



**JENKS** | CHAMBER OF  
COMMERCE

## LEADS GROUP

### Purpose:

The Jenks Chamber Leads Groups provide opportunities for its members to connect with other businesses and business leaders within the community. The purpose of the Leads Groups is to build relationships, share best business practices and generate referrals for business. The emphasis is placed on building professional relationships with your fellow members and creating a solid network of referrals and resources for operating your business.

### Guidelines:

- Membership in each group is limited to only one representative, per industry, providing no direct competition.
- The Leads Group will meet every other week and will last one hour.
- Sunrise Leads Group will meet 8:30-9:30 a.m. (2<sup>nd</sup> & 4<sup>th</sup> Thursday of the month).
- Lunch Crew Leads Group will meet 12:00-1:00 p.m. (1<sup>st</sup> & 3<sup>rd</sup> Tuesday of the month).
- All Leads Group Member companies must be current Chamber members in good standing.
- Guests are welcome to visit one time and then must decide whether they wish to join.
- If a member company representative misses two meetings in a quarter, they will be removed from the roster and their category will be re-opened to a member on the waiting list. It is highly encouraged that you send a substitute whenever you are unable to attend a Leads Group meeting.
- Plan to keep track of the revenue you have earned through connections made in the group.
- Each member should maintain active participation by developing relationships and bring referrals to members.
- All members will give 60 second promos about their business, what a good lead is for them, etc. at the meeting.
- There will be an opportunity for a special presentation of a member at each meeting to present their product/service.
- Groups must have a minimum of 10 members and maximum of 20 members.
- Fee to participate is \$50 (non-refundable) for one year (24 leads group meetings)

### What to Expect:

- Introduce yourself and be ready to share what a good lead is for you
- Hear from members or guest speakers during the presentation
- Share appreciation for business generated and referrals shared by other members
- Pass and receive referrals and leads
- Build relationships with other community leaders
- Become educated through member expertise and experience

### Leads Group FAQs

#### **When do the Leads Groups meet?**

Jenks Chamber will have two leads groups. The Sunrise Leads Group will meet on the 2<sup>nd</sup> & 4<sup>th</sup> Thursday of the month from 8:30-9:30 a.m. The Lunch Crew Leads Group will meet on 1<sup>st</sup> & 3<sup>rd</sup> Tuesday of each month from 12:00-1:00 p.m. We will meet at The Hive 115 South First Street.

#### **What should I consider when determining which Leads Group to join?**

Please consider the time and location of the Leads Group meeting and how that will work with your schedule. You can also inquire about the Leads Group rosters to see which Leads Groups have members in the types of business categories that are likely to refer customers to your industry.

#### **What determines my business category?**

Generally, your business category is the same as the category you are listed under on the membership directory. If the category is too broad the Leads Group Chair and Chamber staff will consult with you to determine if a sub-category is applicable.

#### **Can I represent more than one business category since my business offers a multitude of services?**

Since there is so much crossover between business services, we ask each Leads Group member to limit themselves to one business category in their designated Leads Group. For example: If you are employed by a bank and you offer mortgage services, banking services and credit card processing, you will be asked to represent only one of those categories in the Leads Group depending on which category you prefer and if it is still available.

#### **What if I can't make one of the meetings?**

Once you miss two meetings in a quarter you are removed from the group and that availability will go to a member on the waiting list. However, you are welcome to send a substitute from your organization. Chamber member

“companies” hold the memberships, not the attending representatives. Leads Groups work best when there is one representative in order to build strong relationships. If you need to use a substitute, please make sure they do not attend more than two meetings in a row.

**How would I prepare a substitute for the Leads Group if I am unable to attend?**

The chamber member needing the substitute should:

- A. Provide an outline and expectation for their substitute regarding the meeting time and format, so they have an idea of what to expect.
- B. Make sure the substitute follows the guidelines so they do not have a conflict with another member in the Leads groups.

**Can I visit a leads group?**

Yes. A Chamber member may visit each Leads Group one time and is required to complete the guest form provided as documentation of their first visit. If there is not an opening for the prospective member’s business category, the prospective member has the option to be placed on the Chamber’s Leads Group waiting list or be directed to another Leads Group.

**Can a non-Chamber member visit a Leads Group?**

A non-Chamber member may visit one leads group, one time, and may not visit other leads groups until he or she becomes a Chamber member.

**When do I pay the \$50 annual Leads Group fees?** You will need to pay the Leads Groups fees in advance of attending your first meeting.

**How do I sign up for a leads group?** Online application form.

Code of Ethics

To uphold the highest level of professionalism

To operate business with truth and integrity

To consider customer’s needs foremost

To advise customers accurately, truthfully and honestly

To respond promptly to all referrals

To cooperate in good business spirit with fellow Chamber Leads Group members

## Leads Group Agenda

### **Sunrise Leads Group**

8:25-8:30 Arrive

8:30 Facilitator will announce meeting will begin in 5 minutes

8:35 Announcements and Chamber news - 5 minutes

8:40 Networking (Each person has 60 seconds to speak about their business and what a good lead would be) - 25 minutes

9:05 Presentation by one of the Group Members (5-7 minutes in length) -10 minutes

9:15-9:30 Questions and Wrap Up (announce number of new referrals and dollars generated)

### **Lunch Crew Leads Group**

11:55-12:00 Arrive

12:00 Facilitator will announce meeting will begin in 5 minutes

12:05 Announcements and Chamber news- 5 minutes

12:10 Networking (Each person has 60 seconds to speak about their business and what a good lead would be) - 25 minutes

12:35 Presentation by one of the Group Members (5-7 minutes in length) -10 minutes

12:45-1:00 Questions and Wrap Up (announce number of new referrals and dollars generated)