

AHVRP Chapter Leader

Business Development Work Sheet

August 1, 2017

Collect information about your organization that will be helpful to you in developing your "about" statement and in conversation with potential business partners.

- a. We have ____ members that represent ____ healthcare facilities
- b. Our members represent ____ Gift Shops and ____ volunteers
- c. We average ____ attendees at our conferences ____ times per year
- d. Our website is visited ____ times per month
- e. Our social media site is utilized by ____ members
- f. The purpose/mission of our organization is: _____
- g. We collaborate with ____ other AHVRP Chapters across the country

Develop your SBAR:

Situation: Hi I'm Mary from ACVRP and I would like to discuss a few opportunities with you which would increase your revenue and your presence in hospitals in Alaska.

Background: ACVRP is connecting with companies which align with the mission, vision and values of ACVRP and who would benefit from supporting education for DVSs and retail managers.

Action: Can we set up a 20 minute call during which you can learn a little more about ACVRP and we can explore how we can partner on upcoming initiatives?

Result: You can gain valuable information on how you could advance the professional development of DVSs and retail managers in healthcare today. Are you free tomorrow at 3 p.m. or Monday at 10 a.m.?

- 2. What are you looking for from the vendor/what can you offer?

- a. An ad in your conference brochure? (Size, price)
 - b. Logo and link to their website on your website? (Length of time, price)
 - c. "Like" their business on your social media network? (# of times, price)
 - d. Do you want someone from their business to speak at your conference? (length of time, price)
 - e. Do you have table space available at your exhibitor show? (table size, cost)
 - i. Every exhibitor brings a raffle prize worth \$100 or more?
 - ii. Exhibitors are allowed to bring cash and carry items?
 - f. Do you want an in-kind donation? (for example lanyards to hold nametags that would have the business logo on them)
3. How can you build and maintain your relationships with the vendor?
- a. Share photos from your conference with the vendor
 - b. Be able to speak about them as a resource/content leader in the field
 - c. Show that you can recommend them to other AHVRP Chapters and to AHVRP

Next Steps:

Set a SMART goal for increasing your sponsorship/exhibitors/advertisers – set a percentage increase and a date

Schedule a time to submit and review the above information with Ursula Pawlowski the week of August 21st.

Be prepared to answer:

- What are your goals for business development? Do you want speakers? Exhibitors? Advertisers? Donations?
- Are there specific vendors you are hoping to secure? Know who you already have lined up.
- What are your event dates, locations, projected number of attendees for the coming year?
- Know if the AHVRP logo/link is included on your chapter website