

by substantially **increasing** your referral business through a structured "word-of-mouth" networking system!

by **providing** a network of trusted professionals

by **developing** long-term, meaningful relationships

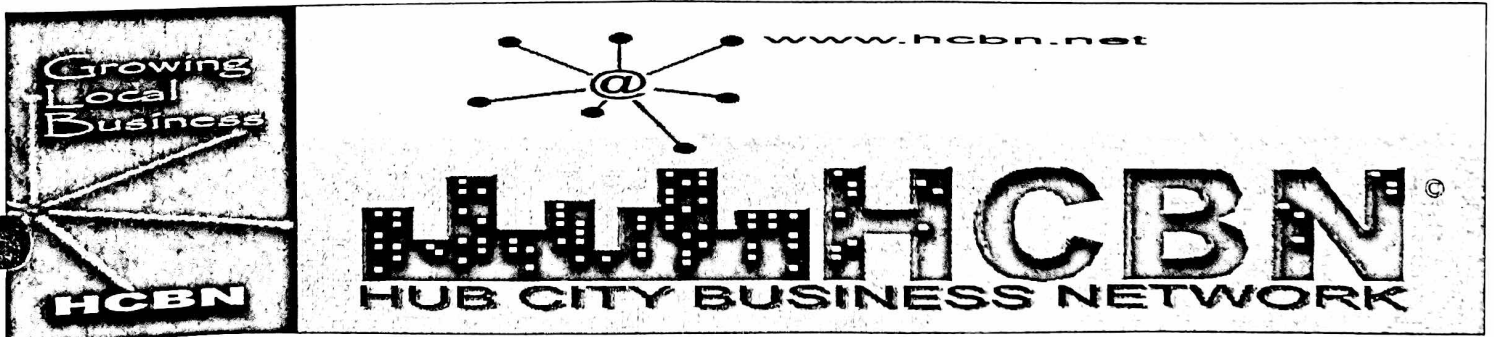
by **having** the area's best marketing, public relations, and advertising team **working for you!**



our **business**

is growing **yours** *through referrals*

Membership Brochure



Hub City Business Network ■ 5891 US Hwy 49S, Suite 60-219 ■ Hattiesburg MS 39402

Congratulations on your decision to join HCBN. To get all the business you can from and through HCBN, you need to do all five of the following activities. Results will come from performing these activities.

- ◆ Develop several 60-second "Sales Manager Minute" presentations to inform and motivate the other HCBN members to send you referrals. Developing a different introduction for each week will keep their attention and create an interest in your business. Teach them how to send you the kind of referrals you most want. Each 60-second should address a specific problem your products or services solve.
- ◆ Invite guests to visit HCBN. The guests should be people who are in your CONTACT SPHERE (you will learn about the Sphere during orientation).
- ◆ In addition to the regular Tuesday morning meeting, Schedule weekly appointments with each of the members in HCBN for SMS (Strategic Marketing Sessions). Arrange to meet with one or more members at a time. Visit each other's businesses; learn about each other's products and services, market and typical prospects. You need to build trust with each member you want to receive referrals from!
- ◆ Raise the bar and set the pace for the number of referrals you want to receive by leading by example. If you want to receive 1 to 3 referrals a week, bring that many for other members on a consistent basis and they will want to do the same for you. This is called the "Givers-Gain".
- ◆ Treat each meeting as any other business appointment you schedule. You cannot accomplish the above keys to success if you do not attend ALL meetings. Would you refer your clients to someone who arrives late, leave early or doesn't show up for business meetings?

Bring your designated substitute to visit with you so they will feel comfortable and want to attend on their own when you must be absent. When your substitute attends in your place, it prevents you from being marked absent. This is very important. The HCBN attendance policy states that members who miss more than 3 meetings in a quarter are subject to having their position opened to a competitor by the Membership Committee.

We appreciate the opportunity to work with you. If you have any questions or need assistance, please contact any of the Leadership Team.

