





## **CHAMBER LEADS NETWORKING EXPECTATIONS OF MEMBERSHIP**

As a member of the Chamber Leads Networking Group I acknowledge the following expectations:

- To project a positive and supportive attitude.
- To recognize that this opportunity is a weekly commitment and that I will be responsible for attending all meetings or finding a substitute and communicating such to one of the officers of the group.
- To be respectful of other's time and therefore be prompt for the start of our meetings.
- To seek to build trust and goodwill among members and their referrals.
- To be a giver of qualified leads, referrals and testimonials and not just a taker.
- To provide quality products and services and honor the prices quoted.
- To be honest and truthful with all group members and their referrals.
- To follow up on the referrals I receive.
- To perform my agreements and commitments to members of our group.
- That I will not promote any policy that is in conflict with the policy and procedures of the Chamber.

## **The Chamber Leads Networking Groups Guidelines and General Policies**

### **Membership**

- Leads Members must be current members in good standing of the Chamber Grand Haven, Spring Lake, Ferrysburg and pay an annual non-refundable \$95 fee to participate in Leads Networking.
- Each person exclusively represents their line of business/industry within their group.
- Members are limited to participation in only *one* Chamber Leads Networking Group and may not be involved in other Networking Groups.
- Attendance is required at weekly meetings that may last 90 minutes.
- Participation is based on passing leads, bringing guests, giving testimonials, and attendance. Group statistics for these items can be shared monthly and/or quarterly upon request.
- Groups are designed to be ongoing, seats will be held as long as a member is active, maintains his/her membership, and chooses to remain in the group.
- Seats will be filled on a first-come, first-served basis as applications are received.
- Membership in the group can be revoked for unethical business practices only upon recommendation of the Leads Networking leaders to the Chamber staff liaison.
- Should a participant change employers, that participant will be allowed to hold their seat provided they paid for their membership out of their own pocket and the new employer is a member of the Chamber. IF the membership was paid by the company, the company has the opportunity to fill the position upon individual's acceptance by the group, provided that the company has arranged to have a replacement participant interviewed by the group within two weeks of the seat being open.
- The Leads Networking Group and its members will not promote any policy that is in conflict with the policy and procedures of the Chamber.

### **Member Selection Process**

- Potential members may visit each group twice before making a decision to join.
- Upon receipt of a completed application the Vice Chair will contact the prospective member to set up an interview. Following the interview process the candidate will be asked to skip the next meeting giving members the opportunity to consider and act on the application.
- Applicants will be notified of their status within one week of application review.
- When there is a classification overlap, application will be held in the order they were submitted for consideration when an opening becomes available.

### **Leadership Positions**

- Leadership positions are six month terms January – June and July – December. Each group will consist of at least a:
  - a. Chair
  - b. Vice Chair
  - c. Secretary
  - d. Networking Educator
  - e. General Member
  - f. Sergeant at Arms





## **The Chamber Grand Haven, Spring Lake, Ferrysburg Leads Networking Groups Attendance Policy**

### **ACTION**

3 Unexcused Absences within 6 months  
4 Unexcused Absences within 6 months  
3 Times tardy or leave early  
(Tardy = 15 minutes late)

### **RESULT**

Warning  
Classification is subject to review  
One absence

Attendance is required at weekly meetings that may last up to 90 minutes. If you expect to be absent you should try to notify the secretary in advance especially if it is your turn for the 10-minute presentation.

Three unexcused absences (being absent without someone attending in your place) within the 6-month period is allowed. Absences will be tracked on the calendar year (January – June and July – December). After the fourth unexcused absence the Organizational Committee reserves the right to review the member's attendance record and determine whether to fill the classification with a new member.

Members are allowed to send an associate or customer from their business up to three times within the 6-month period. These are considered excused absences. Members shall, prior to the meeting, inform the Chairperson or Secretary of the group of the name of the substitute who will attend the meeting on behalf of the member. Failure to do so will result in an unexcused absence *if* the substitute fails to attend the meeting. After three excused absences, the member will be considered "unexcused" even if they send someone in their place.

A "Redemption Period" is extended after the third unexcused absence. Once a member accrues their third unexcused absence, he/she may gain a clean slate by personally attending 12 continuous meetings without an absence. (Substitutes may not attend during this 12-week period.)

The Secretary will contact members who have missed three meetings within the 6-month period. After the fourth absence, the Organizational Committee will contact the member and provide written notification that their classification is considered open. At this point, the Organizational Committee reserves the right to fill the classification with a new member. Warnings will also be given to those that are consistently late or are leaving early from meetings.

