



## TERMS AND CONDITIONS

### Qualified leads. Qualified referrals.

The Greater Sudbury Chamber of Commerce's (GSCC) Leads Generation Club (LGC) is an exclusive, members-only club made up of business representatives working in various sectors who meet weekly to exchange valuable, qualified sales leads and referrals. Only members in good standing with the GSCC will be considered for membership in LGC.

### Club 1 meets Tuesdays from 12 pm to 1 pm in the Greater Sudbury Chamber of Commerce Boardroom.

The meetings are weekly, however there are some exceptions to this schedule. During the months of July and August, the meetings are only held every other week. Also, in the event of a 4-day work week due to a holiday, the leads meeting will be cancelled and resume the following week.

### Definitions:

A business **lead** is considered to be a prospective consumer of a service or product. A general lead has little detail, whereas a specific lead will include contact information. Some leads may be shared openly to the entire group, and other leads may only apply to certain members.

A **referral** is stronger than a lead because not only will it include contact information, but the prospect should already have an idea of who you are and what you do/offer. The person providing the referral will have spoken positively about your business, which then allows for a warm conversation upon contact.

### All leads and referrals must be positive in nature.

### Points System:

Points will be tracked at every meeting based on the breakdown below:

- 1 point: for meeting attendance
- 1 point: for general information (non-specific detail)
- 3 points: for a lead with contact information provided
- 4 points: for a referral
- 5 points: for a lead/referral that turns into a sales transaction

### Every member is expected to produce a minimum of 60 points annually.

### Prizes:

The LGC members that have the highest total of points for the entire year will have discounts off their next LGC membership renewal fee. These prizes have no cash value, and are only valid towards the LGC membership fee and not the GSCC membership investment fee. It is also non-transferable to another business.

The member with the highest total of points will receive the full LGC membership fee waived on their next renewal. Second place will receive a discount of 50%, and the third place will receive a discount of 25%.

In the event of a tie, the Greater Sudbury Chamber of Commerce Vice President will decide on the distribution of the prizes, in a fair manner.



## TERMS AND CONDITIONS CONT'D

### Attendance:

Regular attendance and active participation is essential to the success of the club. If a member is not able to attend a meeting, they are expected to inform the Secretary of the club in advance. They can share their leads with the Secretary at that time and he/she will pass them along at the meeting. By doing so, the member will not be considered absent, as they have maintained their participation. If a member is absent from 3 consecutive meetings, without a valid reason, and/or without notifying the Secretary, they will be removed from the club, with no reimbursement. There will be a friendly reminder given by the Secretary after 2 consecutive absences.

### Alternates:

A member of the club may send an alternate to replace him/her at a meeting. Advance notification to the Secretary is required.

### Fee:

The annual fee to be a member of LGC is \$75 + HST (non-refundable) and will be charged at the end of January. Any new members joining mid-year will be charged a pro-rated fee to reflect the remainder of the year. Members of the LGC are not eligible for the GSCC Sign and Dine program.

### Observers:

A (potential member) business person may attend one meeting as the guest of a current member to observe the proceeding, providing there is not currently a member already representing that sector. Advance notification to the Secretary is required, and the name and company name of the observer must be submitted.

### New members:

Potential new members are required to complete the application form and forward it to the chamber. The chamber will circulate the application via email to all members of the club seeking their support for the new member. If there are any dissenting votes, the membership will not be granted, provided the reason is valid. The GSCC will continue to have a waiting list for any non-LGC members interested in joining. When there is a vacancy, the replacement will not necessarily be from the same sector as the previous member.

### Sectors:

Although there is no formal list of sectors, the Secretary of LGC will monitor the participants and which sector they are representing within the club. If an LGC member's company services multiple sectors, the member must choose one sector to represent within LGC.

### Confidentiality:

All discussions, leads, information sharing, etc that takes place at the meetings are considered private and confidential. Any members that are also active within other leads' groups should not be giving second-hand leads, meaning, a lead that was shared within LGC, should not then be shared within another group, unless the initial source for the lead is from yourself.

**\*\*The Greater Sudbury Chamber of Commerce Leads Generation Club application form is attached. Please keep these terms and conditions for your files.\*\***



## BUSINESS PROFILE

Company : \_\_\_\_\_

Representative Name : \_\_\_\_\_

Title : \_\_\_\_\_

Email : \_\_\_\_\_

Address : \_\_\_\_\_

Phone : \_\_\_\_\_

Fax : \_\_\_\_\_

Primary Service being promoted in LGC : \_\_\_\_\_

**I am willing to abide by the terms and conditions of membership in the Greater Sudbury Chamber of Commerce's Leads Generation Club (LGC).**

Member's signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Application Fee:

Annual fee (\$75 plus HST) is \$84.75.

Membership fee is non-refundable and will be charged at the end of January. Any new members joining mid-year will be charged a pro-rated fee to reflect the remainder of the year.

### Payment by (circle one):

Cheque    Cash    Visa    MasterCard    American Express

Card #: \_\_\_\_\_    Expiry Date: \_\_\_\_/\_\_\_\_    CSV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card holder signature: \_\_\_\_\_

**This application is confidential and is the property of the Greater Sudbury Chamber of Commerce.**

### Chamber Use Only:

Membership approved: \_\_\_\_\_