



Business Referral Network

Application

Name: _____ Position / Title: _____

Business Name: _____

Preferred Mailing Address: _____

City: _____ State: _____ Zip: _____

Preferred Email: _____

Website: _____

Business Phone Number: _____ Cell Number: _____

My Business Category(s): _____

I understand and agree to the guidelines.

Signature: _____ Date: _____

Credit Card Authorization: \$100 annually

Credit Card Type: Master Card Visa Amex

Credit Card Number: _____ Expiration Date: _____ Security Code: _____

Billing Address Same as Above Use Billing Address Below

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____



Business Referral Network

Guidelines

Networking group that focuses on generating business through leads and referrals among Paragould Regional Chamber of Commerce Members in diverse business categories while building positive personal and professional relationships.

Schedule

The group will meet on the 1st & 3rd Wednesday of each month, 9am-10am at the Paragould Regional Chamber of Commerce. Other groups and times will be added as the program grows.

Meetings

- Water & Coffee will be provided by the Chamber.
- Groups are encouraged to host an after-hours social at a Chamber Member restaurant or business, to be paid for by members of the group.

Member Qualifications

- A. Only one representative per business category may participate in any group. Representatives must choose one business category.
 1. Group coordinator may occasionally authorize a member to occupy a second category provided there is not a member currently occupying that category and until the category is filled by a member that desires the Primary Category.
- B. Any business/organization representative seeking membership in a Referral group must:
 1. Be an official representative on the profile for the business/organization which is in good standing and a current member with the Paragould Regional Chamber of Commerce.
 2. Submit an application to be evaluated by the group coordinator to ensure there is no conflict among current group representatives.

- C. Only one representative per business/organization may participate in a specific referral group.
- D. An individual may only be involved in one referral group.
- E. In rare instances, membership may be denied based on past performance in another referral group.

Member Responsibilities

- A. During each quarter, members must attend 4 out of 6 meetings. A substitute from the same company may attend in the Member's absence, but the intent is for the Member to establish relationships in the group.
- B. During each month, bring at least 1 lead. Guests who are potential members of the Chamber or referral Group count as a lead.
- C. During each month, complete at least 1 one-to-one meeting with another Member of the group. These need to be completed with different Members each time. Meetings with Members of other referral groups within the Chamber's program is allowed. One-to-ones should be reported in the ChamberForge app.
- D. Respond to all personal leads within 24 hours
- E. An extended leave of absence will be reviewed on a case-by-case basis in order to hold the Member's seat.

Member Expectations

- A. Be punctual. Meetings will start promptly at the noted time.
- B. Be prepared to briefly (60 seconds) introduce yourself and your business/organization and share what is a good lead/referral for you.
- C. Be prepared to give a 10 minute presentation followed by Q&A on your "Primary Category". This will rotate representatives each meeting. Slides and handouts are encouraged.
- D. Be prepared to report and thank other members for leads resulting in closed business or potential business. Closed business, leads, and referrals will need to be reported in the ChamberForge app.
- E. Do not wait until meetings to present leads. Always submit a referral through the ChamberForge app.
- F. Bring an ample supply of business cards to each meeting.

Accountability

- A. If a new member does not meet the minimum requirements in their first quarter of Membership, they may be dropped from the group. The Business Referral Network fee is nonrefundable.

- B. If a member representative leaves their Chamber member business/organization, the business/organization has 30 days to find a replacement or forfeit the category position in the group. The Business Referral Network fee is nonrefundable in the event the Member Company cannot find a replacement.
- C. If a veteran member does not meet the minimum requirements in any quarter, the member will be subject to review.
- D. When a member has missed 3 meetings in a row, they will receive a reminder call from the Group coordinator.
- E. When a member owes 3 leads, they will receive a reminder call from the Group coordinator.
- F. When a member owes 3 one-to-one meetings in a 3 month period, they will receive a reminder call from the Group coordinator.
- G. When a member owes 5 leads or is not meeting the attendance requirements in a quarter, they will be subject to review and may be dropped from the group.

Guests: Non-Chamber Members

- A. Prospective Chamber members may only attend one (1) Referral Network meeting prior to joining Paragould Regional Chamber of Commerce.
- B. Membership to the Paragould Regional Chamber of Commerce is required before a guest may attend a second meeting.

Communication/Contact Information

- A. Group emails from the Group coordinator will be the primary means of communication.

Definitions

- A. One-to-One's – Get to Know Each Other

A one-to-one (1:1) is a meeting scheduled outside of the Referral Network meeting with another Member to get to know that Member on a personal level. All 1:1's are tracked and reported via ChamberForge. These meetings can be 45-60 minutes long to allow both Members to speak. Each Member should plan to spend 20-30 minutes talking about themselves and their business. Members are not limited to their "Primary Category" during this time.

- B. Lead – Could Lead to Closed Business

A lead is a warm introduction of a group member’s product or services to a prospective client by another group member. All leads are tracked via ChamberForge and also reported to the group.

C. Referral

A referral is an introduction to another professional that can help the member grow their business. This introduction does not have to be from within the Chamber membership. All referrals are tracked via ChamberForge and also reported to the group.

Disclaimer

Any leads or referrals exchanged among the group in or out of meetings are not the views or opinions of the Paragould Regional Chamber of Commerce. The Chamber cannot recommend any product or service but can provide a list of current Chamber members that provide specific products or services.

Acknowledgement

The success of the Business Referral Network relies on the full and active engagement of its members. Membership is exclusive to one representative per business or organizational primary category, preventing overlap with other Chamber members. Any failure to comply with these guidelines during a given quarter may result in a membership review and could lead to removal from the group.

By signing below, I am confirming that I have read the Business Referral Network Guidelines and agree to abide by the guidelines.

Print

Business/Organization

Signature

Date