



Target Tippers

HOW TO IDENTIFY MEMBERS NOT MAKING MONEY

Just what is a Target Tipper? It is defined as follows: A member of the chapter who is a good tipper meeting more than the 4-tip minimum requirement per month, brings guests, has a good attendance record but has NOT received any business within the past 45 days.

How does the Tip Master know this? When a chapter takes attendance in Wired, records the passing of tips in Wired and logs in who is bringing and inviting guests into Wired then it is easy. All you need to do is look at the reports in Wired and it shows you who is working and who may not. It will show you who hasn't made any money, as long as your chapter is recording the dollar value of each tip that is closed monthly. It does not have to be by the tip, but an aggregate total at least every month.

When you see someone, who is doing everything but not receiving any business you make that person the "target tipper" for the following week. The Tip Master now tells everyone who the Target Tipper is for the following week...explaining to all that each member is required to bring \$5 in cash or a Qualified Tip for this person. Two wonderful things happen. The member realizes the chapter cares about them and feels like this is a group that really cares about his/her success. Second, the members have the choice of giving cash or finding a tip to give him/her. It is a win-win for everyone.

If the chapter is not using Wired, then each of these reports, attendance, guests invited, tips and the number each member is passing should be done manually and shared with all the board members at the monthly board meeting. It is time consuming but required to understand the health of the chapter.

The board members should be looking at the reports closely to stay in touch with all members and how they are doing. Who needs to be retrained? Who needs a mentor? The more we can reach out to all members the stronger the chapter becomes and the longer the members stay. The Tip Master is the one who should be handing out Top tipper badges, recognizing the Target Tippers and over all making sure everyone is passing tips and getting business! Tip Masters you are so important to every chapter!

Member Name	Category	Inside Tips			Outside Tips			Inter Chapter	
		Tips Given	Tips Recvd	\$ Received	Tips Given	Tips Recvd	\$ Received	Tips Given	Tips Recvd
1 Adam	Contractor Floor Covering	6	4	\$41,925	0	12	\$20,800	0	0
2 Alison	Attorney Personal Injury	12	3	\$0	13	4	\$0	0	0
3 Amanda	Interior Design	22	4	\$1,190	16	2	\$150	0	0
4 Anthony	Caterer	6	11	\$816	1	2	\$250	0	0
5 Brandon	Pest Control	3	76	\$7,153	2	12	\$1,520	0	2
6 Brian	Mortgage Loans	19	10	\$16,753	43	7	\$8,652	0	0
7 Burt	Attorney Business	7	1	\$0	0	2	\$0	0	0
8 Colton	Health and Nutrition	60	68	\$5,391	13	34	\$3,192	0	0
9 Dale	Education	0	3	\$0	2	4	\$0	0	0
10 Darren	Insurance Commercial	10	17	\$8,532	78	10	\$277	0	1
11 Derrick	Commercial Cleaning Services	4	0	\$0	1	0	\$0	0	0
12 Eric	Contractor Roofing	18	4	\$1,131	16	23	\$29,582	0	0
13 Jessica	Pool Service	10	29	\$4,698	2	6	\$355	0	0
14 Joey	Information Technology Consulting	20	51	\$8,842	6	5	\$0	0	0
15 Kolton	Restoration Damage and Cleanup	22	6	\$10,335	26	58	\$224,588	0	1
16 Larry	Advertising Specialties	33	39	\$6,920	7	13	\$2,715	0	0

Chapter Monthly Tip Report Example