

Role Play

Starring:

Introduction of characters:

- **Lee Thompson** is the new owner of a small startup located in Downtown Foley called The Cake Fairy. His bakery focuses on fresh delicious cakes with a princess fairy or Disney theme. He would like to corner the market for children's birthday cakes and eventually the wedding and other special occasion market.
- Experienced energetic Chamber Choices volunteer **Taylor Swift**, who loves the new people she meets during the campaign and has a passion for helping small business discover the Chamber.
- Teenage Girl at cash register (Gate keeper)

Objection from Lee - Cake Fairy is a brand-new business who does not have the funds to allocate to Chamber membership or any sponsorship. Lee believes that he should build a steady customer base prior to making any new investments.

Scenario - Taylor has called Lee 3 times in the last 2 weeks, she has finally had a brief conversation with him about the campaign and the Chamber. Lee has agreed to meet with Leslie in person at his bakery for a short time.

Taylor opens the door to the new Downtown business and greets the only person in sight, a teenage girl at the cash register.

Taylor: Good afternoon! I am Taylor Swift a volunteer for the Chamber of Commerce here to meet with Lee.

Teenager: agrees to let Lee know she has arrived.

Lee appears from the back office and greets Taylor. He looks busy and irritated with himself and her
Taylor: "Thank you so much for taking the time to meet with me Lee. I know you are a busy guy right now so I won't take up much of your time, I just really think you should know about a tremendous resource to you and your business.

Lee: K, I don't have long

Taylor: First tell me about The Cake Fairy, what are your goals?

Lee: I like princesses, fairies and fictional characters I also am a very talented Cake maker so I put them together to bring great cakes for kids and maybe someday weddings.

Taylor: That's great Lee, I am eager to try one of your cakes! What have been some of your struggles so far what is keeping you up at night?

Lee: So far it has been getting people in the door, letting people know about my new business and how amazing our pastries and cakes are.

Taylor: Where do you believe your customers are currently coming from?

Lee: I think so far it has really just been my family and a few of my friends from the Y. I just have to wait for the word to spread I guess.

Taylor: Lee what if I told you there was an affordable way that you could increase awareness in the area and bring in a new customer base. Is that something you would be interested in?

Lee: Of Course! I just worry about cost I don't think I really have funds to invest in anything right now.

Taylor: I understand that you are a new business and watching your costs can be vital to your success, But like you said you need more customers and your local Chamber can really help with that.

Taylor: Because you are a new business the Chamber will do a free ribbon cutting for you if you join! Not only do local professionals come in your door but the Chamber puts out a press release about you! For Free!

Lee: Really that could help!

Taylor: The Chamber can add posts about you to their social media. Their posts were viewed by over 100,000 people last quarter!

Taylor: and of course you will have access to 11 Business After Hour events throughout the year, also for free! These are a great place to meet people and tell them about your business.

Lee: That's great but I don't think any of the professionals at "After Hours are interested in Fairy Cakes !

Taylor: *Laughs..* You may be right about that Lee! But people attending those events might have daughters, nieces or sisters that would love your cakes. Someone you meet at BAH might be talking to their barber who mentions their daughter's fourth birthday is coming up. That person is going to mention The Cake Fairy because you just met them!

Lee: Well that all sound really great! But I bet all that is way out my price range.

Taylor: Well the Chamber is on what is called fair share pricing which means because you are a smaller business you pay less. Your annual membership is only around \$317 dollars.

Lee: For the year???

Taylor: Yep, or about 86 cents a day if you prefer!

Lee: Ok I think that sounds like something I should pull the trigger on, how do I sign up ?

Taylor: Do you have a computer in your office?

Lee: Of course!

Taylor: I would be happy to help you get started right now.

Lee: Let's go!