

Leads Groups



The Leads Groups are the Chamber's premiere lead generation and referral networks. These popular referral groups have helped hundreds of professionals gain a competitive advantage in the Irvine and Orange County marketplace, as well as build lasting professional and personal relationships.

The Greater Irvine Chamber Leads Groups are made up of business professionals who have the desire to improve their income by forming relationships with other Chamber members and exchanging direct client referrals and leads.

Leads Groups are comprised of 25 – 30 individuals that meet twice a month to help each other with selling techniques, presentation skills, recruiting, strategic partnerships, referral exchange, professional relationships and more. **Participation in these groups is an exclusive yet complimentary benefit of membership.** The Leads Groups follow a non-competing format and are limited to one person per industry and/or profession.

Members of the Leads Group Program will:

- Learn how to pass and receive leads
- Meet and develop strategic business partners
- Gain exposure to like-minded professionals
- Have opportunities to volunteer and grow their business

GROUP SCHEDULE:

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| • Monday Group | 2 nd and 4 th Monday of each month | 11:45 am – 1:00 pm |
| • Tuesday Group | 1 st and 3 rd Tuesday of each month | 11:45 am – 1:00 pm |
| • Wednesday Group | 1 st and 3 rd Wednesday of each month | 11:45 am – 1:00 pm |
| • Thursday Group | 2 nd and 4 th Thursday of each month | 3:15 pm – 4:30 pm |

Leads Group Orientation

1. Chamber members interested in joining a Leads Group must first visit a meeting of the group they would like to join and attend the orientation that begins promptly after every Leads group meeting.
2. Members must be in good standing as a member of the Greater Irvine Chamber of Commerce prior to joining a Leads Group.
3. If not self-employed, Leads Group members must have the full support of their employers to allow the flexibility required to carry out the responsibilities effectively. Leads Group commitments may occur before, during and after typical workday hours. The time commitment required to fulfill the Leads Group responsibilities ranges from 5 – 10 hours each month.
4. Membership is open to only one company per industry and one person per company.
5. Members can only be a member of one Greater Irvine Chamber Leads Group. Visiting other groups requires permission from the Leadership Team.
6. Be punctual, as respecting the group's time will establish credibility. Meetings start and end on time.
7. Must attend five out of six meetings per quarter. After three consecutive absences, membership will be reviewed. Absences are limited to four per year.
 - a. A company representative may attend in the Member's absence, but the intent is for the Member to establish relationships in the group. It is important to communicate prior to the start of a meeting by either email or phone to the Leadership Team if you are unable to attend.
8. Have a minimum of two one-on-one¹ meetings per month with other Leads Group members.
9. Have a minimum of one qualified lead² to another Leads Group member per month. Bringing qualified guests and an introduction to a good connection³ qualifies as a lead.

DEFINITIONS

¹**One-on-One:** A meeting scheduled separate of the Leads Group meeting with another Member to get to know that Member on a personal level. These meetings should range between 45-60 minutes.

²**Lead:** An *introduction* of a group member's products and/or services to a prospective client by another group member. All leads are tracked and reported to the group.

Example: I would like to introduce you to the new owner of Joe's Sports Shop. He needs some signs and agreed that the two of you should talk.

³**Connection:** An introduction to another professional that can help the member grow his/her business.

NEXT STEPS

1. Complete the Leads Group Application. Prospective members must first become a Chamber Member before the process begins.
2. The Leadership Team will review applications, and notification will be given within one week.
3. Attend three out of four consecutive Leads Group meetings. The first visit may be counted as the first attended meeting.
4. Read and sign the "Leads Group Guidelines," then return to the Membership Chair of the group.
5. Once the new Leads Group member has completed the required tasks, they will be added to the roster and eligible to sign up for a presentation.

For more information, contact Danielle Spellman: dspellman@irvinechamber.com