Sincerely,

President

General Policies

1. Only one person from each professional classification is permitted to join HCBN.
2. Members must represent their **primary** occupation, not a part-time business.
3. The weekly meetings last for ninety (90) minutes. Members need to arrive on time and stay for the entire meeting.
4. Attendance is critical to the group. If a member cannot attend, you may send a substitute to the meeting. This will not count as an absence. A bona fide business meeting or vacation time is excused, although we do encourage a "substitute." Frequent absence is subject to review by the Membership Committee and/or the Leadership Team. If absences are excessive, the member's classification can be opened for new member solicitation.
5. Members are required to bring bona-fide referrals and/or visitors.
6. Visitors may attend up to two (2) meetings.
7. There is no leave of absence except for medical leave. A member may take up to eight weeks medical leave with prior approval from the Membership Committee, if fees are pre-paid for that period of time. The member must make every attempt for a "fill-in" during the medical leave.
8. It is the member's responsibility to file a concern with the Membership Committee if a visitor "who submits an application in any way conflicts with the member's classification." This should be done before the visitor is approved for membership. If there are no complaints, the Membership Committee will "assume their consent."
9. Members who wish to change their classification must submit a new membership application and get approval from the Membership Committee for that classification change.
10. In case of problems with a member, Membership Committee may, at their sole discretion, put a member on probation relating to the member's business practices or commitment to the group.
11. A member's classification may be opened for failure to comply with the policies and/or the code of ethics of HCBN. In absence of a Membership Committee, the Leadership Team may fulfill that responsibility.
12. Policies are subject to change. The Leadership Team will be notified regarding all changes.
13. In the absence of a Membership Committee, the Leadership Team may act as an ad hoc Membership Committee until one is established.
14. An individual member cannot be a member of any other group that allows only one person per profession and whose primary purpose is to pass referrals to one another. This substantially reduces commitment to HCBN. The Membership Committee has full authority in this area.
15. HCBN membership lists are for the purpose of "giving" referrals and not for soliciting (via e-mail, direct mail or other means) HCBN members without their prior approval.

Tools to Network

All successful networkers should have the "tools of the trade". The tools include a name badge, lots of business cards, brochures/flyers about your business, and the HCBN business card file that has the business cards of the professionals you refer.

Be sure to check the "little black box" and make certain you have enough business cards for other members to use.

Building Your 60-Second Introduction

A good 60-second introduction has five sections. Each section is designed to allow you to share specific information about yourself and your business with the members of HCBN. Use this worksheet to develop a memorable introduction.

A. Introduction 15-20 seconds (same every week)

Name: _____

Position and Company: _____

Menu of products or services. The Power of 3 (include the area you will speak on today)

1. _____

2. _____

3. _____

B. Tell them specifically what you want

Talk about the one area from the above menu and focus on that.

C. Tell them how you have helped others

Tell a story relating to your "focus this week." Include: Who you helped. The complaint / problem / circumstance. Tell what you did for them.

D. Tell them what to say or ask a prospect

Call to action:

SO . . . If you see/hear . . . ask/tell them . . . Refer again to the story or situation above.

E. Memory Hook

Building an Effective Memory Hook

MEMORY HOOK: A good memory hook is a brief, memorable self-introduction that engages the other party's interest positively and creates an unbreakable connection between you and your product or service.

EXAMPLES: Can you complete these well-recognized memory hooks?

1. "You're in good hands with _____."
2. "Like a good neighbor, _____ is there."
3. "It's the real thing" _____."
4. "Have you driven a _____ lately?"
5. "_____ is on your side."

Industry Oriented:

"We check your shorts." Electrician
"If you feel like shooting your relatives, call me." Photographer
"Every good deed deserves a mortgage." Mortgage Lender
"Be true to your teeth or they will be false to you." Dentist

Name and Industry Oriented:

"A call to Armstrong Van Lines will be the best move you ever make!"
Moving and Storage
"At Panter Chiropractic, we give your back a hand." Chiropractor

Poetry:

"You're not alone, when you need a loan." Banker
"Before you turn to dust, come see me for your will or trust." Attorney
"If your records are a mess, or the IRS is causing your stress, come, confess." CPA

Others:

"We'll take care of what's buggin you." Pest Control
"Don't get caught with your data down." Computer Networking
"If you need to be kneaded, then you need me." Massage Therapist
"Let someone who's been there tell you where to go." Travel Agent
"Call the Loan ArRanger for your next mortgage loan." Mortgage Lender
"Think of me as your call girl." Cellular Phones

Develop your own memory hook to create more business for you.

Top Ways to Increase the Number of Referrals You Give (The More YOU Give, the More YOU Receive)