In the event that a meeting is re-scheduled for a different day or time to work around holidays (Thanksgiving, Christmas, New Years etc) attendance will not be considered mandatory and absence s will not be recorded. Additionally, if school is canceled on the day of a scheduled meeting, attendance that day will not be considered mandatory.



## **The Chamber Grand Haven, Spring Lake, Ferrysburg Leads Networking Leadership Positions**

### **Chairperson (six month term)**

- Preside over the meetings
- Follow the agenda and finish on time
- Introduce guest speakers and member presenters
- Report problems to the Chamber liaison immediately

### **Vice Chairperson (six month term)**

- In the absence of the Chair presides over the meeting
- Maintain updated membership roster
- Chair the Organizational Committee
- Notify potential new member if accepted or declined and the reason for the decision

### **Secretary (six month term)**

- Take over in all the Chairpersons duties in the event of the Chairperson and the Vic-Chair's absence.
- Maintain attendance roster and member presentation schedule
- Maintain record of leads passed, testimonials given, member presentations

### **Assistant**

- Maintains Business Card File
- Distributes Table Tent Signs

### **Sergeant at Arms**

- Keeps track of time
- Collects \$1 from *late* attendees

### **General Member (one year term)**

- Represents the group on the Leads Advisory Committee

### **Networking Educator (six month term)**

- Provide weekly information on topics relating to networking and passing referrals

# Leads Networking

## AGENDA

### 7:35 ~ Welcome

Introduction of guests and Officers

Chair; Vice Chair; Secretary; General Member

Networking Educator; Sergeant of Arms

### Our Purpose

This group is here to develop a trust circle of individuals from various industries, building a *network* of relationships and *sales leads* within our circle. If you are here today you have made a commitment to each and every one of us to help us grow our business and experience the philosophy of “Givers Gain”.

### Approval of last week’s minutes

### 10 - Minute Presentation and Questions

Next Week’s Speaker will be \_\_\_\_\_

### 60-Second Commercials

Please stand while giving your commercial

“A Good Lead for me today is....”

### Board Reports

Chair’s Report

Vice-Chair’s Report

Secretary’s Report

GM’s Report

### Networking Educator

### Sergeant of Arms Report

### Information and Updates

Announcements (Business / Community Events, Etc.)

### Referrals, Testimonials, Leads Moments

All members are expected to bring a Lead, a Networking Moment, a potential Member or a Guest of special interest each week.

Number of Leads passed today was \_\_\_\_\_

### Closing Remarks / Adjourn (Have a great week!)



## THE ANATOMY OF A 60-SECOND COMMERCIAL

The following is a guideline for the structure of your 60-second commercial:

- State your name, company name and title or primary responsibility
- State the product or service that you represent in the group. (Be specific!)
- Give a brief description of the product or service you represent or an aspect of the product or service that you want to educate the group on or emphasize.
- Be repetitive about the type of referral you're looking for over the period of a few weeks. Send the same message to build an identity of you and the referral you want. After a few weeks, change the message to add to your identity.
- State the type of referral you are looking for:
  1. This can be very specific (i.e. A particular person you would like to meet) OR a general industry request.
  2. eg. "the type of referral I'm looking for is anyone who is in need of life insurance"
- Re-state your name and company.
- Give us your hook! (Memory hook that is!!)
  1. e.g Fish Window Cleaning, "Try Us Once You're Hooked"

Some helpful hints...

- Introduce yourself clearly and concisely.
- Be specific when describing what services or products your company offers.
- Organize your introduction.
- Inform, don't sell.
- Be yourself.
- Practice, practice, practice.





## *Chamber Leads Networking 10 Minute Presentation*

Leads Networking Group Members have the opportunity to do a ten-minute presentation to educate their fellow members about their business, the types of leads they seek, and unique selling points and ways in which members can assist them.

*Introduction:* Include your name, your business and the category you represent in the group. (I'm Pamela Morey, from Blake Insurance Company your health insurance specialist.)

*Qualifications:* Let them know your qualifications... "I have 15 years of experience as an insurance agent, five as a health claims representative. I have a degree in Insurance from Lake Michigan University".

*Brief History:* It's helpful to let the group know a little about you. Most of this information can be included on the bio introduction; family, work history, hobbies.

*Stories / Testimonials:* Examples of how you helped someone – stories often get us to thinking and connecting on areas we can help you with.

