anniversaries

30+ Years

Armor & Associates Insurance Agency
Fremont Unified District Teachers Assoc.
Hirsch Family
Lima Family Milpitas-Fremont Mortuary in Cedar Lawn
The Argus/ANG Newspapers

20+ Years

C R P Industries
Custom Kitchen Bath Center
Mowry Medical Pharmacy
Ohlone College

10+ Years

Beretta Property Management
Chew Dental Group
Connex Electronics Corp.
Foothill Securities, Inc.
Fremont Postmaster
In The Black Accounting Services
King, Snell, Mildwurm & Fox
Law Offices of John N. Kitta & Associates
Moore Financial Services, Inc.
Palmdale Estates
PCT Systems, Inc.
Rotary Club of Fremont Sunrise
Steven C. Fong, DDS, Inc.
Strizzi's Restaurants
The Learning Tree

5+ Years

Baywood Apartments
Belvoir Springs
Benchmark Staffing

Cycle Center of Fremont
Derham & Logan, EA's
EMC Collision
Fremont Education Foundation
Gateway Bank Mortgage
Golden Benchmark Financial
I.C.E. Safety Solutions
Kisner Law Firm
New England Financial - David Lowman
Pacific Grove Supportive Housing
Patricia L. Danielson
Pre-Paid Legal Services, Inc.
Signature Flooring and Design Inc.
Vero's Facilities And Maintenance Services, LLC
Weekenders Fashions

2+ Years

Big O Tires
Edward Jones - Drew Thompson
Harrison Accounting Group, Inc.
Hobby Town USA
Pan Pacific Bank
Prudential California Realty-Vi Scott
Schwan's Home Services
Talan Chiropractic
Terminix Commercial

1 Year

Bergstrom Financial Services
Brighton Mortgage Advisors
Dublin Toyota/Scion
East West Bank
Grins 2 Go
Guarantee Mortgage
Remedy Laser of Fremont

Congratulations to all our Chamber members who have reached these milestones



Doing Business Over Lunch

ID Theft Forum—

from page 1

devastating crime and steps to prevent it from happening to you at the Fremont Chamber of Commerce Business Building Forum: Identity Theft, Protecting Yourself, Your Customer and Your Business. The forum will feature panelists Renee Brown of Pre Paid Legal Services, Inc., and Detective Brian Ancona of the Fremont Police Department. The panelists will explain the threat and consequences of identity theft, how quickly and easily it can occur, your vulnerability and liability as an individual and a business, and how you can protect yourself, your

business and your customers.

The forum will take place on Friday, November 9th from Noon to 2 p.m. and will be held at the Northern California Cancer Center Training Room, 2201 Walnut Ave., Ste. 300. The cost to attend is \$20 for members and \$30 for non-members, and includes a box lunch. Space is limited and we recommend you register immediately. To register call 510-795-2244 x105 or visit www.fremontbusiness.com. Sponsorship opportunities are also available; please contact Cindy Bonior at (510) 795-2244, ext. 106.

ChamberPak—

from page 1

pennies. Participation could not be easier, members provide 2,300 copies of an identical promotional piece, size may not exceed 8.5" x 11", to the Chamber office with payment of \$175 for insertion. After that, you return to your office and we take it from there. ChamberPaks are delivered to your potential customers approximately 10-days following the ChamberPak deadline.

Space in the ChamberPak is limited and the deadline of October 26, 2007 is quickly approaching. Reserve your space today by contacting KK Kaneshiro at (510) 795-2244, ext. 102 or email kkaneshiro@fremontbusiness.com. KK can also direct you to fellow Chamber members who offer copying services at a deeply reduced rate for ChamberPaks.



