

www.cambridgeohiochamber.com

LEADS GROUPS

Phone: 740-439-6688

FAX: 740-439-6689

The Chamber LEADS Group provides a direct networking opportunity through monthly group meetings for Chamber members to:

- Promote each other's businesses.
- Exchange current business information of interest to members in the form of leads.
- Build relationships while maintaining high business ethics and integrity.
- Educate and inform members on other businesses in the community.

The Group develops and shares activities that are beneficial in promoting business growth and professional development.

Chamber LEADS Group

The Chamber LEADS Group is designed to stimulate business development in the community. The LEADS Group offers a forum for members to build relationships with other members that will generate sales leads, educate potential customers about member businesses, and expand networking opportunities. Because people do business with people they know, LEADS members are more likely to refer leads members to other member businesses.

Each LEADS Group is limited to one member from each business category. If you are interested in joining a LEADS Group, please complete and sign the application and forward it to the Chamber. We will confirm an opening in the group and process your application, or, if no opening is available, give you the option to be placed on the waiting list or start another LEADS Group with other interested members. There is a *one-time* \$35 fee to join a LEADS Group.

The LEADS Group meets monthly on a date determined by the group, at 11:45 a.m. to 1:00 p.m. Meetings are held at the Chamber of Commerce board room. Occasionally the group will meet at a business in the area to tour the facility. Those occurrences will be announced ahead of time. It is a brown bag lunch format; coffee and water are provided.

Meetings are facilitated by LEADS members and follow an outlined format. Members are asked to each give a brief 30- to 60-second introduction, talking about their products and services. Literature about their business may also be distributed. The LEADS Group provides a friendly forum to practice your sales pitch and try out new approaches and sales techniques.

As a LEADS member, you will also have the opportunity to be the spotlight company and do a 15-minute presentation about your business at one of the meetings. Your presentation could also cover issues or changes in your industry. Time will be allotted to exchange referrals and share news about the business community.

The basic agenda for the meetings is (over lunch):

- Sign-in
- Business Card Exchange
- Round table 30-60 second introductions
- Member spotlight – a pre-determined company representative gives a more in-depth company presentation up to 15 minutes
- Testimonials for sharing how referrals generated in this forum have benefitted members
- Open discussion
- Selection of facilitator and spotlight business for next meeting.

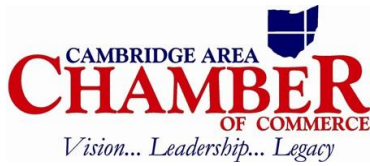
Guests and other interested parties may attend one session before joining the group.

Arrangements should be made by calling the Cambridge Area Chamber of Commerce at 740-439-6688 or by email at info@cambridgeohiochamber.com

Keeping the LEADS meeting interesting and useful for members is a shared responsibility. Attendance and volunteer participation are critical to the success of the LEADS process. These opportunities are a great way to increase your visibility among chamber members that will, in turn, generate sales leads.

The LEADS Group does not use a formal referral process. The leads will be exchanged informally and naturally as the result of interactions at the meeting.

Contact the Chamber of Commerce today at 740-439-6688 or by email at info@cambridgeohiochamber.com to enroll in the LEADS Group!



LEADS GROUP GUIDELINES AND APPLICATION

Guidelines:

- One participant per industry per group.
- A completed, signed application and non-refundable \$35.00 joining fee must be forwarded to the Chamber office in order to join a LEADS Group. The Chamber will confirm an opening in the group and process your application, or, if no opening is available, give you the option to be placed on the waiting list, or begin a new LEADS Group.
- LEADS group members must be employees of a Cambridge Area Chamber of Commerce member organization.
- Membership applies to the individual not the company.
- Members are responsible for bringing new leads to each meeting.
- Three consecutive unexcused absences will constitute removal from the group.
- Members are responsible for their own meal costs (brown bag meetings).
- Meetings are held each month at the Chamber office on a day determined by the group at its first meeting.
- The Chamber will maintain a waiting list for the Groups by business industry. When an individual drops out or is removed from the group, the chamber staff will notify the individuals on the waiting list to fill the empty spot.
- Members must commit to non-disclosure of information that might be construed as confidential or derogatory in any nature to other Chamber members. Information at meetings should be understood as neither coming from the Chamber nor substantiated by the Chamber.
- Guests may attend one time without joining.
- Meeting facilitation is shared among the LEADS Group members.

NAME OF BUSINESS: _____

PARTICIPANT NAME: _____

BUSINESS CATEGORY: _____

PHONE: _____ MOBILE: _____

FAX: _____

E-MAIL: _____ WEBSITE: _____

SIGNATURE: _____ DATE: _____

I agree to attend monthly meetings and participate according to the guidelines of the Chamber of Commerce LEADS Group program. A \$35 one-time enrollment fee should accompany this application.

Cambridge Area Chamber of Commerce, 607 Wheeling Avenue, Cambridge, OH 43725 / FAX: 740-439-6689