



LEADS

Leads
Educate
Advocate
Develop
Support

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Weekly Agenda

Welcome

Introduction of guests and Officers:
Chair, Vice Chair; Secretary; General Member,
Networking Educator; Sergeant of Arms

Our Purpose

This group is focused on building a trusted network of professionals from diverse industries, with the goal of fostering valuable relationships and generating sales leads within our circle. By being here today, you are pledging to support each member in connecting with the business community, advancing professionally, and growing our business through education, leads, referrals, and testimonials.

Attendance

Who is missing today? (based on table tents not distributed)

Approval of last week's minutes

10 - Minute Presentation and Questions

"Now that we know more about what _____ does, let's do our best to offer _____ more leads in the future and keep in mind what areas of business their asks fall into."

Next Week's Speaker will be _____

60-Second Commercials

Please stand while giving your commercial
"A Good Lead for me today is...." Following the 60 seconds the chair will ask for questions.

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 lead.

Number of Leads passed today was _____

Closing Remarks / Adjourn (Have a great week!)

Chamber LEADS 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 others' time and therefore be prompt for the start of our meetings.
- Be open to differing opinions and thoughts about business development, education, and networking.
- To seek and to build trust and goodwill among members.
- To build relationships and advocate for my fellow members
 - 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.
- Be open to rotating through leadership roles.
- I understand that LEADS is a program of the Chamber and that by participating, I agree to be an advocate of the Chamber and not support any policy or participate in conversations that are not in alignment with the mission and values of the Chamber.

The Chamber LEADS 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 fee to participate in Leads Networking. If the member goes beyond 30 days past due at time of renewal, they will be placed on suspension from the program until membership is paid in full.
- Each person exclusively represents their line of business/industry within their group.
- Members are limited to participation in only *one* Chamber Leads Networking Group.
- Attendance is required at weekly meetings that may last up to 90 minutes.
- Participation is based on passing leads, bringing guests, giving testimonials, and attendance. Group statistics for these items may be shared monthly and/or quarterly upon request.
- Groups are designed to be ongoing; seats will be held if a member is active, maintains his/her membership, and chooses to remain in the group.
- Seats will be filled as applications are received and are vetted and approved by each group.
- 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 employer, 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 can 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 is a program of the Chamber and by participating, I agree to be an advocate of the Chamber and not support any policy or participate in conversations that are not in alignment with the mission and values of the Chamber.
- There will be a Chamber staff liaison that is required to be the administrator of the program, and not a participant. Staff liaison will attend each group meeting twice a month.

Member Selection Process

- Potential members may visit each group twice before deciding to join.
- Upon receipt of a completed application the General Member, Vice Chair, and at least one other member (industry specific if possible) will contact the prospective member to set up interviews. Following the interview process the candidate will be asked to attend two more meetings, this enables the entire group to get to know the candidate better. Lastly, the candidate will be asked to skip the next meeting giving the current members the opportunity to consider and act on the application.

- General member group to review all incoming applications.
- Applicants will be notified of their status within four weeks 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.
- If an application is not accepted by the group, the Chair will contact the applicant with the message stating that their application was not approved.

Leadership Positions

Leadership positions may be either 6 month or 12 month term, each group will identify which term works best for their group. Terms are from January – June and July – December or January - December Each group will consist of at least a:

- Chair
- Vice Chair
- Secretary
- Networking Educator
- General Member*
- Sergeant at Arms (optional)

Chairperson (six month / twelve month term)

- Preside over the meetings.
- Follow the agenda and finish on time.
- Introduce visitors, guest speakers and new members.
- Attend all potential member interviews.
- Notify potential new member if accepted or declined and the reason for the decision.

Vice Chairperson (six month / twelve month term)

- In the absence of the Chair presides over the meeting.
- Maintains updated membership roster.

Secretary (six month / twelve month term)

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

Sergeant at Arms (six month / twelve month term)

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

***General Member** – *Chosen by the Membership Director for a duration that is decided by the Membership Director and the General Member – there is not a term limit for this position*

- Represents the group on the Leads Advisory Committee

Networking Educator (six month / twelve month term or rotation following 10 minute schedule)

- Provides weekly information on topics relating to networking, business development, and passing referrals.

LEADS Groups Attendance Policy

ACTION	RESULT
3 Unexcused Absences within 6 months	Warning
4 Unexcused Absences within 6 months	Classification is subject to review.
3 Times tardy or leave early (Tardy = 15 minutes late)	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 are allowed. Absences will be tracked in 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 can 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 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” will be extended after the third unexcused absence. Once a member accrues their third unexcused absence, he/she may gain a clean slate by personally attending twelve 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 Leadership Team 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 be given to those that are consistently late or are leaving early from meetings.

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

The Anatomy Of 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 are 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:
 - This can be specific (i.e., A particular person you would like to meet) OR a general industry request.
 - e.g., “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!!)
 - 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, do not sell.
- Be yourself.
- Practice, practice, practice.

CHAMBER LEADS GROUP 10 Minute Presentation BIO

Today's Presenter:	Date:
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Business Name:
Profession:
Location
Years in business:
Previous jobs held:

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

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

Chamber LEADS
10 Minute Presentation
Option 1 – Geared toward newer members

Each LEADS Group Members is expected to conduct 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 am Sandra Johnson, from Johnson 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 is helpful to let the group know a little about you. Most of this information can be included in the bio introduction, family, work history, hobbies.

Stories / Testimonials: Examples of how you helped someone – stories often help connect each other 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 do not 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 preparing 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.

