

Weekly Team Training - January 12

[Approaching Businesses - Concept vs Product @ 0:00](#)

Andrew discusses the importance of focusing on the business owner's pain points rather than just pitching the product. He suggests using a "concept approach" to pique the business owner's interest and get a meeting, rather than leading with the specific product details. The goal is to identify the business's key problems and position the solution as a potential way to address those issues.

[Ideal Industries for Capstone @ 8:16](#)

The group identifies certain industries as good fits for the Capstone program, such as medical offices and municipalities, due to their relatively stable employee populations. They also discuss the challenges of working with municipalities due to bureaucracy and decision-making processes.

[Prospecting Strategies @ 32:43](#)

Al and Tony share tips for prospecting to new businesses, including warming up the receptionist, asking about the business's key pain points, and leveraging referrals/connections. They emphasize the importance of avoiding a hard sell approach and instead focusing on piquing the business owner's curiosity.

[Partnering with Associations/Chambers @ 38:01](#)

The group discusses strategies for working with local Chambers of Commerce, such as positioning the Capstone program as a way to help the Chamber increase membership and non-dues revenue. They also mention the potential to partner with other industry associations to gain access to their members.

[Recap and Next Steps @ 45:08](#)

Andrew wraps up the meeting, thanking everyone for their participation and reminding the group to reach out if they have any further questions or need assistance.