39233 Fremont Bl.
(In the Hub)
(510) 742-6221
Open 7 Days a Week
11 am-10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
Open Daily 8 am - 11 pm



Italian & Continental Cuisine
5200 Mowry Ave, Fremont
(510) 792-2000
Lunch(M-F): 11:30 am- 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F: 11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



Fresh Fish
Pasta
Wood-fired Grill
2740 Mowry Ave.
Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.



zpizza
46703 Mission Blvd.
Fremont
(510) 360-9900
Sun-Thur: 11 am-9 pm
Fri-Sat: 11 am -9:30 pm

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fmtcc@fremontbusiness.com

Connection Club Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

Tuesday Noon
meets weekly at 11:45 a.m.
Joey Basil's
Chair: Justine Schroeder, (510) 673-4646
Vice-Chair: Aimee Brown, (510) 366-9707
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Tina Kemline, (510) 304-1526
Vice-Chair: Erik Johnson, (510) 364-9078
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Regina Hayes, (510) 770-8133
Vice-Chair: Kathy Cotton, (510) 490-7740
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd., Fremont
Chair: Brad Gelesic, (510) 612-3858
Vice-Chair: Matt Dickstein, (510) 796-9144
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Joey Basil's
3720 Mowry Ave. Fremont
Chair: Scott Doruff, (510) 505-1011
Vice: Scott Capen, (510) 505-5553
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Cafe, Fremont
37260 Fremont Blvd., Fremont
Chair: Lirio Gonzalez, (510) 894-0764
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

Member Benefit

Connection Clubs

Building a network of contacts is critical in today's business environment. A wide variety of contacts gives a business owner access to a group of individuals who together possess an enormous amount of expertise and experiences. Membership in a Connection Club of the Fremont Chamber of Commerce is designed to give members the networking base to be successful in business. Members of these clubs understand the value of networking and sharing their knowledge and challenges with a group of people they know and trust. Fremont Chamber Connection Clubs have become so successful that they now serve as a model for similar groups in Chambers all over the State.

Open only to Fremont Chamber members, Connection Clubs meet at a variety of times and days to exchange leads and assist one another in growing their business. A Chamber member may participate in no more than two Connection Clubs. Each club may have only one representative of a given profession, no duplications are permitted. Membership dues in a Connection Club are minimal and the results are sure to be maximum.

If you are more interested in more information regarding the Connection Clubs, please contact KK Kaneshiro at (510) 795-2244, ext. 101 or email kkaneshiro@fremontbusiness.com.



by KK Kaneshiro
Director of Member Services

First impressions are said to be made within the first few seconds which is not very much time, but yet too important not to be taken seriously. You will only have a few seconds to make a first impression so let's make it a great one!

Presenting a business card is often the first contact you have with a person, and therefore, your business card must be immaculate, period. There is no excuse for crumpled edges, crossed off information, someone else's phone number on the back, coffee splattered or lipstick smeared business cards. This is a major part of your first impression. If your business cards are messy it gives potential clients the impression that your quality of work will also be messy.

Business cards should also be kept in a separate case. If you fumble through your wallet for your business card or have to shuffle through other people's business cards, money or receipts, you give the impression of being disorganized. Always be prepared to give out your card at a moments notice. Keep your business card case in

the same separate pant or purse pocket so you are always ready to hand out your business card with confidence; which also gives the impression you are confident in what you do. And, you should only give your business card when asked. It is not polite to shove your business card at a potential client before your conversation starts. Your business card is not the sales rep, you are. People do not buy from your business card, they will buy from you because of your enthusiasm, knowledge of product and honesty.

Being on time is the politeness of Kings and it's crucial. If you make an appointment you made a contract and if you're late you broke that contract, giving the impression that you cannot meet deadlines or that your time is more important than your potential client's time. Either scenario is not good. Always allow for travel time to and from all appointments and arrive at each appointment 15 minutes early. If you can't help being late at least call and forewarn your potential client, apologize and give them the choice to reschedule.

Grooming is another very important factor in first impressions. Always dress appropriately and dress for all audiences. Ladies should stay away from low cut blouses and short hemlines. Some men clients may like this, but most women clients may be put off by this. And gentlemen should not bare their chests or have holes in their pants.

