

Fiberbuilt

Tips From An Old Professional

by JORDAN BECKNER, PRESIDENT OF SALES FOR FIBERBUILT UMBRELLAS AND CUSHIONS

So, it is June of 2022, and I can safely say that in my 23 years in this industry I have never seen these times. The worldwide supply shortage is still a big issue for almost every supplier I know. Gas is at \$5 per gallon (which in itself causes an increase to everyone's cost of sales), interest rates are climbing daily and so is inflation. There has never been another time in our industry when return on investment (ROI) was more important than it is today.

Any of us who have been in sales for any amount of time knows networking is the best way to increase sales and, therefore, increase your ROI. Florida Restaurant & Lodging Association's networking events allow you to increase your personal relations within the industry. Those relationships are what allows you residual

sales for many years.

I find the way to get the best ROI from my FRLA investment is to attend every networking event I can possibly attend. Both Jessica and I are active in our local chapters, and there are very few state and/or local chapter events we do not attend. These events are always attended by decision makers within our industry. In addition, if you sponsor the event, you and your company get maximum exposure during the event. Finally, since the majority of all the events include some type of social activity, there is an opportunity for you to begin to form important individual relationships.

My very first suggestion is that you register for the upcoming 2022 Marketing Summit at the Hard Rock Hotel. This event is August 17-18 and is always well



attended. Another great event to attend and to sponsor, is the Bob Leonard Golf Classic in October. If you need information, you can see upcoming events on your local association's calendar of events, and to find your chapter visit the FRLA chapter map.

Until next time, keep your chin up and remember, "this too shall pass."

Jordan Beckner is the President of Sales for Fiberbuilt Umbrellas & Cushions, Inc. and a long-time FRLA member.

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