



## 2021 Leads Group Guidelines

**Chamber Mission Statement:** To promote the economic vitality of our community by providing our members access to resources, support, and connections to grow their business.

**Leads Group:** To generate business opportunities for Chamber members through building and strengthening professional relationships in a non-competitive and mutually supportive environment.

### I. Relationship of Leads Group to the Broomfield Chamber

#### a. Leads Groups are a Broomfield Chamber Program

- i. The Leads Groups are a program administered by the Broomfield Chamber for the sole benefit of its membership, and as such, are subject to such regulation as deemed appropriate by the Chamber's Board of Directors.
- ii. Actions of the group are to be communicated to the Broomfield Chamber in a timely manner. Statistics are to be sent quarterly to the Chamber Staff Representative.
- iii. **All applications for Leads Group membership must be received by the Chamber office with payment prior to joining Leads Group or participating as speaker.**
- iv. The Broomfield Chamber and the Leads Group Moderators and Vice Moderators will work together to enforce these guidelines.
- v. Any disputes regarding these guidelines are to be submitted in writing to the Broomfield Chamber office in a timely manner.
- vi. Broomfield Chamber reserves the right to disband groups as needed for the overall success of the program

### II. Conditions of Membership

#### a. Membership Requirements

- i. Applicant must be a Broomfield Chamber member in good standing
- ii. Applicant must submit an application along with the Leads Group fee of \$80.00 per year.
- iii. One chamber member per business or category per leads group without incurring additional fees
- iv. The category you represent in the Leads Group program must be the business and category under which you have joined the Broomfield Chamber

1. As applicable, multiple categories may be represented by one individual in accordance with paragraphs b, and c for the following rates
  - a. 2 categories represented by one business or individual is \$165
  - b. 3 categories represented by one business or individual is \$255

**b. Possible Business Conflicts**

- i. If a current member feels there is a conflict with a potential member, the current member must notify the group Moderator immediately
- ii. Once notified, the Moderator's responsibility is to either facilitate a mutual beneficial and entirely voluntary solution between the current and prospective member, or failing that, to notify the potential member that there is no vacancy in that particular group. Efforts will be made to find another group for this potential member to participate in or they will be placed on the waiting list.
- iii. If the dispute is not resolvable by the Moderator, then the issue will be resolved by the Chamber representative. The decision of the Chamber will be final.
- iv. Members representing multi-level marketing companies will use the Leads Group as an opportunity to present products and services, and never the business opportunity portion of their business.

**c. Membership in Multiple Leads Groups**

- i. A chamber member may be allowed to join more than one leads group. If another chamber member from their industry would like to join a Leads Group, they will have to give up one of their memberships. The member will need to submit a second application and Leads Group fee.
- ii. A chamber member may have a co-owner or employee of their business join an additional group or category as long as they are the only one in the group in their occupation or category and they are an employee of a chamber member. The employee must also submit an additional application and additional Leads Group fee.

**d. Rejoining Groups or Changing Categories**

- i. Members may rejoin groups or change categories provided that:
  1. Their occupation or category is not represented by a current member of the group and no one is on the waiting list for their category.
  2. The leadership of the group feels it is in the best interest of the group to allow the applicant to rejoin or change categories

**III. Networking Group Fee**

- a. **The fee for each member to participate in each Leads Group is \$80.00 per year.**
  - i. The fee will be paid in full the first of every New Year.

- ii. New Leads Group members will receive a prorated invoice for the amount due for the current year.
- iii. If the fee is not paid on time, at 60 days past due the member will be dropped from the group and will have to reapply for membership as outlined in II-d.

#### **IV. Leadership Roles**

##### **a. It is Important to for the Success of the Group to have Defined Leadership Roles**

- i. Each Leads Group is required to have the following positions:
  - 1. Moderator – Responsible for preparing the weekly agenda, leading each meeting and communicating with the Chamber.
  - 2. Vice Moderator – Responsible for leading any meetings the Moderator cannot attend.
- ii. Lead Groups have the ability to add additional responsibilities to the above positions or choose to add any or all of the following roles:
  - 1. Statistician – Responsible for taking attendance, tracking of points (if applicable), tracking leads forms (if applicable) and any other metric the group deems necessary.
  - 2. Guest Liaison – Welcoming and introducing any visitors/guests, getting the contact information for any visitors/guests, keeping and maintaining the business card book.
  - 3. Chamber Events Liaison – Announces all upcoming Chamber events.
  - 4. Growth Coordinator – Keeps track of group growth and investigates new growth opportunities.
  - 5. Time Keeper – Tracks the time according to the agenda.

#### **V. Leadership Elections**

##### **a. Election Guidelines**

- i. Each January every Leads Group will hold elections for the Moderator and Vice Moderator positions. Groups can choose to hold elections for additional positions.
- ii. Anyone interested in a leadership position should contact the Chamber directly.
- iii. Towards the end of the fourth quarter a Chamber representative will attend each Leads Group for the purpose of holding an election.
- iv. Leadership roles are a 1-year commitment.

