



ChamberNet



Connect. Lead. Grow.

ChamberNet networking groups enhance the value of chamber membership by providing exclusive, focused lead exchange option for members. They are structured as a group of 30 – 35 members that meet on a consistent basis to generate business and establish relationships within the Chamber through quality leads.

Business Exchange

ChamberNet Business Exchange is a lead sharing group that meets every Friday from 7:30-9 a.m. at the Holiday Inn Express in Baxter, (except the 5th Friday of the month). The objective is to build strong partnerships with participating members and provide referrals. Monthly educational programs occur and an opportunity to share weekly about your business. Guests are welcome to attend up to two meetings before joining.

ChamberNet Business Exchange Membership Requirements:

- Be a Brainerd Lakes Chamber member in good standing.
- Complete and submit an application, with dues payment of \$75.
- Application approved by Leadership Team/ChamberNet group.
- Commit to consistent attendance and weekly \$1 meeting fee (*see Guidelines for details*)

B2C (Business to Consumer)

ChamberNet B2C (Business to Consumer) is a lead sharing group for consumer sales that meets the second and fourth Thursday's of each month from 7-8:30 a.m. at Edgewood Vista in Braienrd. The objective is to build strong partnerships with participating member businesses and provide consumer referrals. Guests are welcome to attend up to two meetings before joining.

ChamberNet B2C Membership Requirements:

- Be a Brainerd Lakes Chamber member in good standing.
- Complete and submit an application, with dues payment of \$75.
- Application approved by Leadership Team/ChamberNet group
- Commit to consistent attendance (*see Guidelines for details*)



Application

ChamberNet is a program of the Brainerd Lakes Chamber. Participants of ChamberNet are members in good standing of the Chamber and agree to follow the guidelines of ChamberNet. Return to: Brainerd Lakes Chamber, Attn: ChamberNet, 124 N. 6th Street, Brainerd, MN 56401, fax (218) 829-8199, e-mail manderson@explorebrainerdlakes.com

I am joining:	<input type="checkbox"/> Business Exchange	<input type="checkbox"/> Business to Consumer (B2C)
Name	_____	
Company	_____	
Occupation/Profession	_____	
Primary Line of Business:	_____	
Secondary Line of Business:	_____	
What are your networking goals?	_____	

What can you contribute to other ChamberNet members?	_____	

Payment Information
<input type="checkbox"/> Full payment enclosed (\$75)
<input type="checkbox"/> Visa/MasterCard CC# _____ Exp. Date _____
<input type="checkbox"/> Invoice me
Company _____ Contact _____



ChamberNet Membership Requirements:

- Be a Brainerd Lakes Chamber member in good standing.
- Complete and submit an application, with annual dues payment of \$75.
- Application approved by Leadership Team/ChamberNet group.
- Commit to consistent attendance
- \$1 meeting fee (*Business Exchange group only*)

ChamberNet Member Responsibilities:

- Attend meetings:
 - Attendance is vital to build relationships and establish a successful network. Lack of consistent attendance may result in removal from the group. The leadership team will have the responsibility of managing any attendance issues as they occur and will be given the discretion to deal with minor attendance penalties on a case-by-case basis (including but not limited to, requiring the member to bring donuts to the next meeting). Should a member be dismissed from the group, reapplications will be reviewed based on the current application guidelines, and will include payment of another annual fee.
 - Members may provide a substitute. The primary representative for the member organization is expected to attend the majority of scheduled meetings. Anyone can be a substitute including non-chamber members. The only requirement is that they represent a community business. The substitute may talk about the business he/she represents or the business he/she is substituting for, but are limited to talking about their own business no more than two consecutive substitutions.
 - Tardiness is discouraged and a \$1 fine will be imposed. It must be a focus of this group to stay on task and keep within its time frame, in consideration of each participant's schedule.
- Provide quality leads and referrals to other group members often and on a regular basis. This is the group's priority purpose.
 - Quality Lead: An email containing the following should be sent to the ChamberNet member and cc: the designated Chamber staff member:
 - Subject line: "ChamberNet Lead: *Business name of lead*"
 - Name, and contact information of the lead
 - Statement of what they are looking for, who you talked to and if they are expecting a call, personal visit, etc. Do as much as you can to assist you fellow ChamberNet member establish a relationship with the lead source.
 - Referral: Same as a lead, only the lead source may not want to start immediately, or they would rather initiate the contact with referred ChamberNet member themselves. Referral source is most likely just trying to get information rather than make a purchase.
 - Send email as above, with subject line: " ChamberNet Referral: *Business or Person's Name*"

