



“Building Business Through Relationships”

S.L.B.R.G. MEMBERSHIP APPLICATION

Individuals considering membership may attend two meetings as our guest. If you then wish to join, please fill out this application and submit with a non-refundable annual fee. See fee schedule on page 3.

PART ONE: PERSONAL & BUSINESS

Name _____

Business Name _____

Business Address _____

Home Address _____

Business Phone _____ Home Phone _____

FAX Number _____ E-mail _____

Website URL: _____

Member Listing Category (i.e. Advertising, Printing): _____

Please describe your business. Be specific.

How long have you been representing your company? _____

Please list on a separate sheet the Education, Occupation, Diplomas or Degrees, and Licenses you hold. Attach this sheet to the Application or use back of this application. You may include a Resume if you wish. This information may help in creating topical discussion sessions.

PART TWO: MEMBERSHIP CONDITIONS

Will you generally be able to arrive promptly at our weekly 7:45 AM meetings and remain for the full meeting? If not please explain (Open Business, Childcare etc.) _____

Have you read and are you willing to abide by the Policies and Procedures of the organization? (Page 3) _____

Do you understand and agree to abide by the attendance policy? (See Page 3) _____

Who referred you to our group? _____

Are you a member of any other networking or referral group? _____

PART THREE: PRIVACY ACT – I agree to accept all group communications unsolicited via e-mail and/or Fax. Above e-mail address and Fax Number will be primary contact information.

I agree not to share information with anyone else but S.L.B.R.G. members.

Yes _____ No _____

PART FOUR: SIGNATURE

I agree to abide by the conditions of membership stated or referenced above, and to the Code of Ethics below. I authorize the verification of all information given above and on the attached sheets and any other information, verbal or written, provided as part of this application.

Signature _____ Date _____

SLBRG Code of Ethics

Membership, I agree to abide by the Policies and Procedures and this Code of Ethics:

1. Endeavor to live up to the ethical standards of my business or profession.
2. Be honest in all dealings with members and their referrals.
3. Perform services at quoted prices and endeavor to do high quality work.
4. Follow up responsibly on all referrals received.
5. Work tirelessly to enlarge and improve this group.
6. Conduct business by the golden rule: **DO UNTO OTHERS, AS YOU WOULD HAVE OTHERS DO UNTO YOU.**

SLBRG - Networking Group

Networking: the building up or maintaining of informal relationship, especially with people whose friendship could bring advantages such as jobs or business opportunities.

SLBRG Networking Group Membership Guidelines **Policy & Procedures**

Meeting Times	Every Wednesday 7:45 am - 9:00 am (75 Minutes)																		
Meeting Locations	Fairfield Inn 1750 Hunter Trace Clermont, Florida 34711																		
Visitors	All types of businesses are welcome. South Lake Chamber membership is not required. After two visits you may choose to become a member of S.L.B.R.G.																		
Attendance	If a member should find it necessary to miss a meeting, they are required to notify someone from the group or e-mail via group address.																		
Participation	All members have equal amount of participation time. Everyone's input is welcome and open for discussion.																		
Steering Committee	The Steering Committee is a voluntary position and can be reviewed at any time. Group may decide on committee member's position. Committee may also decide whether a member is not suitable for the group, and may be asked to remove themselves from the group.																		
Fees	<p>Fees will be used for advertising and promotions of the group. Individuals considering membership may attend two meetings as our guest. If you then wish to join, please fill out our application and submit with your non-refundable first year membership fee. If you join anytime between the 1st day of the listed quarter to the last day of the quarter your fee is as follows:</p> <p>Jan-Mar \$20.00 Apr-Jun \$15.00 Jul-Sep \$10.00 Oct-Dec \$5.00</p> <p>On the first of each subsequent year the annual renewal fee will be \$20.00. Weekly meeting fees are \$1.00 and are payable after the second meeting as a guest. Weekly meeting fees will be due on the 1st Wednesday of each quarter.</p>																		
Agenda	<p>Time Line Weekly agenda will be as follows:</p> <table><tr><td>7:30 am</td><td>1. Steering Committee Review (Weeks 1 & 3) (Prior to Meeting)</td></tr><tr><td>7:45 am</td><td>2. Pledge</td></tr><tr><td></td><td>3. Moment of Silence</td></tr><tr><td></td><td>4. Welcome New Guests</td></tr><tr><td></td><td>5. Kudos & Announcements</td></tr><tr><td></td><td>6. Previous Meeting Minutes Review</td></tr><tr><td></td><td>7. New Business / Old Business</td></tr><tr><td>8:15 am</td><td>8. Weekly Agenda Cycle</td></tr><tr><td>8:45 am</td><td>9. Networking Period</td></tr></table>	7:30 am	1. Steering Committee Review (Weeks 1 & 3) (Prior to Meeting)	7:45 am	2. Pledge		3. Moment of Silence		4. Welcome New Guests		5. Kudos & Announcements		6. Previous Meeting Minutes Review		7. New Business / Old Business	8:15 am	8. Weekly Agenda Cycle	8:45 am	9. Networking Period
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Generating Quality Business Referrals

A referral is the name of a potential customer who may require services/products that are sold by a group member. Providing a referral is not a promise of business or a commitment on the part of the potential customer. It is simply providing an opportunity for a group member to provide a service or product to someone who might be in need of it.

Always remember! **QUALITY REFERRALS ARE MORE IMPORTANT THAN QUANTITY!**

Methods for Giving Referrals (listed in priority order):

1. Providing a personal introduction and referral
2. Placing a phone call and giving a introduction
3. Giving the name of a person or business to the member
4. Communicating to the member an observation you made about a potential need

How to Originate Referral

From people we know such as:

- Work
- Relatives
- Business associates
- Friends
- Church
- Professionals

From observations we make:

- New business opening
- What other businesses are doing

From information we possess or referrals or about:

- Newspaper event listings
- Problems that cause a need for products or service
- New business opening

From suggestions or ideas we share with people:

New ways/methods of selling a service or product

Week-to-Week Meeting Content Guidelines

Week 1—Divide into small groups of 3 to 4 members for 40 minutes. Objective would be to exchange information and get to know each other as people. Of course we could talk a little about our businesses and needs if we wish. People refer business to people they like and trust.

Week 2--Group exercise in creative, divergent thinking. Ideas to be solicited from the group, Members are asked, what needs do you have this week - how can we help you with ideas. Members should send their requests a week in advance for the agenda. I think of this as an idea generating session.

Week 3--Mini workshop on business issues - Member Presentation on Business expertise (Example: Linda Sheets on QuickBooks, Larry Rice on computer problems. Topics such as direct mailing / marketing concepts are examples of group discussions. We also may entertain Outside Speakers during this week.

Week 4— There will be (2) 15-minute presentations with an additional 5 minutes of questions for each. All attendees have equal opportunity to have their presentation on a rotating basis.

Week 5— Meet and Greet. An open meeting for all interested business owners to attend and network, get to know SLBRG group members, how SLBRG operates and see what our group is.