#### **VI. Meetings**

##### **a. Group Meeting Guidelines**

- i. Meetings are held weekly at times and sites determined by the groups.
- ii. Meeting hosts/restaurants must be chamber members in good standing.

Duration of the meetings should be between 60 and 90 minutes depending on the size of the group, and as determined by each group

## **VII. Visitors and Guests**

### **a. Guests and Visitors are Welcome**

- i. Both chamber members and non-members are welcome at all meetings without the advance consent of the Moderator.
- ii. Visitors/ Guests may introduce themselves and give a brief description of their business.
- iii. Visitors/Guests are limited three total visits and no more than two visits per Leads Group. Additional visits require Chamber approval.
- iv. Non-chamber visitors/guests must be reported to the Chamber within two business days, so the Chamber can contact them regarding membership.

## **VIII. Attendance**

### **a. Attendance Will Be Enforced**

- i. Regular attendance is required.
- ii. Members should notify the Moderator in advance if they will be absent.
- iii. Groups can choose if they want to allow members to send a representative and it not be counted as an absence.
- iv. Only four absences are allowed per quarter. Groups can choose to make this guideline more stringent.
- v. After the third absence the Moderator will notify the member of their violation of the guidelines.
- vi. After the fourth missed meeting the member may be dropped.
- vii. Leaves of absence up to 90 days may be granted to members by mutual decision of the Moderator and the Chamber. Any absence longer than 90 days will require the member to resign and reapply later as outlined in II-d.

## **IX. Leads Group Action Items**

- a. Every Leads Group is different and will emphasize different activities. Below are some of the activities that could be considered. The Chamber recommends that each Leads Group evaluate each January if the chosen activities are producing the desired results.
- b. Collection of Qualified Leads
  - i. The Goal of Each Leads Group is to Pass Qualified Leads
    1. Each group should define what constitutes as a qualified lead.
    2. If you have a lead and no one in your group is on that profession, you may pass the lead to someone in another group and earn points (if applicable).
    3. Each group will need to determine how they are going to track leads. This might include announcing the lead in meeting and/or filling out a form.

c. Point System

i. Point Systems Help Keep Members Accountable

**1. Each Leads Group will need to determine if they are going to follow a points system. Those groups choosing to have a points system will need to follow the guidelines below.**

a. Member point are scored as follows:

1 Point: Member-to-member business or that of a spouse or minor child

2 Points: All other nonmembers-to-member qualified leads

1 Point: Closed business

1 Point: Bring a prospective group member as a guest to the meeting

1 Point: Ongoing business per quarter

2 Points: Your guest joins the Broomfield Chamber

2 Points: Your guest joins your Leads Group

5 Points: Perfect attendance in a quarter

1 Point: Member meeting

b. Members must have at least 8 points per quarter to retain group membership.

c. If members do not accrue 8 points in a quarter they will be placed on probation for the next quarter. If at least 8 points are not accumulated during the probation quarter, the member will be dropped from the group.

d. Points must be reported to the Chamber quarterly.

e. The Chamber reserves the right to translate the point system into revenue for tracking purposes.

ii. 30 to 60-second Elevator Speech

1. Each Member has the opportunity to make a quick introduction about their business.

iii. Ideal Client

1. Each member will give a short description and specific description of who is their ideal client and why they are their ideal client.

iv. Question of the Day

1. The moderator or speaker choose a question to help the group get to know each other. It can be business related but is more effective if it's a more personal question.

v. Member Spotlight

1. Many groups choose to spotlight a member each month. That member will have a set amount of time to discuss their business, what makes them unique, how they help people and/or why you should recommend them.

vi. Business Development

1. A member takes some time to teach the group a skill or process that will help them in their business.

- vii. Brainstorming Session
  - 1. A couple of members present to the group a problem or difficulty they are experience and group members offer advice.
- viii. Goal Setting/Mastermind session
  - 1. Each member sets one goal that they will work on for the week and then reports back to the group.
- ix. Guest Speakers
  - 1. Leads Groups can choose to invite a non-member to speak to the group as long as it will benefit the majority of the members.

**X. Recruitment of Additional Members**

- a. A primary focus for all members should be recruitment of new members for the Leads Group. This is the key that makes some groups more successful than others. A few examples are listed below.
  - i. Chamber Events/Committees
    - 1. Business After Hours – People attending the after hours are most likely looking to network and grow their business.
    - 2. Ribbon Cuttings – Many Ribbon Cuttings are for new businesses who need leads.
    - 3. Ambassadors – Ambassadors welcome new members and help them establish contacts within the Chamber.
  - ii. Business Contacts – talk to your current business contact about visiting.
  - iii. Other Networking Groups – Chances are if someone is already a member of one networking group, they are looking to network other places.

**XI. Changes to Guidelines**

- a. The Leads Groups Guidelines are meant to allow individual Leads Groups to take on their own characteristics while still maintaining a common structure. Leads Groups should assist the Chamber in periodically evaluating these guidelines and suggesting changes that will allow Leads Groups to remain successful.