The ten-minute presentation should contain ideas or directions regarding ways in which members can find leads for you or assist you in other ways. This portion of the presentation could contain information about:

- what your business does/provides and why you are good at what you do
- the types of referral or strategic partners that would be best for you
- what types of questions to ask to uncover leads
- teach members how to advertise for you
- distribute handouts, discounts or specials if you have any

Your fellow members want to help with your business, but they don't always know how to. The purpose of your ten-minute presentation is to focus your Leads members on helping you and to provide them with the information they need to do so.

Spend time in preparation for your presentation so your outcome will increase trust, energy and most importantly more referrals. When we attend the Leads Training/Review we learn that moving up the trust referral curve is also critical to success. The faster we move up the curve the better the referrals become in both quantity and quality. The purpose is to educate, motivate and train your fellow leads members.

Your "ASK". This is where you can inform your team about the "who, what, where, why and how" of an excellent referral is for you. Ask for a *specific* referral, you never know who knows whom, or what introductions may come your way.



## CHAMBER LEADS GROUP 10 Minute Presentation BIO

<b>Today's Presenter:</b>	<b>Date:</b>
---------------------------	--------------

<b>Business Name:</b>
<b>Profession:</b>
<b>Location</b>
<b>Years in business:</b>
<b>Previous jobs held:</b>

<b>Personal Information:</b>	<b>A. Spouse</b>	<b>B. Children</b>	<b>C. Animals</b>
<b>Hobbies:</b>			
<b>Interests, Clubs and Activities:</b>			
<b>City of Residence:</b>			
<b>Past Places of Residency:</b>			
<b>Military Service:</b>			

<b>Miscellaneous:</b>
<b>What do you attribute your personal success to?</b>
<b>What goals and dreams do you have?</b>
<b>Something not many people know about you?</b>
<b>Favorite Quote:</b>



- The people in your Leads Networking group are willing VOLUNTEERS to join your business development team. YOU must provide the tools and motivation.
- The tools are the easy part – information about you and your business. Make sure that they have a number of your business cards, brochures, etc.
- Your 30 second commercial and 10 minute presentation are only “refreshers” for your team members to keep them up to date about your business.
- The IMPORTANT PART is for you to provide the MOTIVATION for your team members to help you build your business. By the way, it's hard to motivate a team if you don't show up for practice.
- Friends are highly motivated to help their friends, not out of obligation or expectation of reward, but out of friendship. The people in your leads group are volunteering to be your friends.
- Friendships take time and effort to cultivate. Spend the time to make new friends and over time you will see your business grow in unexpected ways.
- Make it a goal to spend the time to make one new friend per week. In 3 months you will have 12 new friends that are educated and motivated to help you build your business. And you will be educated and motivated to help them build theirs. One on One.
- You will find that coming to meet with your FRIENDS once a week is an activity that you won't want to miss. It's not a chore to go to a weekly meeting hoping that someone will have a lead for you.
- It's much easier to invite friends to come and meet a bunch of your business friends rather than a bunch of business acquaintances. The more friends you have in your group, the more fun you'll have, and amazingly, the more business you'll get.
- BE PATIENT.



## **ONE ON ONE WITH A MEMBER OF YOUR TEAM. WHAT TO ASK.**

1. Tell me about your ideal client?
2. How will I recognize that client? Where do you find them?
3. What phrases will I hear while having conversations with others that mean you need to talk to them? What things might I see?
4. Who is your competition? How are you different from your competition?
5. What are some common objections in your business? How can I respond to them?
6. What profession can't help but bring you more business?
7. Top 3 Companies/title/name you want to be introduced to:
  - 1)
  - 2)
  - 3)
8. What would you like me to tell any referrals about you when I give them your contact information? What shall I say to introduce you?

What are your Short Term Goals?

What are your Long Term Goals?



## NETWORKING DON'TS

### **Don't act desperate.**

People prefer to associate with successful people. If they think you are desperate, they will avoid you like the plague.

### **Don't sell.**

Never enter into any networking situation with the intention of selling. **Networking is not sales; its relationship building.**

### **Don't monopolize.**

Respect the value and short supply of other people's time. Appreciate that your contacts are also attending to meet people and build relationships.

### **Don't ask too soon.**

Avoid asking for help until you've developed a relationship with your contact.

### **Don't solicit competitors.**

Don't ask for or expect help from those who are in direct competition with you. Be realistic.

### **Don't show off or brag.**

Nobody likes braggarts and blowhards, except their mothers, and even that isn't always so.

