

# LEADS GROUP MEMBERSHIP APPLICATION FORM

*We are a leads and referrals generating group made up of area business people building professional relationships through networking and personal testimonials!*

Thank you for your interest in joining our group. Our purpose is to work together to help build business for each of our group's members by (1) buying goods and services from other group members and (2) referring family members, friends, and business associates to other members. We're excited about the opportunity to help you build your business. If you join our group, you can count on our members to look for opportunities to become your customers and to refer their contacts to you. In return, our members will be very pleased to welcome you and your contacts as their customers.

Membership in our group is a privilege, and an exclusive one. That is, if you're accepted as a member, we will never accept another member that competes with you. This principle reflects our group's genuine interest in helping each of our members succeed.

Membership in our group has two prerequisites. First, we ask that you please complete the questionnaire below. Second, one or more members of our membership review committee will be in touch with you to discuss your goals for group membership and the value you believe you can bring to other members.

Thank you for your interest in our Leads Group.

**Name:** \_\_\_\_\_ **Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Years/Experience:** \_\_\_\_\_

**Services you provide:** \_\_\_\_\_

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- 1.) Which of the following best describes your level of ownership in the business?
  - a. Sole Owner
  - b. Majority Owner
  - c. Minority Owner, 25% or more
  - d. Minority Owner, Less than 25%
  - e. Not an owner
- 2.) Which of the following best describes your level of purchasing authority in the business?
  - a. I make all purchasing decisions
  - b. I make some purchasing decisions
  - c. I do not make any decisions on purchasing, but I am in a position to suggest
  - d. I do not make any purchasing decisions and I am not in a position to suggest

- 3.) On our group's information sheet, there is a list of group members and the goods and services they provide. From this list, please indicate the goods and services you have personally purchased, either personally or for business, in the past year. \_\_\_\_\_
- 4.) From this same list, please indicate the goods and services you believe you will need to purchase, either personally or for business, in the next 12 months. \_\_\_\_\_
- 5.) Which best describes your relationships with family members, friends and business associates?
  - a. I frequently recommend specific goods and services providers to these contacts
  - b. I sometimes recommend specific goods and services providers to these contacts
  - c. I seldom recommend specific goods and services providers to these contacts
  - d. I never recommend specific goods and services providers to these contacts
- 6.) From the list of goods and services provided by members of this group, please indicate which of these services you have specifically recommended to your contacts in the past year: \_\_\_\_\_
- 7.) In the space below, please write a paragraph that describes why you believe you would be an asset to our group. \_\_\_\_\_

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#### Frequently asked questions

- 1.) What is the purpose of this group? **To help build business for each member, by (1) buying goods and services from other group members and (2) referring family members, friends and business associates to other members.**
- 2.) What does the group do? **We meet every other Friday at 8:00am at Denny's in Boardman for about an hour. At our meetings, each member provides a 30-second "commercial" about anything to with their business. Each meeting includes a presentation of about 15 minutes by a group member, scheduled on a rotating business. You may order anything you want from the menu at your expense.**
- 3.) Why should I join the group? **If you are accepted for membership, you will find a new source of potential customers and positive word-of-mouth information.**
- 4.) What is required to join the group? **Two things. First, you must complete this application so the membership review committee can consider you for membership. A first-year membership fee of \$100 is also required. Annual Renewals are \$50.**
- 5.) Does the group track whether members actually buy services from other members or refer their contacts to group members? **Yes. We believe our twice-annual tracking exercises keep us focused on the purpose of the group – to buy from and refer to other members. The tracking keeps us accountable and encourages more business overall for group members.**
- 6.) Will I be asked to leave if I do not buy or refer enough goods and services to other group members? **That has not happened in the past. Our members tend to frequently buy from and refer to other members, as it is in their own best interest. However, if we become aware of a member that is not living up to their commitment to other members, we will ask that person to consider resigning.**