

REFERRALS PLUS!
1st and 3rd THURSDAY NOON CONNECTION CLUB

Member Guidelines

Welcome to the Referrals Plus Connection Club! Thank you for considering our club. Whether you are a first-time guest or a relatively new member, you are probably interested in finding more about our organization.

How often may I be a guest?

You are welcome to be our guest a total of two (2) times before you need to decide whether to join our group. The club will pay for your lunch on your first visit to our meeting. If you would like to attend a second meeting as a guest, we ask that you pay for your lunch. Finally, if your business does not conflict with a current member's business, you are very welcome to join. We are always looking for new members.

How are your meetings structured?

We begin our meetings at 12 noon sharp with introductions of members and guests. Each person is given 30 seconds to introduce themselves. For more information on what to say during your 30 seconds, please refer to the section below titled "What Do I say During My Introductions?" After introductions, we exchange leads, referrals, and thank you's. Then, a member or special guest gives a 15-20 minute presentation on a topic related to their business or an educational business topic that may benefit all of us. At the conclusion of the presentation, we have an empowering session in which we help a member solve a business issue they are experiencing or discuss an interesting educational business topic. Finally, the chair reviews any announcements and asks the group if there are any concerns regarding the Club or their business. After the meeting has adjourned, some members remain to continue networking or just to talk.

What's the purpose of the 30-second introductions at every meeting?

We practice our introductions at every meeting for two reasons: 1) so that each of our members understands our business for potential referrals; and 2) so that when we are presented with an opportunity in the business community, we are able to introduce ourselves smoothly and without hesitation.

What Do I Say During My 30-Second Introduction?

Your introduction is your opportunity to present the features and benefits of your business, products and services in order to generate positive response and interest from potential customers. Think of how your products and services solve a particular business issue that a potential customer might be having. The 30-second introduction is a prelude and gateway to a potential sale.

For example, if a potential customer asks what you do and you are in the temporary staffing industry, you could say "We provide quality emergency and temporary employees to businesses like yours so that when one of your employees is absent for any reason, there is no loss of productivity or reduction of service to your customers." This helps to gain the prospect's attention. Then, you may follow up with qualifying questions like "How many employees do you have?" or "How do you ensure that the level of service to your customers is not reduced or compromised during times your employees are off?" Questions like these can make your prospects open up to tell you more about their particular business issues which gives you an opening to offer your solution.

During your 30-second introduction:

- state your name
- state your company name
- and creatively offer information about your business as described above.

If the situation/circumstance permits you may then:

- ask more qualifying questions
- follow up with how your products/services/solution can help solve a business problem
- and conclude with a call to action from the prospect, for example, asking for an appointment to talk further if needed or “go for the close” by asking for the sale.

How do I join the Referrals Plus Connection Club?

To join any Chamber Connection Club, you must first be a member of the Fremont Chamber of Commerce. There is an additional Connection Club membership that you need to be pay to the Fremont Chamber of Commerce. This membership allows you to become a member of two Connection Clubs, provided there is an opening. If you wish to be a member of our club, simply let the chair or vice-chair know and they will complete a membership form. This form is then faxed to the Chamber (or you can personally deliver it to Chamber offices), indicating that you wish to join. Once your membership has been paid, you will be asked to sign a waiver is used to have your Connection Club badge made.

Does your club also have You will begin paying dues to the Connection Club, immediately.

Speaking Opportunity

To be eligible for placement on the speaker schedule, a new Referrals Plus member must attend three consecutive meetings.

Does your club collect dues?

Yes, our monthly dues are \$5.00 (five dollars) due at the second meeting of every month. Members joining on the last meeting of the month will not need to pay dues until the first meeting of the following month.

What if I arrive late for a meeting?

If a member arrives after all the introductions have been made, that member will miss the opportunity to give their 30-second introduction.

What if I am a current member and cannot attend a meeting or several meetings?

If you are a member and cannot attend a meeting, please call or e-mail the chair, vice-chair, or secretary up until 5:00 PM the day of the meeting so that your absence will be an excused absence. Not informing the chair, vice-chair or secretary constitutes an unexcused absence. A member having three absences in a row (regardless of reason) may be asked to forfeit their space in the Club to other eligible Chamber of Commerce members who wish to join.

How can I learn more about your Club?

Aside from being a guest at our meeting and experiencing our club, you can also read information on our website at www.thursdayreferralsplus.com .