### **Don't interrupt.**

It's rude and turns everyone off. It tells people that you think that what you have to say is more important than what they have to say.

### **Don't just talk about you.**

Besides irritating others, you won't learn anything by talking only about yourself.

### **Don't play it by ear.**

Anticipate and be prepared. Have a killer 15-second "elevator speech" prepared to deliver along with the follow-up information that they might request.

### **Don't misrepresent yourself.**

The purpose of networking is to build long-lasting, mutually beneficial relationships. If you pretend to be what you are not, sooner or later you will be caught.

### **Don't promise what you can't deliver and Don't pry.**

Be clear about information you need, but don't ask questions about areas that seem confidential.

### **Don't linger with losers and "hangers-on."**

Your time is valuable and if you let them, some people will take as much of it as you allow. They latch onto you, try to take whatever they can get that could help them and are hard to shake.

### **Don't overextend.**

Select a few prime targets that you think you can realistically reach and put them on your A List. Be realistic; concentrate your utmost efforts on a few worthy targets, and place the rest on your B List. (All of your fellow group members SHOULD be on your A List. These are the people who will sell you. Your meeting should be the most important appointment for the week.)

### **Don't be discouraged.**

Most good things take time, patience, and work. When you try to build relationships, you are attempting to become a part of someone's life and many desirable people won't let you right in.





## CLASSIFICATIONS

### Prioritizing Your Products / Services

NAME:

COMPANY:

RANK YOUR PRODUCTS / SERVICES TO PREPESNT:

1. PRIORITY
2. SECONDARY
3. SECONDARY
4. SECONDARY

Two things to remember when listing your priorities:

1. The strength of the group is not in how many products and/or services you represent; it is in the number of referral sources (members) that are represented.
2. The more you can narrow your focus to one or two products and/or services you represent, the more people will remember what type of referral you desire.

EXAMPLE:

SCOTT GILLESPIE

Otterskin Roof Gear & Construction, Inc.

1. COMMERCIAL ROOF INSTALLATION AND REPAIRS (Priority)
2. RESIDENTIAL ROOF INSTALLATION AND REPAIRS (Secondary)
3. GUTTER INSTALLATION (Secondary)
4. SIDING INSTALLATION (Secondary)

Otterskin Roof Gear & Construction, Inc. has locked out their competition for “Commercial Roof Installation and Repairs” but also would welcome referrals for items 2, 3 & 4. However, if another company would like to join the group and focus on any of those secondary items, it would benefit the group for Otterskin Roof Gear to allow another referral source (member) to join under that classification.

Focusing on your top priority paints a clear picture for everyone in the group to recall when they are out and about and run into an opportunity to pass a referral. By focusing on too many items, you run the risk of losing your audience and potential referrals!

## CATEGORY LIST FOR LEADS NETWORKING

Accommodations	Chimney Services	Equipment Leasing/Rental
Bed & Breakfast	Chiropractor	Event Planner
Hotels & Motels	Churches	Financial Planner
Accountants & CPA's	Cleaning Service	Financial-Products
Adult Care Facility	Clothing Retailer	Financial Services-
Advertising & Marketing	Coffee/Vending Service	Banks/Savings & Loans
Advertising Specialties	Collection Agency	Financial Services-Credit
Agriculture-Nursery	Computer Consultant	Union
Answering Service	Computer Sales & Service	Mortgage Companies
Appraiser	Computer Software	Fitness Consultant
Architect	Computer Training	Fitness & Recreation
Artist	Construction-General	Florist
Art Gallery	Construction-Home	Food-Bakery
Attorney-Business	Builder/Remodeling	Food-Candy & Frozen
Attorney- Personal Injury	Business/Manufacturing	Food-Catering
Audio Systems	Consultants-Computers &	Food-Food & Beverage
Auto Accessories	Consultants-Labor & HR	Services
Auto Alarm Systems	Consultants-Personal	Formal Clothing
Auto Body Repair	Contractor-AC/Heat	Fuel Dealer
Auto Detailing	Contractor-Concrete &	Furniture-Home
Auto Sales and Leasing	Gravel	Furniture-Office
Bakery	Contractor-Electrical	Furniture-Repair
Gifts	Contractor-Exterior and/or	Garage Door Systems
Bankcard Services	Roofing	Gas Station/Convenience
Banker	Contractor-General	Stores
Banquet or Conference	Contractor-Heat & Cool	Glass-Home/Auto
Centers	Contractor-Painting	Hair Care
Beauty Consultant	Contractor-Plumbing	Handyman Services
Beauty Salon	Contractor-Sewer & Drain	Hardware Dealer
Bicycle Sales and Service	Contractor-Telephone	Health/Nutrition Products
Boat Docking	Contractor-Yard &	Hearing Consultants
Boat Repair	Landscaping	HMO
Boat Sales and Service	Copy/Fax Equipment	Home Health Care
Bookkeeping Services	Courier/Delivery Service	Hotelier
Business Consultant	Credit Bureau	Industrial Services-
Business Services	Dentist	Engineering/CAD
Cable TV	Direct Mail Advertising	Industrial Supplies
Camera Sales and Service	Dry Cleaner/Laundry	Insurance-Agencies
Carpet Cleaning	Education-Colleges & -	Insurance-Insurance
Car Wash	Instructors/Trainers	Comp/HMO's
Caterer	Education-School Systems	Insurance-L/H/D
Cellular Phones	Electronic Fencing	Insurance-P/C
CPA	Employee Leasing	Insurance-Title Insurance
Childcare	Employment Agency	Insurance-Underwriters
Child Safety Systems	Environmental Products	Internet Service Provider

