



Business By Referral



Dear Prospective Member,

Welcome to Business By Referral.

We are a group of like-minded independent business people from a variety of fields and services. We meet every Wednesday morning at 7:00am for breakfast and meeting of the membership. We have only one representative from any profession or service in our membership.

Our goal is to build professional relationships so that we can share business referrals. It is like adding a whole sales team to your business. Word of mouth is probably the most effective way of increasing your bottom line.

Our meetings follow a regular agenda with an executive consisting of a President, Vice President, Secretary/Treasurer and Membership Committee.

During our meetings, each member is allowed 60 seconds to introduce themselves and explain what their business is. We also have one member speak each week for 10 minutes, including a question and answer period.

During the meeting, we have reports given by the executive about their responsibilities. We also discuss ways to market our group to increase our membership numbers. The highlight of our meetings is when we give and/or receive referrals and testimonials from the group. We track our referrals and report on the amounts and the dollars generated through BBR referrals. As well, we have time before the meeting, during breakfast, and after the meeting for networking and getting to know other group members.

BBR is very cost-effective way to expand your sales team. A small amount of time per week, and a little money can significantly grow your business. Membership Dues are \$100 initially to join, after your application has been approved. In addition, there is a \$25 per year membership fee.

During your first visit to BBR, you will be introduced at the start of the meeting, and then you can sit back and see how BBR conducts itself. Please feel free to add your business cards to the back of our card box. We encourage you to take cards for any member to whom you may be able to provide referrals.

Please stay after the meeting and spend a few minutes with the visitor host to receive further information and ask any questions.

Thank-you for your interest in Business By Referral.

Sincerely,
BBR Members



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BBR Membership Committee Guidelines

BBR requires that review and selection of persons for membership in all job classifications is based on qualifications without regard to race, color, religion, sex, national origin, marital status, age, or handicap.

Membership Committee Application Review

Applications will be reviewed based on information provided by the prospective member.

Guidelines for Declining Applications

1. Unacceptable overlap in classification between a prospective member and a current member (as determined by the membership committee)
2. The profession listed on the application is not his/her primary occupation
3. One or more objections have been filed by members regarding the applicants type of service, quality, business ethics, or professionalism.
4. The applicant does not possess the proper credentials for his/her profession (where applicable)
5. The prospective member is unable to service and/or provide referrals in the community.

All applicants will be interviewed by the membership committee after their second meeting as a guest and having provided a completed application and cheque for membership and dues. The cheque will not be cashed unless the applicant is approved as a member.

The intention is for the interview to take place between the second and fourth meeting. The applicant will miss the third meeting and will be invited back to the fourth meeting if approved and be notified if not approved.

The Membership committee shall notify the executive of the status of the application prior to the fourth meeting.

Note:

All members may be reviewed by the Membership committee with respect to their attendance, attitude, contribution and participation.

When evaluating a member due to complaints from other members the Code of Ethics shall be applied in principle.



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ABSENTEEISM

Attendance is critical to the group. If you are going to be absent it is your responsibility to arrange for a substitute to participate in your absence (this is not counted as an absence). At a minimum contact an executive member and advise them of your pending absence. Circumstances may result in the absence not being counted.

A member is allowed 3 absences every 6 months. If you need a leave of absence for an extended period of time contact a member of the membership committee. If approved; your classification will not be opened to applicants during the approved leave of absence.

Unexcused Absenteeism may result in your classification being opened to others.

EDUCATION MOMENT

Each week, a member of BBR will be scheduled to deliver an Education Moment. The member responsible for the education moment will prepare a 2-4-minute presentation which will provide business-related information to the rest of the membership. Examples for an Education moment include the presentation of an article, information, or experience that will provide fellow members with helpful information. The Education Moment is an opportunity to convey information of a general nature, which can be applied to all businesses, and should not be specific to one business.

SPEAKER ROTATION

Each week, a member of BBR will be scheduled to deliver a 10-minute presentation, the purpose of which is to allow members to get to know you and your business better. The 10-minute time frame allows you to go into greater detail about who you are and what you do than does the 60-second infomercial. These presentations are an excellent opportunity to elaborate on upcoming events, new product/service offerings, to bring in promotional materials, product samples, etc. Remember, the more we learn about each other's businesses, the more prepared we are to refer one another.



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60 SECOND INFORMERCIALS

One of the primary goals within the BBR is to educate your fellow members about yourself and your business. Each week, every member is given 60 seconds to speak about themselves and the business/services they provide. This is an important opportunity to educate other members and give them the information needed to generate valuable referrals for you. How can others refer you if they don't know what it is you do.

Your 60 Second Infomercial should be a fun, comprehensive explanation of you and your business, and will explain: "Why you should do business with me."

Here is are some items to consider including:

- Your name: (5 seconds)
- Your Company : (5 seconds)
- Your business consists of the following basic areas: (25 seconds)
- A good referral for you would be: (10 seconds)
- Your marketing slogan (tag line or memory hook) is: (5 seconds)

When asking for a referral from an associate or client, use the phrase, "Who do you know....?" This is an open ended question that works well.

You should ensure that your presentation ends well, and in a way that will help gain you business. If your audience only remembers the final sentence of your presentation, they will still be able to get you referrals through it.

For example, try closing with a specific call to action:

"So, if you see / hear ... ask / tell them that I..."

Some reliable ways to improve the success of your presentations are as follows:

- Show and Tell to illustrate the point of a story. Put flyers / brochures on the table. Hold one up and ask members to take one after the meeting.
- Focus your "Infomercial" on prospects OUTSIDE the group. Avoid saying "you" and "your needs". If the members don't personally need your services they will tend to shut out the rest of your message and then they won't know HOW to prospect on your behalf.



