



# Chamber Connect

**PURPOSE: TO NETWORK AND GENERATE BUSINESS OPPORTUNITIES FOR THE MEMBERS OF CHAMBER CONNECT.**

We are looking for 12 members to create a special networking group similar to the popular BNI concept. Before making the decision to send in an application to join this group (which is due to the Chamber January 5, 2009), please be aware of the following:

As members, responsibilities include:

- ◆ Attend all scheduled meetings
- ◆ Arrive for meetings on time
- ◆ Participate in meeting discussions
- ◆ Provide at least one referral to a group member every meeting
- ◆ Make efforts to bring in new members

Because we are limiting these groups to 12 individuals who are representing a specific industry, we do ask that you respect the attendance requirement and send a substitute if there is an instance that you cannot attend. If for any reason you cannot continue to participate, you will not receive a refund of your application fee (\$25 for six months).

Format of Meetings

- ◆ State purpose.
- ◆ One-minute introduction (ALL). Try to vary it from meeting to meeting to highlight different aspects of what your business does. End by saying what are you looking for today.
- ◆ One 10-minute presentation of a member's business. Schedule these presentations ahead of time.
- ◆ Referrals exchanged and one-on-one meetings between members. Give testimonials.

Notes & Clarifications

- ◆ One-minute presentation should cover a topic of your choice. It is important for members to vary topics because networking involves getting to know people – people don't refer strangers to their friends; friends refer friends.
- ◆ Members will have an opportunity to give a 10-minute presentation (one per meeting, two per month). The 10-min. is a great way to hone your presentation skills. These will be pre-assigned and provided to each member prior to January.
- ◆ Members are encouraged to meet with other members of their group at least once in the program. Networking is about building relationships.
- ◆ Referrals and testimonials come at the end of each meeting. If referrals have been given outside of meeting, referrals must still be mentioned and discussed within the meeting setting for the benefit of guests and other members to help clarify purpose of the Business Referral Group – to pass leads, build relationships and increase networking and sales skills.

What is a good referral? The best form of referral is a person introducing two people who need each other and can conduct business. Simply handing a name and a phone number is not a good referral. People didn't join a Business Referral Group to make more cold calls. They want qualified referrals. When you pass on a referral, you are telling the receiving party that you believe you have "matched" needs and have prepared a prospective customer to expect a call.

Helping a member with business and personal skill building are considered referrals, too, because they will have a positive impact on the individual's business.

Testimonials: This portion of the meeting is almost as crucial as the referral part. Why? You're expected to share the results of initial referral calls and what you learned from one-on-one meetings. These show two things:

1. The caliber of referrals
2. Your willingness to get to know people and share what you've learned



## Dearborn Chamber of Commerce Chamber Connect Guidelines

- ✓ All group members must be members in good standing with the Dearborn Chamber of Commerce at the time of their first meeting. All members must keep their Chamber and Connect dues active.
- ✓ The purpose of the Chamber Connect group is to pass referrals to those members of the Chamber Connect group only. Members should strive to bring at least one lead to each meeting. If a lead cannot be passed, members must give a positive testimonial for someone else in the group. The purpose is to pass leads and grow our businesses and to promote Chamber Connect as a benefit for potential DCC members.
- ✓ Only one person per business category (such as financial, retail, etc.) may attend the group meetings. Only one representative per company can be involved in the group at any time. Members may have a colleague or an associate fill in for them if they cannot attend a meeting. A substitute may not be someone that is in an already occupied category.
- ✓ Members must have an email address on file with the Dearborn Chamber of Commerce.
- ✓ Members may participate in only one Chamber Connect group at a time.
- ✓ The Primary Business category must be specific and encompass the primary objective of your company. For example, if you sell houses, but you also sell commercial real estate, you would have to select which of the two is your primary business and list that as your primary business on the application. The category that you select may be amended by the chair or vice chair of the group or DCC staff members to ensure that it is specific to meet the requirements.
- ✓ In order to have a viable group, attendance is very important. Each member is permitted three absences every six months (January through June and July through December). If a member must miss a meeting, members are encouraged to provide a substitute. The member should provide the substitute with a 3 x 5 card with a personal advertisement about the business as well as one lead to pass. If the member does not provide a sub, the member will take an absence for that meeting.
- ✓ Once a member has been absent the allowable number of times, his or her category will be opened and another member of the DCC may have the opportunity to apply to the group. If a member's spot is still available once he or she leaves the group, he or she will have to apply and be voted into the group again.
- ✓ Meetings are structured to run for approximately one hour. This may vary depending on the size of the group. Please plan to stay the entire time in respect for the other members of the group.