Chamber LEADS
10 Minute Presentation
Alternative Options

Need professional advice on a specific need? Ask the group the week prior to your 10 minute to review your need so they will be ready to discuss the following week. Provide visuals, or additional aids beforehand so the group is ready with feedback.

Create a game to involve all group members – ie: Jeopardy – giving candy to winners, Kahoot! – an online game that encourages engagement from the whole group.

Ask intentional questions to the group about what their needs are regarding your industry and create a presentation to answer the questions.

Hints and Recommendations

- The people in your LEADS 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 several 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. It is 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 making 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 twelve new friends that are educated and motivated to help you build your business. And will be educated and motivated to help build theirs.
- You will find that coming to meet with your FRIENDS once a week is an activity that you will not want to miss. It’s not a chore to go to a weekly meeting hoping that someone will have a lead for you.
- It is 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 will get.
- BE PATIENT.

By Bland McCartha

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 cannot help but bring you more business?
7. Top 3 Companies/title/name you would like 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?

Ten Key Tips

Business development is a crucial aspect of any company's growth and success. Much of the work involves finding and pursuing new opportunities to expand the business, whether through partnerships, new markets or new products and services.

Effective business development requires a combination of strategy, planning, and execution. Here are ten more key tips to help you pursue business development for your company.

1. Define your business goals.

Clearly defining your business goals will help you identify the types of opportunities that are most relevant to your company. For example, if your goal is to enter a new market, you'll want to focus on opportunities that will help you achieve that.

2. Research your target market.

It is important to have a deep understanding of your target market, including their needs, preferences, and behavior. This will help you identify the types of products or services that are most likely to be successful, and it will also help you tailor your marketing and sales efforts to better appeal to your target audience.

3. Identify potential partners and customers.

Research potential partners and customers in your target market and reach out to them to explore potential collaborations or partnerships. Be proactive in seeking out new opportunities, and don't be afraid to reach out to companies or organizations that you admire.

4. Build relationships.

Strong relationships with customers, partners and other industry stakeholders are key to successful business development. Take the time to build and nurture these relationships, and always be willing to help others whenever you can. This could include offering valuable advice or resources or simply being a dependable partner or supplier.

6. Develop a marketing plan.

Marketing is crucial to attracting new customers and partners. Develop a marketing plan that includes a mix of traditional and digital tactics and allocate a budget for marketing

efforts. Be sure to regularly review and adjust your marketing plan to ensure that it's effective and aligned with your business goals.

7. Focus on customer service.

Happy customers are key to the success of any business. Make sure you're providing excellent customer service, and regularly seek out feedback from customers to ensure that you're meeting their needs. This could include offering personalized support, providing educational resources or simply being responsive and accessible when customers have questions or concerns.

8. Be adaptable.

The business landscape is constantly changing, and it's important to be flexible and open to new ideas and approaches. Be willing to pivot and adjust your strategy as needed in order to seize new opportunities and stay ahead of the competition. This could involve entering new markets, launching new products or services or partnering with other businesses or organizations.

9. Don't be afraid to take risks.

Pursuing new opportunities can be risky, but it's important to be willing to take calculated risks to grow your business. Carefully assess the potential risks and rewards of any new venture and be prepared to pivot if things don't go as planned.

10. Seek out funding.

Depending on the nature of your business and the opportunities you are pursuing, you may need to seek additional funding. This could include seeking out investors, applying for loans, grants, or crowdfunding. Be sure to carefully research your funding options and choose the option that is best suited to your needs.

<https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2023/01/24/10-tips-for-effective-business-development/>

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 any networking situation with the intention of selling. **Networking is not sales; it's 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, eventually 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 you're 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 you're 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 will not let you right in.

(Taken from "Networking Magic")

From client meetings to industry events, business development is a key component to the growth of your business and your career. Yet some of us start to get sweaty palms when it comes time to network or meet with a client. If you get nervous before a meeting, you're not alone.

- **Be prepared.** There are two parts to this step. The first is to know about the company you work for and its core competencies. This may seem like a no-brainer, but we are often siloed into only knowing (or caring) about our own office or department's expertise. Instead, make sure you have a good elevator pitch (a very brief description) ready to describe the different disciplines of your company because you never know what problem a client has that your firm may be able to solve.
The second part of being prepared is knowing who you're meeting with and why. If you don't know, do some research beforehand to gain a basic understanding of the person and/or business. A part of this preparation should also be understanding the context of the meeting – such as initial introduction, new client, new market, or cold call – so you can adapt and prepare accordingly.
- **Do be there.** There is an opportunity for everyone – regardless of level or experience – to network with clients and explore project opportunities. But it begins with showing up for the event or meeting a few minutes early. A

former boss once told me if you're on time, you're late. If you're new to the business development world, or feel uncomfortable attending meetings and events alone, take another teammate with you.

- **Do be yourself.** At Croy, we believe in building relationships with clients as the foundation of our business development efforts. To do this best, be yourself. During a client conversation, ask questions, listen to the responses, and express genuine interest. Questions about their background, family, and interests are great conversation starters and will help with finding something in common – thus helping you to show genuine interest.

<https://www.croyengineering.com/dos-and-donts-of-business-development/>

Category List for LEADS Groups

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

Hotelier
Industrial Services-
Engineering/CAD
Industrial Supplies
Insurance-Agencies
Insurance-Insurance
Comp/HMO's
Insurance-L/H/D
Insurance-P/C
Insurance-Title
Insurance
Insurance-Underwriters
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
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
Wallcovering
Water Conservation
Waterproofing
Water Purification
Web Page Designer
Wedding Consultant
Weight Control
Consultant
Utilities-Electricity
Utilities-Natural Gas