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GENERAL MEETING CONDUCT & GUIDELINES

BBR Weekly Meetings will generally be conducted using the following agenda:

AGENDA

1. Welcome & Instructions
2. Guest Introduction
3. Purpose & Overview
4. Business
5. Education Moment
6. 60 Second Infomercials –Breakfast
7. Speaker
8. Referral Report
9. REFERRALS
10. Secretary-Treasurer's Report
11. Membership Committee Report
12. Announcements:
13. 50/50 Draw
14. Referral Draw
15. Close Meeting – ask people to help move furniture back into place

The following are some additional guidelines which will govern the conduct of the BBR:

- Meetings will begin at 7:00am sharp. Members are asked to arrive 10-15 minutes prior to purchase tickets for the 50/50 draw and to network with other members.
- Members who cannot attend a meeting are asked to notify another Member of their absence. It is advisable to have that Member do your Infomercial, so your Business Presence is still made.
- All Members will adhere to the BBR Code of Conduct.
- Elections of the Executive Committee will be held annually.
- Regular Meetings of the Executive Committee will be held on the last Wednesday of every month after the General Meeting.
- Membership Dues are to be used to cover costs of printing materials, any advertising, group dinners, and fund-raising as determined by the Membership.
- The 50/50 Draw is intended to assist us in keeping our Bank Account going, and to allow for a fun activity at our Meetings. This is for Members only.
- Gossip within the Membership is not desirable and can lead to negative attitudes and loss of referrals. Therefore, any Members who have concerns are expected to approach an Executive Member with the concern. Issues will be dealt with at the Monthly Executive Meeting. If warranted, the Executive will meet early to deal with the concern.



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- BBR is a professional organization designed to promote referrals. If you have given a referral and have heard negative feedback, it is important that Members give that feedback directly to the person referred. This should be done in a positive spirit, outside the General Meeting time.
- Business Cards: Business Cards are to be passed around twice during the General Meetings. The Card Box is to be filled during the first pass, and cards taken during the second pass. Visitors are welcome to take cards and to insert theirs into the box – however we ask that visitors kindly place their cards at the back of the Card Box. Members are asked to place their cards alphabetically by business name.
- Referral Slips: our 3 ply referral slips are used to ensure accurate referrals, and as a method to track these referrals. The White copy is to be given to the person referred, the Yellow copy is to be given to the Member designated to Track all referrals, and the Pink copy is to be kept by the person giving the referral. Upon completion of the business, the person referred should forward the white copy to the member designated to track referrals, with the value of the business recorded. This will returned to the person referred.
- General Meetings are designed to be as fun, yet informative as possible. In light of this, interruptions are asked to be kept to a minimum. Please show respect to the President running the meeting, and to whoever may be speaking. Our meetings are conducted on a fairly tight schedule with plenty to cover in an hour and half. There will always be time before and after the meetings; as well during breakfast for personnel conversations and networking with other members.
- Initial joining cost, and membership fees are due prior to becoming a full Member, and annual membership fees are due on your yearly anniversary. These fees are non-refundable.
- Guests: Guests are allowed to attend 2 meetings before a decision on Membership is made. During the first meeting, they are welcome to observe the proceedings. During the second meeting, if desired, they may present a 60 Second Infomercial. After the second meeting, if interested, we encourage the guest may submit an application. This application is reviewed by the Membership Committee, and an interview is scheduled with the applicant. The interview should be scheduled within 10 days. Following the interview, the Membership Committee will make a decision on the application, and will notify the applicant of the outcome.
- There will be an annual audit of the Treasurer's Books, completed by either the President or a member designated by the Executive.
- If a member makes the decision to resign their membership, they are asked to notify the Executive in writing.



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Code of Ethics

Upon acceptance into membership in *Business By Referral*, as well as throughout my membership, I hereby agree to adhere to the following Code of Ethics:

As a Member,

1. I will provide quality services and products at the prices I have quoted.
2. I will at all times treat fellow members and their referrals with honesty, forthrightness, and professionalism.
3. I will conduct myself with integrity.
4. I will commit to developing trusting relationships with members and their referrals.
5. I will take responsibility for following-up on the referrals I receive, and those I give.
6. I will live up to the ethical standards as outlined in my profession. (If applicable)
7. I will have a positive and supportive attitude in promoting the group.



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NETWORKING:

Here is the question everyone should ask: You are in need of a professional. Who would you trust more: a business you chose at random out of the Yellow Pages, or a business recommended by a friend.

This question is at the heart of who we are at Business By Referral. We believe that Networking should be an integral cog in your business's wheel to success.

In a recent US survey of more than 1,400 businesspeople, 88 percent of the respondents said they never had a college course that even covered the topic of networking. Yet, based on another survey of more than 2,500 businesspeople worldwide, 75 percent said they got most of their business through networking!

Networking, which can help you build word-of-mouth marketing, is one of the most important ways for entrepreneurs to grow their businesses, yet it isn't taught in colleges or universities around the world. Despite that fact, according to a survey of business professionals, 82 percent of all businesspeople belong to some type of networking group!

The obvious question is, "Why?" Why does such a high percentage of business people place such importance on Networking? According to another survey conducted of more than 2,000 people throughout the United States, the United Kingdom, Canada and Australia, networking is about building your "social capital." The highest-rated traits in the survey were the ones related to developing and maintaining good relationships. It's about cultivating relationships with other business professionals. It's about realizing the capital that comes from building social relationships.

Successful businesspeople understand that networking and relationship marketing are more about "farming" than they are about "hunting." It's about building long-lasting connections with other professionals. This involves building deep networks strongly rooted in a bond or connection that is developed over time with other people. Among the most important connections are those with your referral sources, with prospects these referral sources bring you and with customers you recruit from the prospects. These relationships don't just spring up full-grown; they must be nurtured.