

Chamber Membership: More Important Than Ever

Part 5 – Network, Network, NETWORK!

It is no secret – a proven way to increase the number of potential clients is to increase your reference pipeline. How do you and your business increase that pool of contacts? Members of the Knoxville Chamber are provided numerous opportunities to connect with other businesspeople in Knoxville. Chamber events are excellent opportunities to create partnerships, to develop solid referral networks, and to ultimately increase revenue.

Develop relationships with new customers and strengthen existing customer relationships by attending the Chamber's multiple events.

Reaching new customers is the goal of every business. Attending Chamber events can increase your company's profile throughout the Knoxville business community by connecting you with like-minded, goal-oriented businesspeople. Chamber a.m. Exchanges, Business After Hour events, Premier Partner events, and periodic speaker series offer members substantial opportunities for business growth. During challenging economic times, the Chamber knows how important it is for its members to increase their customer base while at the same time strengthening existing customer relationships. Attending any or all of the Chamber's events increases your business's ability to protect itself against economic downturns. Chamber events are ways for your business to network in laid-back atmospheres.

To view a calendar of upcoming events visit www.knoxvillechamber.com.

Maintain good business relationships with vendors, customers, and others.

"Thanks for all you do!"

That phrase may not roll off your tongue as much as you'd like, but it can be a powerful tool for successful businesspeople. Many East Tennessee businesses rely on vendors to supply them with products. Keeping good business relationships with your vendors is an easy strategy for business success because vendors can pass along savings to your company. Thanking vendors isn't the only way you can maintain good business relationships with your suppliers. Following proper

ordering guidelines and meeting deadlines are two other ways to help vendors meet their goals, which in turn can help your business meet its goals.

In addition to keeping good business relationships with vendors, the Chamber also recommends maintaining positive relationships with customers. Many businesses within Knoxville enjoy high levels of revenue due to repeat customer purchases. The easiest way to ensure that customers remember your business is to offer them pleasant experiences. Multiple studies show consumers remember good transactions and often want to relive those experiences

**Call (865) 637-4550 to make any information changes
to your Chamber membership
or if you have any questions about your membership!**