

# Executives Guild, ltd.

## "Give me a name" VOLUME 44, ISSUE 1

### 2006 Board of Directors

**President**

**Stuart Plusker**

Square One Production  
847-677-9844

**Executive Vice President**

**Mark Milstein**

Capital Auto Body  
773-763-0400

**Treasurer**

**John Miller**

Passport Software  
847-729-7900

**V.P. Membership**

**Alex Ziogas**

AZBS, Inc.  
312-474-9418

**V.P. Programs**

**Sherwin Weisman**

North Suburban Hearing  
847-966-0060

**V.P. Business Development**

**Kevin O'Reilly**

Coupon Cash Saver  
847-537-6420

**Past President**

**Ira Chislof**

Chislof Chiropractic Center  
773-763-0400

**Directors at Large**

**Susan Chesler**

Signs for Success of IL  
847-564-3360

**Morry Dyner**

Fischel & Kahn, Ltd.  
312-726-1448

**Edie Jerome**

Metro Mortgage Services  
847-776-8070

**Les Kutchins**

Rite Lock & Safe  
847-676-0046

**Alan Levin**

Laner Muchin  
312-467-9800X133

**Brad Miller**

Z Frank Chevrolet  
773-508-4210

"Shake hands and come out Selling"

## January 25, 2006—Monthly Meeting Information

### MEMBER-TO-MEMBER NETWORKING MEETING



Shake hands and come out selling!

This meeting has the most popular EGL meeting program...networking of members. As we have done at past networking meetings, each member will have an opportunity to interact with more than twenty members in one evening.

It is important that everyone arrive by 6:00 p.m. so that we can begin the program promptly at 6:30 p.m. Tables will be set to accommodate eight members, one of which will

be a board member. Each member will have about three (3) minutes to make a presentation to everyone at that table. After thirty (30) minutes you will be moved to your next assigned table for the second round...same routine and then the final move to end the evening. Board members will act as time-keepers to assure participants adhere to the three (3) minutes allocated.

Please come prepared with: Business Cards; Brochures; Samples and whatever else you feel will get your message out to the membership.

The program format will be:

**Round One: Salad**

**Round Two: Entrée**

**Round Three: Dessert and Coffee**

### Meeting Time & Location

**6:00 pm Reception**

**6:30 pm Program**

**Rosewood Restaurant**

**9421 W. Higgins**

**Rosemont, IL**

**847-696-9494**

**Located on Higgins Road just west of River Road**

**Valet Parking**

**Parking lot just East of the restaurant**

**Please RSVP using the reply form on page 4.**

## Welcome New Member

Please welcome EGL new member:

**Barbara Pantazopoulos, Pres.**  
**Synergy 3 Communications, Inc.**  
**1010 Jorie Blvd., Suite 32**  
**Oak Brook, IL 60523**

**630-571-5308**

**eMail:**

**barb@s3communicationsinc.com**

**Synergy 3 Communications** is a full service integrated marketing communications agency. They focus on the development of programs from initial conception through final execution. They can also work as an extension of your internal marketing team to provide additional resources.

Just a few of their other services:

Branding/Identity

Public Relations

Direct Marketing

Internet Marketing

# Executives Guild, Ltd.

## 2006 General Meeting Calendar

January 25	Member Networking	Rosewood Restaurant, Rosemont
February 22	Closed—Members Only	Café Lucci, Glenview
March 22	Open	TBD
April 26	Folio Press	TBD
May 24	Sheldon Seidman DDS	Downtown Chicago—TBD
June 28	Member Networking	TBD
July 26	Open (Picnic)	Five Seasons
August 23	New Members—Golf Outing	Highland Park CC, Highland Park
September 27	Open	
October 25	Extreme Networking II	Lakeview Banquets—The Glen
November 15	Open	TBD
December 6	Holiday Dinner/Installation	TBD

*“If you would like to participate or make a presentation at a monthly meeting, contact Sherwin Weisman V.P. Programs. His phone number is 847-966-0060”*



**INCREASE YOUR CASH FLOW!**

### AN INCREDIBLE OFFER FROM **METRO MORTGAGE SERVICES**

# Increase Cash Flow Each Month with Interest only Payments!



*Don't Let Credit Issues Stop You From Refinancing or Purchasing!*

*Special Low Arm Rates Available!*

*More Money Available each Month to Pay For College, Payoff Bills or Save for Retirement!*



