



HUNTERDON COUNTY CHAMBER OF COMMERCE

*...in the business of promoting business*

## Are You Fishing With a Hook... Or A Net?

One of the many benefits of membership in the Chamber is the opportunity to network. But do you and your client-facing people really know how make the most from your networking opportunities?

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Universally, small business owners claim to capture their best customers through referrals. But they seldom have a process for developing word of mouth marketing.

When done properly referral marketing and word of mouth can make one salesperson seem like 100!

Would your business benefit by developing a robust referral marketing process?

***YOU BETCHA!***

### **Word of Mouth & Referral Marketing Workshop**

August 13th - 8:30 am until 10:30 am at the Hunterdon County Chamber of Commerce Office  
*A light breakfast will be provided.*

\$25 for Chamber members - \$35 for non-members, which includes all program materials.  
Seating is limited. To RSVP please call Coleen at (908) 782-7115 or register on the Chamber website.  
[www.Hunterdon-Chamber.org](http://www.Hunterdon-Chamber.org)

Referral marketing is like fishing with a net. You think about how to cast the net to optimize your chances of catching fish.  
- Ivan Meisner, Founder of BNI

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