

# ARRANGING A HOT SEAT



## PLANNING FOR A HOT SEAT

As a member of The Athena Network we want to make sure that you receive the maximum benefit from your membership and that every meeting is well attended.

On the rare occasion when a member cannot attend, we ask them to invite a business woman from outside the group to 'sit in their seat' - hence 'Hot Seat'

## THE BENEFITS OF ARRANGING A HOT SEAT

- You are not forgotten
- Your business is represented
- Your business contact details are added to chat
- Your Monthly Minute is delivered
- You are providing new connections for the group

Sending a 'Hot Seater' shows that you take your membership seriously and that you intend to support the group in your absence.

It also ensures that it is a well attended meeting with many opportunities for members and visitors to make mutually beneficial connections.

TO YOUR SUCCESS

*Jacqueline*



# GET THE MOST FROM HOT SEATING

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## AN IDEAL HOT SEAT

An ideal 'Hot Seater' is a visitor, a woman who is unknown to the network. For them it is less nerve racking than coming as themselves for the first time. It is similar to going to a fancy dress party – most people are much less inhibited in fancy dress as they are playing the part of someone else and in that disguise they are often far more gregarious than they would be in normal dress.

In addition to reading the Monthly Minute of the missing member they deliver their own Monthly Minute by which time the nerves have settled a bit and their message is delivered with greater confidence.

Your membership is paid which means that when they Hot Seat for you they are able to attend the meeting for no fee.

9 times out of 10 these visitors will join the group as they are always very warmly welcomed and have already heard about all the benefits of The Athena Network from the member they are representing.

This is another feather in the cap of the member who has taken the time to arrange for their visitor to represent them.

So the rules are very simple – if you want to be represented at a meeting you are missing than you must fill your seat!

## WHO TO INVITE

Think about your clients and your suppliers – have you told them about The Athena Network?

There are very few businesses that are not looking for growth so the possibilities should be endless.

The last resort, and only if you have tried and cannot find an external visitor to Hot Seat for you, is to invite a member from another group to stand in for you.

If you have exhausted all possibilities do let your Regional Director know and they may have someone to invite on your behalf

## WHO NOT TO ASK

Former members are not able to Hot Seat, this is an opportunity for new connections to the network only. We invite visitors to the group so that they can find out more about 'The Athena Way' and to experience our membership model.

Please do not ask a member of your group to read your Monthly Minute. Imagine if for some reason - 5 members were missing and 5 members delivered 2 Monthly Minutes each – the visitors would go away totally confused about what everyone did.

## HOW TO PREPARE

Provide your 'Hot Seater' with your Monthly Minute and the information that you would like pasted in the chat. Make sure you tell them about all the benefits you have experienced since joining the network and 'wet their appetite' to be a part of the group!

# HOT SEAT PROCESS

