

Safety Harbor Chamber of Commerce

BUSINESS TO BUSINESS LEADS GROUP



WHAT IS A LEADS GROUP?

A leads group is a business to business referral networking group where there is only one member per professional category. Members meet twice per month to exchange business leads. It is one of the best strategies for building your business.

WHY DO LEADS GROUPS WORK?

Leads groups work because the purpose of the group is to pass business leads and build relationships with other Chamber members. There is an expectation that you will provide warm leads, not cold calls.

SHCC LEADS GROUP PURPOSE STATEMENT

"We are a group of business professionals of the Safety Harbor Chamber of Commerce with the intent to improve the success of our members through networking and building relationships with each other and within the community."

LEADS GROUP GUIDELINES

Business to Business LEADS Group members must be current members of the Safety Harbor Chamber of Commerce. If a LEADS Group member cancels membership in the Safety Harbor Chamber of Commerce, membership in the LEADS Group will be discontinued.

LEADS Group members must fill out a LEADS Group Program Application and pay \$75 for an entire year. Membership in the LEADS Group will be for one year from the first day of the month in which application and payment is received. Failure to pay the LEADS membership may result in becoming inactive and/or removed from the group. Only one member is allowed from each business category. Business category must be approved by the Chamber President. When a seat becomes available, Chamber members in that business category will be notified of the vacancy before a non-member is invited to join. **Each group will have a maximum of 20 members.**

The success of any leads group is dependent upon participation. To insure the group is valuable to all participants, **members may only miss four scheduled LEADS meetings per year.** After the 4th absence your seat will be made available. Members may however send another representative from their business in their place. If the member business is not able to send a representative, a substitute from another business may be sent to attend the meeting. If the substitute represents a business category that is already occupied in the group, the substitute may not speak about their business other than an introduction of their name and company name. **If a member is more than 10 minutes late to a meeting it is considered an absence.**

Members are encouraged to bring guests from an unoccupied business category. Guests may attend twice before being asked to make the decision to join the group.

During each one hour group meeting, members present a 60 second business introduction. Additionally, group members can sign up for a 10-minute business presentation, with two presentations during each meeting.

These guidelines are subject to change with written notice to the groups.



Business to Business LEADS Group Application

Please select a group:

Morning 2nd & 4th Wednesdays 8 – 9am _____ Noon 1st & 3rd Thursdays 12 – 1pm _____

Name: _____
Business Name: _____
Business Address: _____
Business Phone: _____ Business Cell: _____
Business Email: _____
Business Category: _____

Please initial each of the following statements to indicate you understand their importance:

- _____ 1) I have read and understand the terms outlines in the Leads Group Guidelines.
_____ 2) I understand that attendance and punctuality are extremely important. If I cannot attend I will notify the Facilitator.
_____ 3) I understand that missing 4 meetings in a year will be considered a resignation from the group and my seat will become available.
_____ 4) I understand that the main purpose of the Leads Groups is the mutual exchange of qualified leads and that I must contribute to that to maintain my membership in the group.
_____ 5) I understand that relationships take time to build. I will treat the members of my group like I treat my best clients so that we can become referral partners for each other.
_____ 6) I understand that Leads Groups are Non-refundable, invoiced annually, and must be paid within 30 days or you will be dropped from the group.
_____ 7) I have read and understand the above items and I accept their conditions.

Enrollment is \$75 annually Payment by: _____ Check or _____ Credit Card (fill out info below)

Name on Card: _____

Billing Address: _____

Account # _____ Exp. Date _____ 3 Digit Sec. Code _____

Authorized Signature: _____

Applicant Signature _____ Date: _____