

San Rafael Chamber Leads Group

How It Works

Mission

The Chamber Leads Group helps its members grow their businesses through a structured leads exchange program, based on building strong relationships.

Benefits

- Be part of a group of local professionals who support your business
- Give and receive leads, and develop valuable contacts that can produce revenue as well as lasting business relationships
- Develop skills, resources and tools to grow your business
- Polish your speaking ability and practice your professional presentation
- Take advantage of professional development and leadership opportunities

Agreement

- The Leads Group is open to Chamber members in good standing
- To participate, you'll pay a biannual fee in addition to Chamber membership
- One representative per industry is eligible for the group. A category may be split to accommodate different specialties (i. e., a residential and commercial realtor) with approval of the current category member and Leads Group leadership team
- Your member company can decide which employee is assigned to participate in the Leads Group
- Members are expected to meet and get acquainted outside of regular meetings so they can learn more about one other's businesses

Dues

- Dues will be collected at \$150 per 6-month term (in addition to annual Chamber membership dues)
- Dues are owed on the first day of the first month of each term, and considered late on the 6th
- A late fee of \$20 will be assessed for each meeting until dues are paid
- Your position will be declared vacant if your dues are delinquent more than 30 days
- The Chamber reserves the right to increase dues. No refunds are given.

Meetings and Attendance

- The group meets at the Chamber conference room, 817 Mission Ave., on the 2nd and 4th Tuesday of the month at 8:00 to 9:30 a.m.
- Meeting times may be changed with the consent of 50% + 1 of the group members
- Leads group officers will decide annually which meetings will be cancelled due to holidays, usually no more than 2 per year
- Substitutes are encouraged (no more than 2 meetings per term) and will prevent you from being counted absent
- Arriving tardy at 2 meetings will be equal to one meeting absence. If you miss 2 meetings in a 6-month term, you will be placed on probation
- If you miss 3 meetings in a 6-month term, your position can be declared vacant at the discretion of the Chamber and the group chairs
- If you are removed because of absences but wish to continue in the group, you must reapply and be accepted for the position

Guests

- As a Chamber member or non-Chamber member, you may attend a Leads Group meeting as a preview before you apply to join. You must be a Chamber member to become part of the Leads Group.

- Your participation as a guest may be limited, at the discretion of the chair (e.g., if you are in the same industry as a member of the group, you may be asked not to promote your business).
- You may visit the Leads Group up to twice in one year before deciding to join. Then you must apply for membership or discontinue attendance.

Participation in Leads Group

Because of one person per profession limit, the Leads Group will maintain a wait list for Chamber members wishing to participate when an opening becomes available.

When the wait list is made up of 10 people in different categories, the Chamber will consider adding a new leads group and will notify applicants.

1st and 2nd year Chamber members have priority for open spots, followed by Chamber members on the wait list in chronological order of signing on, followed by any interested Chamber members.

Participant must register online prior to their 6-month anniversary to remain active.

To apply for membership, applicants will complete a form describing their business, including the category they wish to fill and 2 professional references (with name, email, phone and relationship). The Leads Group leadership team will consider and approve applications.

The Leads Group leadership team is made up of 3 group members. The leadership team of president, VP and membership director will rotate annually.

Referrals (leads) and Closed Business

Always use Chamber-provided forms to record referrals and closed business so they can be tracked.

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All submitted forms must have complete and accurate contact information included.

Incomplete or illegible forms will not be counted in overall tracking.

You must bring at least 1 referral, 1 visitor, 1 testimonial or 1 networking or grow-your-business tip to each meeting. Regularly meeting these goals will help ensure the success of the Leads Group and keep your membership in good standing.

Presentations

Introductions

- Each member gives a 30- to 60-second introduction to their business at every meeting
- Introductions tell the group who you are, what you do and the kind of referral you want

Member Presentations

- At least once a term, each member can present a more thorough description of their business in front of the group for 10 minutes

One on Ones or Troikas

- Each member is required to participate in 2 offline meetings with group members per month. These meetings, whether one on one or in groups of three, allow members to create stronger personal relationships and find out how they can best help one another.

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Leadership

The Leadership Group leadership team will track member performance (giving leads, bringing guests, closed business, etc.).

- The team will consist of a:
 - President who runs the meetings. maintains the membership list and coordinates with Chamber staff for billing
 - VP who compiles member statistics including leads given, number of guests brought in, and closed business resulting from leads
 - Membership Director who coordinates application vetting, lets the group know which categories need to be filled, tracks membership and maintains a wait list for filled categories

Each leadership officer will serve for a term of one year and can apply to continue for a 2nd year with 2/3 majority vote from group.

The team will also:

- Source speakers, when needed
- Arrange for orientation of new members, including description of One on Ones, referrals, presentations and introductions
- Communicate with members who are not meeting participation requirements

Ethics and Standards

The Chamber may refuse admission to a Leads Group or remove a member from the group for any of these reasons:

- Repeated unexcused absences
- Repeated tardiness
- Failure to give leads or actively participate – including, but not limited to: exchange of referrals, participating in one to ones and supporting the well-being and sustainability of the group
- Inappropriate or disrespectful behavior

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