

THE VAN WERT LEADS EXCHANGE PROGRAM

Mission

To promote Lead Exchange members' services or products and grow their client base.

Vision Goals

Strive to use each member's services personally; share the quality within and outside of the group; and others that we associate with on a daily basis. Commit to share legitimate, solid leads to other members to help enhance each other's business.

Membership

Each person wishing to join the Leads Exchange must be a Van Wert Area Chamber of Commerce member and must submit an application. The Chamber Leads Exchange committee will review each application for eligibility by verifying that there are no conflicts with current member services/industries as only one member per business category may participate. Registration will be based on a first come/first served basis. Once accepted into the Leads Exchange group, the new member will be asked to pay dues of \$25 per six months. Fees are due upon receipt of an invoice. Members will be allowed to participate for a maximum of two years. At that time, the business category of the participant will be advertised as available. The current member is welcome to reapply and may be accepted if no other person applies. Guests are allowed to attend a maximum of two meetings. The Chamber Board of Directors may revoke and/or deny membership at any time for unethical behavior or lack of beneficial participation.

Meeting Structure

The group will meet on the 1st and 3rd Tuesday of every month, except for holidays. The meetings will begin at 7:30am and last for approximately 45 minutes at various locations. Members may offer to host a meeting and/or provide refreshments. Meetings will typically begin with announcements given by the group-elected moderator and proceed into each member giving a brief (less than one minute) "commercial" or update on successful new accounts since the last meeting, news in their industry, or what type of person is an ideal client. Following this portion of the meeting, one member will be given the opportunity to give a 5-7 minute presentation on their profession. After the presentation, referral information will be exchanged between members.

Attendance

- *Van Wert Lead Exchange Attendance Statement of Purpose:* Attendance is the core of an effective leads group. This program's primary purpose is to help members grow their business which is inherently dependent on building connections and relationships. For this to be accomplished, members must be present at the meetings to give leads or receive leads.
- *Attendance Guidelines:*
 - Members are asked to attend each meeting. If a member cannot attend, we request that the member contact the Van Wert Chamber office at least a day prior to the meeting. Members may occasionally have a representative of their company attend in their absence. Please notify the chamber office within one day of the meeting to confirm the representative's attendance.
 - Members may not miss more than three meetings per six months. Following three absences by a member, the Chamber Board of Directors may issue a warning and membership may be revoked.

Please contact the Van Wert Area Chamber of Commerce for additional information at (419) 238-4390 or chamber@vanwertchamber.com.