



**SUPER TECH  
UNIVERSITY**

**How to  
Properly Work a  
Chamber of  
Commerce or  
Business  
Networking Group**

The Super Tech University Playbook  
for Home Service Companies

# How to Use This Workbook

This is not a "networking" workbook.

This is a field-tested, blue-collar business development system designed for owners, BDRs (Business Development Reps), sales reps, and managers at home service companies who expect measurable ROI from every hour spent outside the truck or office.

At **Super Tech University**, we don't teach hope-based marketing. We teach behavior, systems, repetition, and accountability.

If you work this correctly:

- You will become the default referral choice
- Other members will know exactly how to refer you
- You will track dollars, not vibes

## The Super Tech Mindset Shift

### What Most People Do (Why Chambers Fail Them)

- Show up without a plan and talk about themselves
- Instead of problems they solve
- Ask for referrals too early
- Confuse friendliness with effectiveness
- Never track ROI

### How Super Techs Think

- I am here to educate, not pitch
- My job is to make referring me easy
- Every meeting creates a follow-up action
- I track activity and outcomes
- If it doesn't produce work, we fix or kill it

**Super Tech Rule #1:** If you can't explain what you do in a way a 3rd party can repeat, you will not get referrals.



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# Section 1: Choosing the Right Group (Do This Before You Join)

## Not All Groups Deserve Your Time

Before joining any Chamber, BNI-style group, or networking organization, answer this:

- Are decision-makers in the room?
- Are members actively giving referrals (not just receiving)?
- Is there accountability for attendance and participation?
- Is your category protected?
- Do members serve homeowners, property managers, or business owners?

## Your Top Referral Targets

List the 5 professions that most often encounter your ideal client before you do:

- 1.
- 2.
- 3.
- 4.
- 5.

If a group doesn't contain at least 3, your odds of ROI drop fast.

## Section 2: Super Tech Positioning (Stop Saying What You Do)

### The #1 Mistake

“I’m a plumber.”

Nobody refers plumbers. They refer problem solvers.

### The Super Tech Positioning Formula

I help \_\_\_\_\_ who struggle with \_\_\_\_\_ so they can \_\_\_\_\_.

### Example:

I help property managers who deal with emergency water issues so small leaks don't turn into six-figure disasters.

### Write Yours:



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## Section 3: The Weekly 30-Second Ask (Super Tech Formula)

Every week you get attention. Most people waste it.

### The Formula

1. Who you help
2. The specific problem
3. A real-world example
4. A clean referral trigger

### Example:

*This week I'm focused on helping real estate agents dealing with inspection surprises. Last week we saved a closing by fixing a cracked drain line in one day. If you hear an agent say, 'this came up during inspection,' that's a great referral for me."*

### Your Script:



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## Section 4: How to Get Referrals Without Sounding Desperate

### Super Tech Truth

You don't ask for referrals. You teach people how to spot problems.

*Referral Triggers You Must Teach:*

- When someone says: \_\_\_\_\_
- When a client complains about: \_\_\_\_\_
- When timing sounds like: \_\_\_\_\_

## Section 5: One-to-Ones That Actually Produce Work

### Purpose of a One-to-One

This is not coffee. This is business intelligence gathering.

### Super Tech One-to-One Agenda

1. Who is your ideal client?
2. Where do deals get stuck or delayed?
3. What problems frustrate your clients?
4. Here's where my company helps
5. Here is how we help you

**Notes:**



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# Section 6: Marketing Yourself by DISC Profile

## Why DISC Matters

People refer those they understand and trust. Your DISC style determines how you should market in person.

### D – Dominant

Strengths: Confidence, decisiveness, authority Watch Out For: Talking too much, pushing too hard

Best Strategy:  Short, outcome-focused stories  Numbers, speed, results  Clear referral asks

### I – Influential

Strengths: Energy, relationships, storytelling Watch Out For: Rambling, lack of clarity

Best Strategy:  Simple referral language  Written follow-ups  Use stories with a point

### S – Steady

Strengths: Trust, reliability, consistency Watch Out For: Avoiding the ask

Best Strategy:  Emphasize dependability  Long-term relationships  Gentle but clear referral triggers

### C – Conscientious

Strengths: Accuracy, systems, credibility Watch Out For: Over-explaining

Best Strategy:  Process explanations  Case studies  Educational leadership

Circle Your Primary DISC: D I S C



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# Section 7: Tracking Cost, Activity, and ROI

## Monthly Networking Investment Tracker

Monthly Dues: \$\_\_\_\_\_ Time per Meeting (hrs): \_\_\_\_\_ x \_\_\_\_\_ meetings

Hourly Value of Your Time: \$\_\_\_\_\_

Monthly Time Cost: \$\_\_\_\_\_ Total Monthly Cost: \$\_\_\_\_\_

## Activity Tracking

Meetings Attended: \_\_\_\_\_ One-to-Ones Completed: \_\_\_\_\_ Referrals

Received: \_\_\_\_\_ Jobs Booked: \_\_\_\_\_ Revenue Generated: \$\_\_\_\_\_

## ROI Formula

$ROI = (Revenue - Cost) \div Cost$

Monthly ROI: \_\_\_\_\_



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# Section 8: 90-Day Super Tech Execution Plan

## Month 1 – Foundation

- Clarify positioning
- Identify referral partners
- Schedule one-to-ones

## Month 2 – Visibility

- Sharpen weekly asks
- Teach referral triggers
- Track everything

## Month 3 – Optimization

- Double down on top referrers
- Cut ineffective activities
- Improve messaging

## Final Super Tech Reminder

Chambers and business groups are not social clubs. They are long-game lead systems for disciplined professionals. If you show up with clarity, consistency, and systems – You win. Commitment for the next 90 days:



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