

LEADS GROUP GUIDELINES

STATEMENT OF PURPOSE

The purposes of the Chamber of Commerce Thursday 11:30 Leads Group are:

- To enhance the growth of members' businesses by providing qualified business referrals (leads).
- To provide a forum for the discussion of issues which businesses commonly encounter.

MEMBERSHIP GUIDELINES

Membership is limited to members of the Boulder Chamber of Commerce. The Leads Group is open to all professionals who are willing to make a commitment to the purposes of the organization and meet the requirements for membership. Members are guaranteed their exclusive representation of one product or service.

The one-time membership fee is \$25.00, payable to Chamber of Commerce upon submission of an application to the Membership Committee. This amount will be refunded only if the application is denied. Quarterly dues are \$45.00, due on the first meeting of the quarter. This amount is split with the Chamber (\$10 per month) and the group (\$5 per month). If dues are 4 weeks late, there will be a charge of \$5.00 a month until dues are brought current.

Applications for membership are subject to the review and approval of the Membership Committee. Existing members have the right to veto an applicant's membership, if they believe an applicant will be in competition. Membership is limited to 30.

ATTENDANCE GUIDELINES

Weekly attendance is vital to the success of the group; therefore members are limited to 12 absences in a 12-month period; 4 in any given quarter. A reminder will be given to any member after 3 absences in any quarter. Membership is terminated after 5 absences in a quarter.

To be re-enstated, the member must reapply for membership, in writing, to the membership committee and once accepted, pay the \$25.00 new member fee. The committee can approve the member only if there is no one else on the waiting list in the same area of business. If there is, the committee must review the waiting applicant prior to reinstatement of the prior member.

If a member is going to be absent for more than 3 consecutive times, member must notify Attendance Assistant Director.

PASSING LEADS

The main purpose of our group is to pass "qualified" business leads to other members of the group on a weekly basis.

A "qualified" lead is one, which has a good possibility of becoming a sale for a group member. To be counted as "qualified", a lead must be passed as follows:

- Speak directly to the potential client about the member and his/her service.
- Ask if the member may call the client.

LEADS GROUP GUIDELINES

- At the next meeting, relay the name, phone number, and the address of the client, if possible, to the member on a lead card (available from the Leads Assistant Director).

Lead cards are passed to the Leads Assistant Director who will credit the leads. A tally is kept so that we may reward the member who passes the most leads.

- Monthly-\$10.00 off dues
- Quarterly-\$50.00 check or gift certificate

Member will also earn two leads points when they bring a guest. The member will receive an additional three points if the guest joins the group. There is no requirement for a minimum number of leads.

GUEST/NEW MEMBERS

We welcome visitors to our group and the first two visits are free. Guests are asked to speak to the director or a greeter before the meeting starts to ensure non-competition. If the guest is not in obvious conflict with any members, he/she may participate in the 30-second commercials and distribute cards and literature. Guests who do conflict may introduce themselves, but may not speak about their businesses during the meeting or pass cards during the meeting.

Guests will be given a "Welcome Packet". The packet will include our guidelines, an application, a roster of the group and each member's business card.

Guests who wish to join may submit a completed application with a check for \$70.00 to the Director. If there is no apparent or known problem with the prospective member's application, he/she may attend the meetings until their application is approved or denied by the membership committee. Membership committee members must sign and date every application. Director will notify prospective member if membership has been approved.

MEETING AGENDA

11:15	Arrive, help set up the room, network and greet guests
11:30 SHARP!!!	Come to order-begin the meeting
	30-second commercials
	First speaker
	Leads and Testimonials
	Second speaker
	Getting to Know You
	Announcements
12:45	Meeting adjourns

**** For late arrivals, there is a \$1.00 charge if you would like to give your 30-second commercial.

SPEAKER SCHEDULE

- Every week, two members speak in depth for 12 minutes about their service and/or product(s). And each member can opt to use their time for a marketing presentation asking the groups for different ideas for marketing their business.

LEADS GROUP GUIDELINES

- In order to fully support each, private conversations are discouraged during the meeting.
- There will be a business meeting on the last Thursday of every month, with only 1 presentation. Guests are discouraged from attending the business meetings.
- In order to get new members up and running with the group, we will have new members speak as soon as they are available to speak, having 3 speaker on the allotted week.
- The speaker Schedule will rotate members alphabetically.

LEAVE OF ABSENCE GUIDELINES

Request for Leaves of Absence must be submitted in writing to the Membership Committee. The decision of the Membership Committee is final. Leave of absence form must be delivered to the Membership Committee 2 weeks prior to requested leave (if possible).

- Must be a member in good standing for a year. The member must be in compliance with the attendance guidelines.
- Leaves can only to be granted for a good cause: serious illness, death in family, immediate family or health related emergency, etc.
- No more than one leave of absence will be granted per member, per year.
- Dues must be kept current during leave of absence, as your business category is being held open for you.
- Standard leave is 6 weeks. Anything over that will have to given special consideration by the Membership Committee.
- There is a form that will need to filled out and presented to the Treasurer.

If a leave is denied, members have the option to leave the group during the time needed, and rejoin if their business category is still vacant upon return. (New application and fees must submitted)

- An alternate: Each member can send a representative to speak for you and take care of leads given in your absence.

CHANGING BUSINESS CATEGORY

In order to change or broaden a business category you must petition the Membership Committee in writing. The member must submit a new application for approval by the Membership Committee with a \$25.00 new membership fee. Your new category must not conflict with any current member.

OTHER NETWORKING GROUPS

In the event that members belong to other networking groups, we ask that members pass leads to all applicable providers in all of their networking groups and let the potential client choose which provider to use.