First Impressions



First impressions count. Above: Fremont Mayor Bob Wasserman, Councilman Steve Cho and Chamber CEO Cindy Bonior exchange business cards with a delegation of Chinese officials at the Chamber of Commerce.

Your hair needs to be clean and brushed neatly. Stay away from wearing colognes and perfumes as there are too many people who are sensitive to fragrances or may be allergic to certain scents. Most importantly, you must have clean hands. No one wants to shake hands that do not appear clean.

Be on your best behavior when at a potential client's place of business. Show interest in what they do, what they have accomplished, their décor,

say hello to all employees you walk by, etc... And finally, whenever a potential client walks into your office for a sales appointment, always walk them out to your front door once the appointment is over. It's simple and plain common courtesy, and it gives a great first impression.

First impressions happen only once and can either make or break a sale. It is crucial that you always put your very best foot forward to make that first impression your best.

“Be on your best behavior when at a potential client's place of business. Show interest in what they do, what they have accomplished, their décor, say hello to all employees you walk by”

Member News

LOV hosts annual Halloween bash

The League of Volunteers (LOV) will host its 2nd annual Halloween Fun & Games on Sunday, October 28th at 5:00 p.m. at the Fremont Elks Lodge, 38991 Farwell Drive. The evening will be filled with spooky fun, a prime rib and chicken dinner, and a quarter auction with lots of great prizes. The tickets are \$30 each or \$300 for a table of ten and may be purchased by calling 510-793-5683. LOV is also seeking donations prize donations for the quarter auction. Halloween costume is optional.

Trick or Treat on Safety hosted by the City of Fremont

On Friday night, October 26, 2007, the gymnasium at the Centerville Community Center will be transformed into a Trick or Treat wonderland when the City of Fremont hosts the 9th Annual "Trick or Treat on Safety Street". Kids will enjoy a safe neighborhood setting where children can go from house to house and gather goodies without the worries of cars, strangers or tainted candy. You can participate in this community event in a number of ways, first by attending with your children. Year after year this event has grown. In 2006, this event hosted 300 children and their families (800-900 residents). This year an equal or greater participation rate is expected. Sponsorship opportunities also exist and will allow you to associate your business/company with a wonderful family oriented event sponsored by the City of Fremont Parks & Recreation Department. Sponsorship is accepted in the way of cash, candy or refreshments. If you are interested in becoming more involved in Trick or Treat on Safety Street 2007, or have any questions regarding this event, please email Damon Sparacino, dsparacino@ci.fremont.ca.us or Chris Karney, ckarney@ci.fremont.ca.us or call 510-791-4324.

Kaiser Permanente Fremont Medical Center hospital celebrates five years of service to the community

The Kaiser Permanente Fremont Medical Center hospital recently celebrated its fifth anniversary. Hundreds of physicians, staff, community leaders, and elected officials marked the anniversary with a special celebration on September 21 at the Kaiser Permanente Fremont Medical Center. Physicians and staff who were present at the original opening of the hospital shared their experiences and Kaiser Permanente leaders highlighted important achievements.

"The phenomenal growth of the Fremont Medical Center hospital is a testament of the dedication and commitment of the physicians and staff who have equally contributed to its continued success," said Calvin Wheeler, MD, physician-in-chief of Kaiser Permanente in southern Alameda County.

Since its debut in 2002, the hospital has quickly flourished to serve 88,000 members in greater Fremont and southern Alameda County, an area with one of the fastest-growing and diverse communities in Northern California. Kaiser Permanente has served southern Alameda County since 1979.

Since its opening, Kaiser Permanente Fremont Medical Center has been recognized by the American Stroke Association with the "Get With The Guidelines" Stroke Initial Performance Achievement Award in recognition of its commitment and success in implementing a higher standard of stroke care. It is the first Kaiser Permanente hospital in the nation to receive this award. And, along with Hayward Medical Center, launched the Center of Excellence for Culturally Competent Care in Women's Health to provide exemplary health care services to the

diverse community of women.

