

meeting the challenge



shaping the future

DOTHAN AREA CHAMBER OF COMMERCE



## Leads Group Application

**COMPANY NAME** (*MUST be a Chamber member in good standing*): \_\_\_\_\_

\_\_\_\_\_

**APPLICANT FIRST NAME:** \_\_\_\_\_ **APPLICANT LASTNAME:** \_\_\_\_\_

**HOW DID YOU HEAR ABOUT THIS PROGRAM?** \_\_\_\_\_

**BUSINESS ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**PREFERRED PHONE #:** \_\_\_\_\_ **SECONDARY CONTACT #:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**BUSINESS CATEGORY** (*Fill in your business category as it is listed with your Chamber membership*): \_\_\_\_\_

**DESCRIPTION OF PRODUCTS/SERVICES:**

\_\_\_\_\_

**By signing below, I am confirming that I have read the Leads Group Guidelines and agree to abide by the Guidelines to the best of my ability.**

*\*Once this signed form is returned to one of the contacts below, we will determine availability and inform you of your Leads Group Assignment.*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Chamber Member Business/Organization*

\_\_\_\_\_  
*Business Category*

*The Leads Group is a member service of the*  
***Dothan Area Chamber of Commerce.***

*For more information Contact:*

KENDRETTA THORNTON

[kthornton@dothan.com](mailto:kthornton@dothan.com)

Upon completion, please return this application to:

The Dothan Area Chamber of Commerce

102 Jamestown Boulevard

PO Box 638

Dothan, AL 36302

or email application to [kthornton@dothan.com](mailto:kthornton@dothan.com)

*Once received, the Chamber's Membership Coordination, Kendretta Thornton will review your application. Your Category listing will be crosschecked with our available categories for each leads group.*

*If your category is taken, you will be put onto a waiting list and/or notified if a new Leads group is becoming available.*

# Keep these guidelines for your OWN Reference:

## Dothan Area Chamber of Commerce Leads Group Guidelines

### **I. Mission**

Leads Groups directly contribute to the economic development of the Wiregrass Area by increasing the business and profits of Chamber member businesses/organizations through structured, noncompetitive, relational networking and the exchange of referrals and leads.

### **II. Organization**

The Leads Groups are in the Membership Division of the Dothan Area Chamber of Commerce.

### **III. Groups/Schedule**

All groups, once a quorum is met, will each determine the time, day, and location of their meetings. However, all groups must meet at least twice a month. The Chamber Building is available for Leads meetings if requested date & time is available per the with the Chamber staff coordinator.

### **IV. Meetings**

A. If the meeting falls during mealtime, members are encouraged to bring their breakfast and/or lunch. The Chamber will provide drinks.

B. Once a quarter, groups are encouraged to attend the Chamber Networking Exchange.

C. Additional Meeting Suggestions / Ideas:

1. Groups are encouraged to host at least one off-site meeting at a member's place of business.
2. Consider planning events outside of regularly scheduled meetings to enhance the relationships of members.

### **V. Member Qualifications**

A. Leads Group members must be an employee or owner of a Chamber member business/organization in good standing.

B. Only one representative per business category (corresponding with Chamber membership category) may participate in any group. In order to represent a

category in a Leads Group, the member must be listed under that category with the Chamber.

- C. New members to the group must be recruited first from the Leads Group – Wait List.
- D. If a desired business category is not represented on the Leads Group – Wait List, Leads Groups may recruit members from other sources.
- E. Any business/organization representative seeking membership in a Leads Group must:
  - 1. Be deemed qualified and cleared of conflicts by the Chamber’s Leads Group coordinator;
  - 2. Be presented to the respective group’s Membership Team to ensure there is no conflict among the current membership.
  - 3. The Chamber Leadership in conjunction with Leads Group coordinator will have final determination on potential conflicts.
- F. Only one representative per business/organization member may participate in a specific Leads Group. However, a business/organization member may have single representatives in more than one Leads Group.
- G. To avoid conflicts of interest, member representatives may only be involved in one Chamber Leads Group.
- H. Members who drop or are dropped from a group may return to the Leads Group Wait List for potential placement in another group.
- I. The Dothan Area Chamber of Commerce reserves the right to make any and all final membership decisions.

## **VI. Member Expectations**

- A. Be punctual, as respecting the group’s time will establish credibility.
- B. Be prepared to deliver your 60 second “Infomercial” for your business. This is to briefly introduce yourself, your business/organization and to share what is a good lead for you. *See attached sheet on how to create a Good Business Infomercial.*
- C. Be prepared to thank other members for leads resulting in business or potential business.
- D. At least once a year, give a 10-minute presentation on your business or organization.
- E. Do not wait until meetings to present leads, but always complete a Lead Form to ensure proper credit and documentation.
- F. Bring an ample supply of business cards to each meeting.
- G. Report all revenue received that is generated from a Lead to your Leads Group President.

## **VII. Officers**

- A. Terms: Officers shall be elected by the respective groups at the 3rd meeting of the establishment of the Leads group and serve for a one-year term. Officers may serve a maximum of three (3) consecutive terms in the same office.
- B. President
1. Prepare a written agenda for each meeting which includes the following:
    - Introductions of Leads Group Leadership
    - Review of Leads Group rules
    - :60 Infomercials per each attending member
    - Thank You's and Testimonials
    - Exchange of Leads
    - 10-Minute Presentation
    - Any announcements regarding nonprofit, community events, etc.  
*(Not pertaining to members' businesses)*
    - 2 minutes to Success
  2. Conduct each meeting.
- C. Vice President
1. Serve in the absence of the President.
  2. In cooperation with the Chamber Director of Membership and the Leads Group Coordinator, track attendance, leads given and received, and leads to business given and received for each meeting, quarter and year.
  3. In cooperation with the Chamber Membership Coordinator and the Leads Group Coordinator, maintain an up-to-date roster of all members.
  4. In cooperation with the Chamber Director of Membership and the Leads Group Coordinator, ensure that all members are current with both their Chamber and Leads Group dues.
- D. Membership Chairman/Team
1. Be responsible for the recruitment, retention and growth of the membership.
  2. Contact all guests following initial visit to the group.
  3. Conduct Orientation to new and/or prospective members.

4. Regularly review attendance, leads, dues and membership requirements to ensure compliance by all members.

## **VIII. Enforcement**

- A. If a new member does not meet the minimum requirements in their first quarter of membership, he/she may be automatically dropped from the group.
- B. If a member representative should leave his/her Chamber member business/organization, the business/organization has 30 days to find a replacement representative or forfeit the exclusive category position in the group.

## **IX. Guests**

- A. Prospective group members may visit the Leads Group meeting, as a Guest of the Chamber, up to two times. This should be sufficient time to determine if the Leads Group is a good fit for your business.
- B. HOWEVER, to apply for the Leads Group, the guest must be a member in good standing of the Dothan Area Chamber of Commerce.
- C. Membership, including full payment of Chamber dues (if applicable), is required before attending a 3rd meeting.

## **X. Definitions**

Qualified Leads: When possible, we encourage that only qualified leads be exchanged in Leads Groups. A lead is qualified only when the referrer receives permission from the subject to refer his/her fellow Leads Group member.

## **XI. Disclaimer**

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

## **XII. Acknowledgement/Agreement**

Leads Groups are dependent upon full and active participation of their respective members. Further, because Leads Groups are noncompetitive, membership precludes the involvement of other Chamber members within represented business/organization categories.

Therefore, failure to abide by the aforementioned rules during each quarter of membership will subject the member to review and potentially lead to dismissal from the group.