

## **LEADS NETWORK**

### **ELIGIBILITY AND GUIDELINES**

#### **CHAMBER PHILOSOPHY:**

The West Chamber exists for the success of business in Jefferson County. Leads groups were developed to help members grow their customer base through a supportive network assisting with word of mouth advertising.

#### **PURPOSE:**

Meets weekly to help member businesses flourish through:

1. Exchanging leads.
2. Meeting other professionals.
3. Involvement in the Chamber.

#### **ELIGIBILITY:**

1. A Chamber member may visit each group up to two times.
2. Must be a current member of the West Chamber (dues must not be more than thirty days past due-including Leads group dues). Non-Chamber members may visit two times before becoming a member of the Chamber.
3. Each member must earn a minimum of six points per quarter. (A lead equals one point, a guest equals one point and business transacted equals one point. When a lead is passed to the current spotlight speaker it is equal to 2 points.)
4. A member earning 14 points in one quarter receives the next quarter free.
5. Attendance is critical to the group. A member must make a minimum nine out of twelve/thirteen possible meetings in a quarter.
6. Only one member per profession or specialty can be in a group.
7. If eligibility requirements are not met during the quarter, members will be counseled regarding effectiveness within the group. If the steering committee deems it necessary, probation letters may be issued.

#### **COST:**

A one-time administrative fee of \$25, plus \$15 for the first quarter, is due at the first meeting. Each quarter cost is \$15 (pro-rated at \$5 a month) and is payable at the first meeting of each new quarter. Other than the above, no other charges will be assessed for the Leads Groups. Food cost is additional and paid directly to the restaurant. When Leads group fees are paid, a name badge will be ordered and a business card holder will be issued. Name badges should be worn each week.

#### **LEADS:**

1. A true, possible business transaction.
2. The real intent of the leads group is to bring in referrals to group members from outside the group.
3. Only leads passed to members of the group are counted. (ie. leads passed to members of another group do not count).
4. Counting leads for services within the group will be limited to once a quarter. An internal lead will result in a total of 1 point.
5. A leads card must be turned in for each lead.
6. An outside lead that results in business will count as 1 extra point for the person passing the lead.

#### **OTHER REQUIREMENTS:**

1. Only one business may be promoted per Chamber and Leads Network membership. If the member is involved in more than one business, an additional Chamber membership and additional networking dues must be paid.

2. **A Chamber member business is eligible to be represented in one (1) networking group**, unless there are not enough members in a given category to fill a chair in each group.
3. Independent contractors, agents or franchises are required to have separate Chamber and Leads Network memberships. Eligibility is based on industry representation and waiting list.
4. A member may only represent 1 area of business expertise unless approved by the group because each member of the group brings a finite # of contacts, a larger group will have a richer database of potential business.

**CHAMBER RESPONSIBILITIES:**

1. Provide the group with monthly and quarterly reports.
2. Collect quarterly dues and yellow leads slips.
3. Be present monthly for updates and assistance.
4. Maintain the waiting list for prospective Leads Group members.
5. Resolve industry conflicts until group has its own steering committee.
6. Maintain current roster for each group and pass out to group on monthly basis.
7. Provide the group with other opportunities for networking through the Chamber.

**MODERATOR RESPONSIBILITIES:**

1. Selected quarterly from members within the group. A member must have been in the group for six months.
2. Conducts meeting on timely basis.
3. **Attend quarterly moderator meetings.**
4. A Co-moderator will be selected **by the group**. When accepting a co-moderator position, a commitment is made to serve as moderator.
  - A. The Co-moderator will record attendance, guests, and leads; and
  - B. Maintain the speakers' schedule.

**STEERING COMMITTEE RESPONSIBILITIES:**

1. Will be formed after fourth quarter and will be **comprised of previous or upcoming moderators** with a maximum of six members.
2. Will meet quarterly with Chamber staff person to review group needs and concerns.
3. Responsible for bringing recommendations before group (obtaining Chamber approval before final vote), sending out probation letters, assisting moderator in calling those members who are absent frequently, and resolving industry conflicts.
4. Selects potential meeting locations.

**SPEAKER REQUIREMENTS:**

1. Each member will be asked to volunteer to speak on their product/service to the group on a rotating basis.
2. Must be a current Chamber member.
3. Speaker must arrange for a replacement speaker if they cannot speak as scheduled.
4. Non-member speakers must be approved by Steering Committee and the Chamber.

The West Chamber LEADS Network is a registered trade name with the State of Colorado.

Revised 10/3/05