- ✓ If a member does not have a lead to pass during the lead passing segment of the meeting, the member should give a positive testimonial to someone else in the group with whom they have done business.
- ✓ A guest brought to the group will be counted as a lead.
- ✓ Leadership roles (detailed in the next section) will be rotated on a semi annual basis. Terms of leadership begin in January and end in June for the first rotation. The second rotation begins in July and ends in December. The first leadership team appoints the next leadership team.
- ✓ Guidelines may be amended as the need arises.



## Dearborn Chamber of Commerce Chamber Connect Leadership Roles

There are various leadership roles available as part of Chamber Connect.

### **Chairperson:**

**The chairperson is responsible for:**

1. Beginning meetings in a timely fashion
2. Maintaining meeting structure and professional atmosphere
3. Introducing new members and or guests to the group
4. Beginning the 60 second commercials by the members of the group
5. Introducing the 10 minute speaker
6. Monitoring follow up questions to the speaker
7. Monitoring the referral passing and testimonials
8. Inviting guests to share their reactions of the group
9. Voting on new members
10. Opening discussion for brief Announcements
11. Introducing education piece
12. Closing meeting

### **Vice Chairperson:**

**The Vice Chairperson is responsible for:**

1. Taking the place of the chairperson in the event of chair's absence
2. Assigning 10 minute speaker rotation and notifying members of presentation time
3. Greeting guests and introduction to members of group
4. Maintaining records of number of leads passed in the group
5. Maintaining card box of business cards for members to pass
6. Maintaining meeting structure and professional atmosphere

### **Membership Chairperson:**

**The Membership Chairperson is responsible for:**

1. Taking the place of the chairperson in the event of chair's absence
2. Maintaining attendance records-attendance sign in
3. Maintaining member roster
4. Emailing members with meeting reminders
5. Maintaining meeting structure and professional atmosphere
6. Maintaining applications of new and old members

### **Education Chairperson:**

**The Education Chairperson is responsible for:**

1. Providing the group with an inspirational or innovative business/education information at the end of the meeting
2. Maintaining meeting structure and professional atmosphere
3. Greeting guests and introduction to members



## **Dearborn Chamber of Commerce Chamber Connect Code of Ethics**

1. I will provide services and or products at the quality and price that I have quoted.
2. I will be truthful and maintain integrity with members and their referrals.
3. I will build trust and establish goodwill with members and their referrals.
4. I will follow up on referrals I received with expediency.
5. I will maintain a positive attitude toward fellow chapter members.
6. I will maintain the ethical standards of my profession.
7. Understanding that it is givers who gain, I will seek to give first.



# Dearborn Chamber of Commerce Chamber Connect Application

**Application fee of \$25 MUST accompany your application.**

Questions? Just call Jennifer, Renee, or Peggy in the chamber offices – (313) 584-6100.

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Primary Business: \_\_\_\_\_

Secondary Business: \_\_\_\_\_

I have read the group guidelines and agree to adhere to the rules appointed by DCC and the chairperson and vice chairperson of the Chamber Connect group. I understand this group may be dismantled anytime at the discretion of the DCC. I further understand my primary business category may be adjusted (by the chair, vice chair or the DCC representative) should there be a need to make a change at any time.

### Payment by check, credit card or cash

Circle which payment plan:

Cash

Check check #: \_\_\_\_\_

Credit Card type: Mastercard                      VISA                      American Express  
Credit Card #: \_\_\_\_\_ exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_ date: \_\_\_\_\_

Approved by committee: Yes                      No                      reason \_\_\_\_\_

Date of approval: \_\_\_\_\_

Please submit form and payment to:

**Dearborn Chamber of Commerce  
15544 Michigan Ave.  
Dearborn, MI 48126**