The Kaiser Permanente Fremont Medical Center specializes in Bariatric surgery and is one of four centers in the Kaiser Permanente Northern California region for obesity surgery; Reproductive Health, this state-of-the-art program has skilled doctors and scientists who specialize in infertility and in vitro fertilization; Neuro-otology and skull-base surgery program that focuses on a unique surgical approach for inner ear and posterior fossae tumors; and, Teen Health Clinic that provides a special center to serve the unique needs of teenagers.



Kaiser celebrates five years in Fremont. (L-R) Karla Goodbody, District Representative for Assembly Member Alberto Torrico, Colleen McKeown, Senior Vice President and Area Manager for Kaiser Permanente Southern Alameda County, and Vicky O'Gorman, Medical Group Administrator for Kaiser Permanente Fremont Medical Center and Chair of the Board of the Fremont Chamber of Commerce.

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Cold Calling—

from page 1

included a practiced script describing the value of my product, plenty of brochures, and three goals for each visit.

Every cold call had a value based on what level of the relationship I achieved with the business owner. At the end of the day, I evaluated the number of new contacts and summed the values of each visit. By setting a daily goal, it was very clear to me what I needed to do. Amazingly, I became better at achieving my goal, and what a fantastic feeling of satisfaction when I met or exceeded it.

Each day of cold calling helped me build the ability to communicate my product effectively, to improve my ability to ask questions and to listen

more carefully to business owners' situations and experiences. I began to develop a portfolio of options about how my product might assist them in

“Each day of cold calling helped me build the ability to communicate my product effectively, to improve my ability to ask questions and to listen more carefully to business owners’ situations and experiences.”

reaching their goals. Now that I have practiced using the basic tools and implemented a daily road map, there is a great sense of accomplishment as I help fellow business owners market their companies effectively.

The most valuable lessons I have learned by cold calling are the art of developing relationships, having the right attitude, and conquering some basic personal fears. Being respectful of another business owner's time or availability is well appreciated. Consistently addressing the customer's concerns and following through on promises earns trust and rapport. Entering a business conversation with an open mind and being eager to learn will take you a long way.

With every cold call that I make, I feel the fear, intimidation, and self-doubt become more distant. While these fears may re-visit from time to time, I know I am not paralyzed by them. I visualize achieving my goals, and the drive to assist

business owners helps me overcome those fears.

Cold calling is one of the best educational experiences I could have for my business and myself. Therefore, I will continue to follow the advice of the wise man who once said to his sales team “Go see the people!”

Sandra Madonna is publisher of East Bay Town Planner, the new community resource Calendar that is the choice of busy Fremont families for scheduling their activities, and provides a specialty venue for Businesses to advertise their message inside 25,000 homes. For more information about being “On Display Everyday,” contact Sandra at (510) 910-2681 or email madonna@townplanner.com.

Build a Base—

from page 1

enter the door, each dish from the menu must be the same every time they order it, and the atmosphere should feel comfortable and relaxing. As they say, “you're only as good as your last meal.”

Convenience is something that changes its meaning based on the business you run. For my business, it means knowing my customer well and

figuring out how to make their lives easier and more enjoyable. Having dinner ready for our customers to call in and pick up is one way we can help.

Having your business located in a convenient location is another lesson that I have learned over the years. That alone might get them back in more fre-

“Overall I would say that knowing the needs of you customer and meeting them with courtesy, consistency and convenience is the key to your success”

quently. Understanding who your repeat customers are and strengthening your services to suit their needs are the goals

of every business owner. Stay true to your customer base. You can fall into some pretty sticky traps trying to please everyone. Stay away from trying to offer everything to everyone, unless you're Wal-Mart. Having focus in your business is a great benefit to you and your customer. They can sense it and that positive feeling is what keeps them coming

back. Overall I would say that knowing the needs of you customer and meeting them with courtesy, consistency and convenience is the key to

your success.

