

# LET'S NETWORK!!

## SHEBOYGAN FALLS CHAMBER-MAIN STREET NETWORKING GROUP

**Thank you all for being here!!**

Meeting every 2nd & 4th Wednesdays at Chamber conference room from 7:30-9:00AM  
(only 24 meetings each year!)

Networking groups are meant to be used as an extended sales team.

Consistent and regular attendance to group meetings is what makes networking successful.

Purpose to get to know each other, build trust and relationships so fellow members think of you when they hear of someone needing the products or services you sell. One-on-one meetings/coffee meetings outside of group meetings can help this along and are highly encouraged.

- » Chamber membership is required to officially join the networking group, but non-members can visit before joining.
- » This networking group will be an added benefit to your membership!
- » All Businesses Are Welcome!! No category limitations.
  - » This means you must show how you set yourself apart from the others in your industry.
  - » Think about what income stream is the biggest, your "bread and butter". That doesn't mean you can't talk about other services or products you offer.
  - » Focus on what customers currently tell you of why they bought from you instead of the competition.
- » Ask for suggestions for a name for the group, something catchy?
- » Tracking - attendance, referrals, one-on-one meetings, and closed business is tracked. Most of this is tracked to make sure the group is serving its purpose and for the chamber to highlight successes (totals of referrals and closed business) in their marketing and promotions

» Discuss fee – do they want it? How much?

» **Overall Guidelines**

» Be respectful

» Tracking

» All members will be responsible to report their referrals and closed business on a google form.

» Referrals: any time you recommend a group member to someone outside the group. (or could be an inside referral). Be sure to share the referral's contact info to the appropriate parties and report the activity on the Google form.

» Closed Business: the person who receives the money for business from another member is the one to report it. The exception is for regular monthly bills especially to a member who doesn't handle the money. Example: A sales rep is the group member, but they do not handle the billing or receivables in the company. Then the member paying the bill should report it.

» Confidentiality – Of course we respect businesses required to keep their customers/clients confidential. When tracking, names do not need to be used. Simply refer to it generically when reporting. Example: I would report \$xx of closed business to "a tax client" when reporting closed business from a member or from a client that came from a referral within the group. The closed business only needs to be reported the first-time business is closed, if recurring.