- Lead and Referral Follow-up: After contact has been made (or hasn't been made) with the lead or referral that you were given, you need to reply to the lead or referral email they sent you as a follow-up to let the ChamberNet member that set you the lead the status and/or the result of the lead or referral. Again, cc: the designated Chamber staff member.
- Invite business people to visit the group.
 - Visitors are welcome by invitation from any group member or a Chamber staff person, and may include non-Chamber members. Member organizations are encouraged to bring qualifying guests as often as possible; our goal is to maintain a group of 30-35 members. As a guest you may attend up to 2 meetings, at which time it will be expected that you join the group.

ChamberNet Components:

Presenter/Presentation

Group member or applicant gives a 15-minute presentation. This may include personal information, brief career history, company or product information, what makes you best, and what is a good referral for that person. Samples may be brought in and presenters should get creative! The presenter is also required to bring in a door prize that one member will win (drawn from the business cards). Presentations will be timed and the presenter will be kept aware of the time during the presentation.

The primary focus of your presentation should be related to the chosen industry you are representing. We understand that there may be multiple representatives for an industry in the group (i.e. two banks or two insurance companies) so you may be covering the same information as another group member. This is fine, just try and point out what makes you different and respect the fact that they are also members of the group. If minor parts of your business offerings cross over with another group member, you are allowed to touch on these additional aspects of your business. If you have questions prior to presenting, members of the Leadership Team will be available to assist you.

One Minute Commercial

Group members are given one minute to inform, educate, amuse, motivate, or startle other members on their business products or services. Commercials will be timed and members will be alerted if they consistently use more than the allotted time.

Tips:

Use humor, write it down (have notes), change regularly, and make sure it fits the audience.

Types:

The Trust Builder – Usually autobiographical; describe product/service and how you are the expert.

Did You Know – Usually addresses niches you may now be marketing to, that weren't in previous commercials.

Tie-ins – Usually helps your audience think in terms of specifics: time of year, culture, sports, politics, weather.

From the Seat of Your Pants: When you woke up late and are not prepared, best to keep it light and short.

Commitment to Help One Another

Help them help you by making specific requests for referrals, including company name and personal contact if known. Group members may also use this time to give testimonials about other businesses, a great way to gain an ally.

Get to Know Each Other

In order to promote a better understanding of member businesses and build cohesiveness, members are encouraged to have one-on-one meetings privately with the goal of learning more about each other's business.

Education

Group members will have trainings and/or open discussions on issues determined by the group, and chosen by the Leadership Team once per month (*Business Exchange*) or at each meeting (*B2C*). Share with the Leadership Team any subject ideas or speakers that you may know would be informational or motivational for the group.

Round Table Discussions

If a presentation or issue lends itself to additional discussions during the meeting, the balance of the meeting may be used to conduct a round table discussion on the issue. If this is the case, the chairperson will close business, and there will be a short break after the meeting is closed to allow members to leave if they choose to do so before the discussion begins.

Approval of Membership:

The membership application will be given to the Leadership Team for review. They will accept the application and assign a member of the group to conduct an orientation for the new member, or decline the application and assign a Leadership Team member to notify the applicant.

Member industries will be based on the member organization as designated in the Chamber Membership Guide first, and by the priorities as listed on the member application second. We will allow no more than two member organizations to represent any one industry, any variation will require recommendation from the Leadership Team and a majority vote by the entire ChamberNet Group (An organization applying for this consideration will have to address the entire group as to its individual merit).

Should a member choose to leave the group they are required to notify a Leadership Team Member in writing. The Leadership Team member will contact the business and conduct an exit interview if necessary. Membership dues will not be refunded.



CHAMBER NET LEAD/REFERRAL PASS

To: (Chamber Net Member): _____

From: (Chamber Net Member): _____

CC: Miranda (m.anderson@explorebrainerdlakes.com)

Lead	Warm	Cool
Referral	Warm	Cool

Contact Name: _____

Business: _____

I have contacted the individual above regarding your request for introduction.
He/she is anticipating your call/email.

CHAMBER NET LEAD/REFERRAL PASS

To: (Chamber Net Member): _____

From: (Chamber Net Member): _____

CC: Miranda (m.anderson@explorebrainerdlakes.com)

Thank you for the lead/referral pass to _____

This networking opportunity has resulted in a sale and/or future business.