The most gratifying part of owning your own business is having those repeat customers, getting to know them and feel accomplishment at the end of the day because you provided your best.

Lisa Ahmad is the chef/owner of Mirchi Café. Founded in 2004 by Lisa and Khursheed Ahmad, Mirchi Café offers irresistible flavorful dishes by infusing Indo-Pak flavors and spices into traditional Italian cuisine. This combination of international flavors breathes new life into traditional ones. For more information contact Lisa at (510) 623-8500, email sophiasdelights@yahoo.com or visit www.mirchicafe.com.



Connection Clubs Collect 1,415 Pounds of Food in Annual Drive

The Connection Clubs, the Chamber's renowned networking groups, took part in an annual challenge to raise the largest amount of food for the Alameda County Community Food Bank's Summer Food Drive. Together, the Connection Clubs collected 1,415 pounds of food, and in the final hour, the Connect 2 Succeed Club pulled ahead in its contributions to win the friendly competition.

“We are very proud of the generosity our Connection Clubs show by staging this annual competi-

tion”, said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. “Each year, their generosity and contributions have earned the Chamber a number of awards including the 2004 Top Donor Award; 2000, 2001, 2002, 2005, 2006, 2007 Green Apple Award; and, the 2003 Gold Apple Award.”

The 2007 contribution provided 1,105 meals to the hungry in the Alameda community. According to Angela Eichner, Food Drive Coordinator from the Alameda County Community Food Bank, a total of 120 or-

ganizations participated in the annual drive, collecting more than 41,000 pounds of food for the Food Bank.

For many children who rely on school lunch programs, summer vacation can mean the end to their only nutritious meal of the day. This summer, the Alameda County Community Food Bank was hard at work promoting awareness about the summer lunch sites available throughout the county. The 2007 Summer Food Drive helped the Food Bank provide these sites with the nutritious food that children need.

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Fremont Chamber Online report

Online Business Directory Referrals Report

August 2007

The total number of referrals from the Chamber's business directory this Period was **30,356**.

Each member averaged **39.42** referrals from the Chamber website this Period.

Each day this Period there was an average of **979** referrals from our website business directory.

Unique Visits

A total of **16,331** distinct visits were made to the site, www.fremontbusiness.com during the month of Aug, 2007

An average of **15,305.83** unique visits were made to the Fremont Chamber's website over the last six months [Feb-July 2007]

Data provided by ChamberWeblink

How to Conduct an Effective Sales Call



by Pam Isom
ICE Safety Solutions

All of us in the Fremont Chamber of Commerce have experienced a great sale call, marginal calls and ones that just failed. The failed and marginal calls often leave us wondering: was my price too high? Was I over budget? The questions could go on and on. The following are my top secrets of success for my fellow Chamber members.

TOP SECRET #1: Likeability

Whether we want to admit this or not, you have to be likeable. Of course, we all believe we are likeable, but are you likeable past your immediate friends and family? Likeability is decided in the first 30-90 seconds of meeting your potential customer. There are things we can do to increase our likeability factor.

Sales Call over the phone:

Follow the voice cadence (speed) of the contact. If they speak quickly, you should speak at the same speed. If they speak in a deeper tone, you would want to match that tone. Listen to the customers verbal cues, are they rushing your conversation? Look at the clock, is it a few minutes before the hour...maybe they need to get to another meeting.

Sales Call in Person:

Dress to the style of the company. If the company is a khaki pants/button up shirt type firm or a manufacturing jeans/button up shirt, wear that. I have to admit, I researched a company's attire by arriving in the parking at lunch time one week before the meeting. Your ability to match your potential customer's style could give the impression that you can match their needs.

TOP SECRET #2: Trustability/Believability

It is critical for your customer to trust you. Without trust, no sale can come to fruition. Trust comes by understanding your customers, not just knowing their product lines, but know-

ing industry specific jargon, terminology and acronyms. One way to do this is to join your customer's industry specific groups. For example, I joined a security association & facility management association. Each of these associations offers unique insight and vast opportunities to learn about my contacts work-related challenges.

