



Leads Groups Policies & Procedures

Leads Group Staff Liaison: Erin Acheson, erin@westmetrochamber.org, 303-233-5555

ELIGIBILITY:

- **You must be a West Metro Chamber member at a qualifying level of membership (\$500/year or more) to participate in the Leads Group network.**
- **Chamber membership must be current to participate in a Leads Group. Invoices must be paid within the net 30-day window listed on your renewal invoice. If you fall behind on your membership investment and haven't made payment arrangements with a West Metro Chamber staff person, you may be asked to leave the group.**

A West Metro Chamber member's business is eligible to be represented in up to four (4) Leads Groups provided the business has obtained the appropriate membership level. Please check with the West Metro Chamber Staff Liaison if you are unsure about your level of membership and what it includes.

All current Chamber members may visit each group two times before joining the group provided their industry/specialty is open within the group. Please check with the Moderator for each group or Staff Liaison before attending.

Guests (non-Chamber members) may visit one leads group twice before becoming a member of the West Metro Chamber. The Staff Liaison will work with you to find the right fit. Once you are a Chamber member you are free to visit all groups two times that have an opening for your industry/specialty.

Our in-person Leads Groups are industry and/or specialty exclusive. Only one member per profession or specialty can be in a group. Some industries offer multiple types of services, for example insurance companies offer more than one type of insurance coverage. Breaking down the types of coverage allows multiple members to participate in the group, each representing a specialty such as personal, commercial, and supplemental health.

Some members may own more than one business and have separate chamber memberships for both. These members are allowed to promote both businesses in their Leads Group if there is no conflict with members already in the group.

Attendance and Participation:

It is important that all members of a Leads Group make the commitment to be present at the scheduled meetings for relationships to be fostered and leads to be exchanged in a timely manner. **It is expected that members attend a minimum number of meetings per quarter to retain their place within that group – at least 4 meetings for groups meeting twice monthly and at least 8 meetings for groups meeting weekly.** In addition,

if a member misses 3 or more consecutive meetings without discussing the absence with the group Moderator, they may be asked to relinquish their spot. It is a best practice to contact the Moderator in advance to let them know if you are unable to attend a meeting. This helps foster the relationships you've built and demonstrates your commitment to the group.

The West Metro Chamber encourages all members of the Leads Group Network to actively participate in referrals and passing qualified leads. A qualified lead/referral is defined as: You have spoken to the potential lead/referral about the business you are promoting. They are expecting contact (email or phone call) from referred business. Please qualify all leads before you pass them to your group members. Remember, the main purpose of participating in your leads group is to develop new business leads and connections.

Leave of Absence:

We understand you may face deadlines, emergencies or heavy work volumes that don't allow regular attendance to the Leads Group during a particular time of year. You may ask for a leave of absence in writing for up to four weeks. The formal request is to be given to the Moderator. Requests for absences for more than four weeks would be at the discretion of the Moderator and Staff Liaison to approve the request.

Professionalism:

Members are expected to behave respectfully to other members and guests at all meetings. The group is responsible for its members' behavior and professionalism. As in any other business setting, there are to be no inappropriate comments or innuendo. Contact the Staff Liaison if a member does not meet the professionalism requirements. If behavior is not resolved they will be officially asked to leave the group.

Removal from Leads Groups:

A first email or verbal warning will be given from the Moderator or Staff Liaison and all parties will work to address the issue. A second and final written warning will be given from the Chamber if the issue is not resolved within the timeline discussed in the first warning. The last step is removal of the member from the group. The Chamber reserves the right to immediately remove a person from a group under circumstances requiring immediate action.

Schedule & Location changes

If for any reason the space where your leads group meets is no longer available, contact the Staff Liaison immediately and the Chamber can assist you in finding a new space. **If you change a date or skip a meeting due to holidays, please inform the Staff Liaison.**

Moderator Terms & Training: Being a moderator of your leads group is a terrific way to gain additional visibility and exposure for your business as well as taking a leadership role within the group. The moderator terms vary depending on the preference of each group. The West Metro Chamber can provide those interested in becoming a moderator with an overview of what the role entails.

Let's work together to help each other grow and succeed!

(Revised 2/1/22)