1. Your business card holder: don't leave home without it. Keep it current with cards and referral slips; place the cards of noble networkers in the first and second slots.
2. Wear your name badge one entire day a week (people will ask you about it). Share any results you receive with HCBN and encourage others to do the same.
3. Put up a card holder with each of your fellow members' cards in your office. Spread the word.
4. Send a follow-up letter to everyone that you have been able to refer, and thank everyone (also a subtle way to promote yourself).
5. Hand out the HCBN roster to all people you do business with, showing them graphically the variety of services you can refer to them. Teach them that there is more than one reason they should call you.
6. Don't be a hermit; practice the three-foot rule! In other words, start a conversation with anyone within three feet of you.
7. Get yourself an extra set of eyes and ears! Give your spouse or significant other a set of cards from HCBN.
8. Whenever you write up a sale, give your HCBN cardholder or Member List to the client to browse through while you do the paperwork. The client will be drawn to the business cards like a magnet and will ask you about the people and services represented. This gives you a chance to brush up on giving someone else's presentation.
9. Do a seven-minute phone call to one other member each week and concentrate on getting a referral for that member.
10. Pick one business card each week from the business card holder.
11. Make other people in your office, home, and neighborhood aware of how to generate referrals and keep them informed about members in your HCBN.
12. Review your cardholders each morning before your day begins to keep members in mind when speaking to others.
13. When sitting across from clients, actually remove the cards from the cardholder and lay them down. Then ask the clients to take any they may be interested in. They are more likely to take cards if they are out of the cardholder.

Questions for Building Business Referral Relationships

- ◆ Please help me to understand your business so that I will be able to be of assistance to you. I would like to share the same with you about my business.
- ◆ What is your current position and responsibilities?
- ◆ How long have you been doing this and what does the future look like?
- ◆ What is your background and how has it prepared you for your current job?
- ◆ What do you like best and least about your job and your company?
- ◆ Who is your competition and how are you different from them?
- ◆ Who is a good prospect for you? Who do you currently have as customers and who would you like to have as a customer?
- ◆ What advice do you have for companies who would like to have you as a customer?
- ◆ What expectations do you have of a person who you refer business to?
- ◆ What do I need to do in order to make it easy for you to refer business to me?
- ◆ What civic, community or professional organizations do you belong to?
- ◆ May I visit as your guest to one or more of these?
- ◆ What has been one of the highlights of your life; business or personal?
- ◆ What aspirations do you have for the future?
- ◆ If your child or a young person were to approach you for advice on how to lead a successful life, what would you tell them?

Shaping a relaxed conversation around these questions will help you determine if you are compatible with the other person. If you are compatible, this conversation will help you build an important professional relationship that will yield many important benefits, including referrals for new business. Building important relationships takes time, skills and being transparent to each other. Plan on meeting several times with those people you want to receive business from before you expect any business. It also helps to send business their way.

How to Give a Good Referral

Definition of a Referral

The opportunity to do business with someone who is in the market to buy your product or service. It's not a guaranteed sale, but an open door to discuss your business.

6 Points to Follow for giving a "Good Referral"

1. Listen for a need from someone you've met. A good networker has two ears and one mouth and uses them proportionally.
2. Tell the individual that you know someone who can provide that service.
3. If you've done business with that member you are referring, tell about your experiences or relate a testimonial that you have heard at a meeting.
4. Give the individual the business card of the person you are referring and ask for that person's card for the member's reference.
5. Ask if it is ok for the member to call regarding the need.
6. If the answer is yes, fill out a referral form and give it to the member at the next meeting. If it is several days until the next meeting, call the member with the referral information.

Examples of a Good Referral

Hot – someone needs a phone system for a new office. A member of HCBN gave the individual your business card and he/she is expecting your call.

Warm – Someone is new to the area and needs a good chiropractor. A member of HCBN gave her your business card and she will call you next week.

Tepid – Someone is shopping for auto insurance and is interested in a quote from your company. A member of HCBN gave him your business card and you should call him soon.

The above examples contain the information that should be on a referral slip. You would provide the HCBN member with the person's phone number and business card. If it is several days until the next meeting, call the member you are referring and give the information by phone – don't let a hot referral wait! You would then fill out a referral slip at the next meeting.

How to Present a Referral to a HCBN Member

1. Complete the Referral Form.
2. When it is your turn to give your referral(s), stand and
 - a. Indicate who the referral is for
 - b. What the initial referral is all about
 - c. Indicate referrer's name, and
 - d. What they do if they work.Other members should be listening and think . . . "Oh, that would be a good referral for me...."

Remember, "Givers Get."

Examples of Bad Referrals (good information, but not a referral)

1. Information about a meeting for business owners, a chamber mixer, or any other business meeting. This is announcement and good information to have, but not a referral.
2. Providing someone with a better source for obtaining products. This is good information for someone, but not a business referral.
3. Giving the same referral to three different chiropractors, attorneys, etc. This is not a good referral, nor is it good information. Your referral should be given to one individual, the person who represents that classification in your chapter.
4. Giving the member a name with no phone number, postal address or e-mail address to make contact.

Speaker Guidelines

The 10-minute presentation is incredibly valuable. The members of HCBN cannot promote you properly until they understand what you do. More importantly, when they know that you understand what you do, they feel confident sending you their best clients as referrals.

