



LeadShare Program Details

What is LeadShare?

LeadShare program is an active and structured system for providing and receiving business referrals. It's well known that networking is one of the best conduits to make business connections and increase profitability. A very personal form of advertising, networking is one of the most cost-effective ways to build sales. This method takes an enthusiastic commitment of time and interest, and it is the cutting edge to networking.

The Louisa Chamber's LeadShare Group is designed to assist the participants in expanding their business network. The theory behind LeadShare is simple, but it works. The group meets on a regular, predetermined basis (first and third Wednesday of each month at 8am) to become acquainted with each other's businesses and learn what kind of client each is seeking. Leads provided during meetings include referrals of prospective clients, names of major representatives, or information on organizations, which may generate additional leads or networking opportunities.

There can be only one representative from each business area in a group. You get to know other member's businesses and all members of the group carry each other's business cards. When a fellow member meets someone who could use your product or service they can personally recommend your business because they know you and your integrity. It is similar to having a team of sales personnel working for you.

LeadShare mission statement

The Louisa Chamber's LeadShare Group's mission is to Increase business through network referrals, while maintaining the highest standards of integrity, service & quality.

Benefits of membership

- Expand and grow your business.
- Small Investment, high return.
- Access to business resources: Sales/Marketing, Business Training and coaching.
- Develop lasting business relationships.

Member requirements

The Louisa Chamber LeadShare program is affiliated with the Louisa Chamber of Commerce and your business must be a member of this organization. We believe strongly that a membership to this group will pay great dividends to both your business and personal life. You are welcome to be our guest for up to two meetings before becoming a member.

Louisa County Chamber of Commerce

P.O. Box 955 | 214 Fredericksburg Avenue
Louisa, VA 23093

540.967.0944 | info@louisachamber.org | www.louisachamber.org



Guidelines, Dues and Application Information

1. Applicant must be a member in good standing of the Louisa County Chamber of Commerce.
2. LeadShare members may represent only one business. A member may be a corporation, partnership, sole proprietor or an agent of the business.
3. One representative per professional specialty will be accepted per LeadShare group.
4. Chamber members may belong to more than one LeadShare group, as long as their professional specialty is not duplicated.
5. Members must attend regularly scheduled meetings or send a designated substitute. A member is allowed a maximum of two absences during a calendar quarter. The LeadShare officers will contact the member after three absences to review his/her status.
6. Prospective members may attend two LeadShare meetings as a guest. (Chamber membership is not required for guests.)
7. Annual membership dues are \$50, payable upon acceptance as a member. A one-time application fee of \$10 will be charged.
8. Membership in a Chamber LeadShare group is a privilege. Conflicts arising out of business overlap infringements or non-compliance with the guidelines, will be arbitrated by the officers of the group and appealed to the Louisa Chamber Board of Directors. The decision of the Board is final.

Who runs the LeadShare group?

Each group has a chairman, vice chairman, treasurer and membership representative. The chair of the group is to serve a one-year term. At the end of that term, the vice chair will move up and become chair for the next year. The LeadShare group votes every year on vice chair, treasurer and membership rep. The serving chair has final decision making authority over all issues affecting the group and can only be removed by a unanimous vote of all members while present by a showing of hands. The chair, or their appointee, will maintain the website and collect and maintain all records.

How is a LeadShare meeting run?

- First five minutes of meeting—Leadership reports from officers.
 - The vice chair gives a report about leads from previous week/quarter/year.
 - The treasurer gives a brief financial report.
 - The membership rep introduces guests, provides the number of new members.
 - The chair asks one member what is the purpose of the LeadShare Group?
 - The chair asks another member to offer an educational minute.
- Next twenty minutes of the meeting—"60 second infomercial" presented by attendees
- Next ten minutes of the meeting—Ten minute presentation
- Next five minutes of the meeting—Five minutes of Lead Sharing
- Last five minutes of the meeting—Upcoming calendar
- Adjourn—the chair adjourns the meeting. This time after the meetings, however, is an ideal time to continue networking or to complete a one-on-one.

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Louisa Chamber of Commerce LeadShare Application

All applications are subject to approval by LeadShare officers. You will be notified by the next meeting of acceptance or denial. One-time application fee for new members will be refunded if application is denied.

Date _____

Name of Applicant _____

Name of Business _____

Business Address _____
(mailing) (city, state, zip)

Business Address _____
(physical) (city, state, zip)

Business Phone _____ Business Fax _____

E-Mail Address _____ Web Site _____

Brief Description of Business _____

List specific products or services _____

Fees:

One time registration fee for new members	\$10
Dues (<i>non-refundable for members, runs for 12 consecutive months from date application is approved</i>)	\$50
Total amount due	<u>\$60</u>

Cash or check can be made payable to the Louisa Chamber of Commerce. Please put "Leadshare Group" in the memo line.

LeadShare Membership Committee Only:

Chamber Member? _____

Approved: _____ Meeting Date: _____ Date Notified: _____

Denied: _____ Meeting Date: _____ Reason: _____