Always be sure to research what

Know what the company's pain or issue are before you sell.

TOP SECRET #3: Customers must be able to visualize their success

It is critical for the customer to be able to visualize using your product or service. Your sales presentation cannot be about you, your product or your

Sales Call over the phone:

Use your website as a sales tool, by visually walking your customer through how your products and services will help feel how the issue will be resolved. If they don't feel it, the sale will not happen. Since it is challenging to get face to face meetings these days, tailor your website for you to walk customers through over the phone, similar to conducting a PowerPoint presentation, the difference is your audience is across town.

Sales Call Face to Face:

Pictures are worth a thousand words. Present visual case examples of similar companies with similar challenges and how you and your product were able to solve the problem. Convincing will not work. They have to be able to see and feel success is on the horizon with you.

Congratulations! Be liked, believable and visualize your way to exponential sales success!

Pamela Isom is the President/CEO of ICE Safety Solutions, a 9 year firm offering CPR/First Aid and Disaster Preparedness training that's fun and products that are effective or they will be free! Ms. Isom can be reached at info@getice.com or on the web at GETICE.com.



Dress appropriately for a sales call in person. Research the company before your meeting.

product/service your potential customer currently employs. Listening is key! Do not wait and rely on the initial sales meeting to learn what the customer does and why they are not satisfied with their current offering.

service. Never! It must be centered around getting the customer to see, feel and hear how their 'pain' or 'problem' will be resolved by your product/service.



FCCTV:

Fremont Chamber of
Commerce Television

Fremont Chamber of Commerce Spotlights Members with
Weekly Television Broadcast

Buying or Selling Your Home: Navigating the Do-it-Yourself Approach

When it comes to our homes, many of us have adopted the "do-it-yourself" approach. The "Do-It-Yourselfers" have begun to expand beyond the weekend warrior repair projects with many homeowners looking to buy or sell properties themselves. It can be a tricky endeavor, but taking a systematic approach can help avoid the common problems and pitfalls for these "do-it-yourselfers".

During October's FCCTV "Buying or Selling Your Home: Navigating the Do-it-Yourself Approach" KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show

(FCCTV) interviews guests Erik Johnson and Laura Spano from My Favorite Home Guy, a new program for the "do-it-yourself" home seller. Erik and Laura described their new program that guides the homeowner, step-by-step, through the home selling process. The program workbook helps home sellers identify the areas where they can put their do-it-yourself skills to work and save professional fees. The program also offers the services of a real estate professional should the home seller find they need expertise in a specific area, or decide home selling is best left to the professionals.

IDENTITY THEFT: ARE YOU AND YOUR BUSINESS PROTECTED?

Chamber to host Business Building Forum

With 28½ people victimized every minute, identity theft has become the fastest growing crime in the United States. And in a recently released report, California ranks among the top ten in terms of victims per capita.

How does your business measure up when it comes to the security of your customer's identity? Have you taken the precautionary steps to protect your own identity?

Learn more about the devastating crime and steps to prevent it from happening to you at the Fremont Chamber of Commerce Business Building Forum: Identity Theft, Protecting Yourself, Your Customer and Your Business. Featuring panelists Renee Brown of Pre Paid Legal Services, Inc., and Detective Brian Ancona of the Fremont Police Department. The panelists will explain the threat and consequences of identity theft, how quickly and easily it can occur, your vulnerability and liability as an individual and a business, and how you can protect yourself, your business and your customers.

Friday, November 9th from Noon to 2 p.m.
Northern California Cancer Center Training Room

2201 Walnut Ave., Ste. 300.
Fremont, CA 94539

\$20 for members
\$30 for non-members, includes a box lunch.

To register call 510-795-2244 x105 or visit www.fremontbusiness.com. Sponsorship opportunities are also available; please contact Cindy Bonior at (510) 795-2244, ext. 106.