The President or Secretary schedules speakers. Only members are allowed to participate in the 10-minute presentations. Plan to promote your business within the group with a progression of effective 60-second and 10-minute presentations. Depending on the size of your group, schedule four or five 10-minute presentations each year.

You may use your time to:

- Give a general overview of your business
- Focus on a specific product or service
- Introduce a new product or service
- Explain a benefit
- Describe an ideal referral in detail

Use props, visual aids, handouts and samples. Let the members see, hear, touch, smell and feel what you do! Be specific. Describe what distinguishes you from your competitors. Give members memory hooks they can use in conversation to refer good referrals to you. Think of the group as your sales force. If you were paying each of them \$500 a week to promote your business, what information would you give them at this morning's "Sales Meeting"?

Bring something that promotes your business as the door prize. Plan for this in advance. The door prize is another opportunity for you to promote your business. Use the door prize to give members another reason to talk to their friends and clients about you. The door prize should not be something that you give away free to anyone.

Use good NETiquette.

A 10-minute presentation is to promote your business.

(This is not the time for a political or social forum.)

Be prepared for your presentation.

(Don't insult your members by telling them you didn't care enough to prepare an interesting and informative presentation.)

Schedule presentations regularly.

(Members want to bring you good referrals. To do this they need to know about your business.)

Be aware of the time. Do not take more than 10 minutes.

(Members have appointments and obligations. It is important to end each meeting on time. It is inappropriate for you to take more than 10 minutes. Instead, schedule another presentation.)

How to Successfully Invite Visitors

Don't tell prospective members too much. The less you tell them, the better. If you try to tell them everything you can about HCBN and why it is so great, they will make a decision based on what you are telling them. It is like trying to give someone a haircut on the phone; you cannot get a prospective member excited just by telling them about HCBN.

Let the MEETING Sell HCBN

All you want to do is get them to come to the meeting. At that point, the meeting will sell them on HCBN. If they see a structured meeting with supportive members helping each other and lots of business being done, they will want to become involved in your chapter.

Six "Don't" for Successful Inviting

If you want to maximize the number of invitees who agree to attend a meeting, never mention any of the following during your conversations with them, whether on the telephone or face-to-face:

- 1) 7:00 AM
- 2) Breakfast
- 3) Weekly Meetings
- 4) Networking (network marketing or "networking" is often associated with multilevel marketing, not word-of-mouth)
- 5) That dreaded four-letter word "JOIN". Remember that you are not trying to get them to join the group. You are only inviting them to attend a meeting.
- 6) HCBN's meeting agenda. Your objective in inviting them is to let them experience first-hand the excitement you felt when you decided to join your chapter.

So WHAT Should You Say?

Here is a good way to make that initial approach. Use it word-for-word when you invite people and you will get a lot of visitors to your meeting:

"John, I am working with a group of local business people who are looking for a [insert the profession of the person you are inviting, e.g. "plumber"] to give their business to. Would you like to come and meet my colleagues?"

Do not say ANY MORE – let the MEETING sell them.

Member Biography

NAME: _____ DOB: _____
Month/Day

BUSINESS NAME: _____

Profession: _____

Location(s) _____
Years in this Business _____

Previous types of jobs: _____

FAMILY INFORMATION

Spouse: _____ DOB: _____
Month/Day

Children and Ages: _____

City of Residence: _____ How Long? _____

Hobbies and Special Interests: _____

My "burning desire" is: _____

Something no one here knows about
you: _____

Your keys to success: _____

Please complete and give to the President. He/She will use it to introduce you.

Contract for Profitability

I, _____, agree to the following terms and conditions as a part of my membership in Hub City Business Network as a dedication to my own profitability and the profitability of others.

1. I will attend every meeting, and when I am unable to attend, I will send a substitute to take my place. I understand that more than three (3) absences within a six-month period means the Membership Committee may open my position to another qualified professional.
2. I will arrive on time each week.
3. I will give good, qualified referrals.
4. Whenever possible and applicable, I will switch my personal buying to appropriate members of HCBN.
5. I agree to maintain ethical standards that are equal to or above that of the rest of my profession. I agree to be truthful with other members and any qualified referral.
6. I will always give the kind of high quality service I expect from others.
7. I will provide products and services at the prices quoted.
8. I will build goodwill and trust among members and their referrals.
9. I will take responsibility for following up on all referrals I receive.
10. I will display a positive and supportive attitude with the members of my group.
11. I will read the HCBN New Member Policies information and follow all of the policies of HCBN.

Signature

Print Name

Date