**Edie Jerome, Owner**  
 Metro Mortgage Services  
 Palatine, Illinois

**Tel: 847-776-8070**

**Fax: 847-776-8489**

## Money Pitfalls

As a professional, your reluctance to be perceived as a "salesperson" may cause you to have trouble being up-front about money issues. This can cost you money. Here are two common money pitfalls, and ways to avoid them:

**#1 You give your expertise away.** Your prospective client has an objective: To find *what* you know, *how* you can solve his problems and how much you *cost*. When you give him this information without payment it's called free consulting. Many professionals do a lot of free consulting. You find out what the needs of the prospective client are and then say, "Let me tell you how I can fix that for you." Then he says to you, "It looks good. It's one of the best presentations we have seen. You have given us a lot of really good information (the operative word here is "given") that I am sure we can put to good use.

submitted by Jody Williamson, Total Selling Solutions

Write me a proposal and I'll talk it over with my partners." What you don't know is that the prospect already has several proposals. And, since they all say basically the same thing, one of you gets beat up on price, or the prospect does nothing.

**#2 You give a price too early.** Prospective clients often underestimate their problems. They paint a simplistic picture of what their needs are and say, "Well, I think I'm paying too much. What can you do for me?" The problem is, you don't really know how much it's going to cost until you get in and look. Generally, when you quote a price too early, that price winds up being higher after you uncover the client's true needs. Then you have the problem of saying to a brand new client, "I know I told you \$5,000, but it's really going to be \$7,000 or \$8,000." You gave in to pressure from

the prospect to give a number and you came up with one too soon.

Try this instead: "Based on what you've told me, it sounds like this may run between \$4,000 and \$5,000. Now, do you know what my problem is when I give you a number like that? The problem is this is just an estimate. Typically, when I talk to people like yourself, they tell me about A, B and C. Once we get a close look, we find out about D, E and F. Chances are it's going to be more. So I'll tell you what: Understand that this estimate is for A, B and C, and that if there are some other things you need, it's going to be extra."

Yes, it's a gutsy thing to say. But you have to remember: Your expertise and service are your money in the bank. Don't give it away! Charge what you are worth, get your price and make it stick.

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Don't do this to your company money!

*"Understand that this estimate is for A, B and C, and that if there are some other things you need, it's going to be extra."*



## Message from the President

*Stuart Plusker*

Dear Fellow Guild Members,

I begin 2006 with great pride and anticipation. I'm honored to serve the Guild as President, and I'm looking forward to a terrific year. With your help, I hope to continue the tradition of our group's esteemed history.

There are a handful of things I'd like to focus on this year:

**Membership Development-** My goal is twofold: One; Increase membership to 60 companies, and two;

through a renewed mentoring program, ensure that both new and current members become active and quality members.

### Mutual Respect Amongst Members-

This covers everything from quiet attention during introductions/announcements at meetings, to returning phone calls and emails promptly.

If a Guild member contacts you, they should automatically move to the top of your "return calls" list.

**Streamline Meetings-** I'm going to be strict about this one. The introductions at the meeting's onset will be just that, introductions...only! Your name, company name, what you do- short and sweet. All other announcements, Thank You's, success stories, new company services, and pleas for help finding employees will wait until the end of the meeting.

With your support on these issues we can all have a successful 2006.

## Birthday Wishes to...

“Happy Birthday to You”

Executives Guild wishes  
these members a very

Happy Birthday!

January 5	Joe Alexander	Alexander & Assoc.	alexanderarch@aol.com
January 13	Gabriel Peretz	Ideal Coffee	idealcoffee@hotmail.com
January 29	Randy Sheridan	Randel Electric, Inc.	randy@randele.com
February 5	Les Kutchins	Rite Lock & Safe	lkutchins@aol.com

### Executives Guild, Ltd.

118 N. Clinton Street  
Suite 307  
Chicago, IL 60661

Phone: 312-604-5018

Fax: 312-604-5014

E-mail: paksmi@rcn.com

If you would like to contribute to this newsletter, either an article, an advertisement or something new at your company just e-mail your information to the EGL office.



Meeting Reply Form

Fax to: 1-312-604-5014

Member Name:

Member Company:

Guest(s):

*I will be bringing a prospective member to introduce to the Guild.*

Prospect Name:

Prospect Company:

Address:

City/ST/Zip:

Phone Number:

eMail:

Category represented:

Food Choice:     Chicken w/herb & cheese     Salmon     Pasta with veggies