



Place a Visitor Handout, a Member Agreement & a Referral Slip at each seat. Use Tent Cards at each seat, keep visitors near you. Greet Visitors as they arrive, let them know everyone must order something from the menu and each will get their own bill. Collect business cards for follow-up and introduce visitors to members as they arrive.

Begin meeting promptly at noon.\*\*Ask everyone to please silence cell phones –

## **Welcome to the Emerging LWR Profs Chapter of the Business to Business Networking Group, B2B!**

Introduce yourself as the Regional Support. The purpose of today's **meeting is to give visitors more info about our process to help you determine if you'd like to secure your category in the group!**

We are a seat specific, non-compete group, meaning our members do not belong to any other referral generating, seat specific, non-compete groups. This does not apply to Chamber memberships or groups who do not pass referrals as part of their member support.

We follow a 75- minute agenda as we believe repetition of information is how we learn and best assist fellow members.

- **READ PURPOSE:** [invite Visitors to follow on their handout]  
**The goal of the B2B Networking Group is to expand one another's business accomplishments by generating quality referrals. We achieve this by promoting the goods and services of our members to our circle of influence so that all may prosper.**

**Explain we are a member run program with 3 Leadership positions and 7 chair positions so that all have a role in the success of the chapter**

- Review our generous attendance policy and importance of Agents.
- During the emerging phase, we are collecting a \$99 Deposit to secure your seat, once we charter with 10 members, you'll select the New Member fee option that best fits your marketing budget, and we deduct the \$99 deposit, plus if you secure your seat today, we'll add a free month to whichever fee option you chose. Only those who complete the APPLICATION at the Event have secured their seat.
- Next meeting our goal is to **each** have at least one prospective member/visitor and also invite your 'Agent' – whomever would sit in your place should you have to miss a weekly mtg.

We'll start w/ our introductions each attendee is invited to participate in our (2) 30 sec. Commercials (explain: at this time each person stands, say your name, business & use your full 30 sec. to educate us on what sets you apart in your industry or a specific referral to look for).

Weekly when we charter: we PASS REFERRALS and our Acknowledgment of new business gained!

*Explain this briefly – we pass both inside member-to-member – and more importantly those OUTSIDE referrals from our contacts.*

*We track them weekly to see our results*

*Show the Referral Card ... have new visitors fill one out for the Evite info.*

Explain weekly member speakers once chartered: Note each has a 10 min total & please share that we encourage the use of our speaker's feedback form, and that members have a back office with tools to assist in getting started, plus a new member mentor to guide them.

For our 30 sec. Closing promotional – again, give us your name, business & a GREAT lead for you this coming week & today's 'spin'-what one thing would you like to see happen in your business as a result of joining this Networking Group?

**Call to Action** – invite VISITORS to secure their category by completing an application & paying the NON-REFUNDABLE \$99 New Member Fee.

Monthly Advertising fees are not due until there are 10 or more confirmed members to Charter the Group.

We do not take attendance during the Emerging phase, but those who miss more than 3 meetings may forfeit their seat.

When we close our weekly meeting we always celebrate our weekly accomplishments by announcing our # of referrals passed and net revenue generated and YTD totals. Established groups will generate an avg of 12 – 45 referrals a week and generate annual revenues between 80K and 395K in net revenue for the chapter.

Announce next meeting date, Oct 19<sup>th</sup> noon at Stonewood Grill  
Reminder to reply to the Evite ASAP

Everyone reads Creed: ***As a Member of B2B I commit to using good business ethics. I am dedicated to promoting the services of fellow members and providing exceptional services to referrals entrusted to me. I am grateful for the opportunity and commit to sharing it with others.***

**Thought for the week:**

- *“Forget what hurt you in the past, but never forget what it taught you.”*
- *“If you find a path with no obstacles, it probably doesn't lead anywhere.”*