Investments-Brokers-  
Stocks & Bonds  
Interior Designer  
Interior Improvements &  
Residential Designs  
Janitorial Services  
Jeweler  
Kennels  
Landscaping  
Laundry & Dry Cleaning  
Libraries  
Lightning Consultants  
Limousines  
Locksmith  
Long Distance Services  
Magazines  
Mailbox/Related Services  
Mail Equipment  
Manufacturer's  
Rep/Distribution  
Manufacturing  
Massage Therapist  
Medical-Audiologists  
Medical-Chiropractic  
Physicians  
Medical-Cosmetic  
Treatments  
Medical-Dentists  
Medical-Hospice  
Medical-  
Hospitals/Emergency  
Clinics  
Medical-Nursing Homes  
Medical-Ophthalmology  
Medical-Optometry  
Medical-Pharmacies  
Medical-Physicians  
Medical-Psychological  
Services  
Medical-Rehab  
Clinics/Physical Therapy  
Messages-On-Hold-  
Service  
Mortgage Loans  
Moving & Storage  
Museums  
Newspaper  
Non-Profit/Clubs  
Office Machines  
Office Supplies  
Ophthalmologist

Optician  
Packing/Shipping  
Paging Services  
Personal Care & Services  
Pest Control  
Pet Groomer &  
Merchandise  
Pet-Veterinary Clinics  
Pet Shop  
Pharmacist  
Photographer  
Physician  
Picture Framing  
Plantscaping  
Plants/Nursery  
Podiatrist  
Pool Maintenance  
Pool-Sales and Service  
Power Washing  
Printer/Print Broker  
Promotional & Marketing  
Materials  
Psychiatrist  
Psychologist  
Public Adjuster  
Public Relations  
Publishers-Newspaper  
Publishers  
Radio Station  
Realtor-Commercial  
Realtor-Property  
Management  
Realtor-Residential  
Records Management  
Recruiter  
Rental Service-  
Automobile  
Rental Service-Equipment  
Rental Service-Pleasure  
Craft  
Repairs & Restoration  
Residential Service-  
Apartments/Condos  
Residential Services-  
Retirement Homes  
Retail-Antiques  
Retail-  
Audio/Video/Appliances  
Retail-Bicycles  
Retail-Books & Magazines  
Retail-Clothing Stores

Retail-Fabric, Yarn  
Sewing  
Retail-Fishing & Boating  
Supplies  
Retail-Floor & Wall  
Coverings  
Retail-Framing  
Sailing Instructor  
Sales Trainer  
Sanitation Services  
Satellite Services  
Screen Printing  
Secretarial Services  
Signage  
Snow Equipment Sales  
Snow Removal  
Snow Vehicles  
Sporting Goods  
Stained Glass  
Stream Cleaning  
Storage-Public  
Tanning Salons  
Telemarketing  
Telephone Equipment  
Time Management  
Consultant  
Tire Dealer  
Translation Services  
Transmission Repair  
Transportation Services  
Travel Agency  
Tree Service/Care  
Trophies  
TV Station  
Veterinarian  
Video Production  
Video Sales/Rental  
Voice Mail  
Wallcovering  
Water Conservation  
WaterProofing  
Water Purification  
Web Page Designer  
Wedding Consultant  
Weight Control Consultant  
Utilities-Electricity  
Utilities-Natural Gas  
Yellow Page Advertising