

Orientation Brief for New Members of Friends in Business

I. Purpose/Overview

The Friends in Business team ("the team") is an association of local community business professionals representing individual specialties networked to refer quality business prospects ("referrals") to other members of the team. The team can, in a real sense, be considered part of a member's marketing, advertising, and sales force. Key specialty areas of the team include:

- real estate-related services,
- home-related goods & services,
- insurance-related services,
- financial-related services,
- computer-related goods & services,
- communications-related goods & services,
- marketing and advertising-related goods and services, and
- printing-related goods & services.

In addition, team members are encouraged to continually seek out and invite other specialists who would be an appropriate fit to the team to visit and possibly be invited to join the team. However, once a specialty is represented and so long as the individual representing that specialty is a member in good standing, that specialty is "closed" and others from that specialty will not be allowed to join the team. There is a limit of one team member per specialty.

II. Expectations of Members

- Although the goal is to refer as many prospective business opportunities to other members of the team as possible, members are highly encouraged to pass good quality referrals. Good quality referrals are defined as referrals that have a reasonably good likelihood of generating into business opportunities. Thus, a good quality referral is a prospective client who has expressed a need, desire, or interest in a product or service offered by one or more members of the team.
- Members are expected to provide "60 second commercials" at weekly membership meetings. The "commercial" should be designed to educate members as to specifically what product or service is offered and specifically what type of customer base the member is seeking.
- Members are encouraged to become familiar with other members of the team by periodically meeting socially one-on-one at an informal setting, e.g., lunch, dinner, etc. These meetings are known as "dance cards" and are an opportunity to socialize and glean as much appropriate personal information as possible in order to better get to know all the members of the team: their background, likes, dislikes, strengths, weaknesses, hobbies, plans, goals, desires, etc.
- Members are expected to periodically give scheduled 10-minute presentations geared toward educating members of the team in greater detail on the products and/or services offered by the member.

- Members are expected to regularly attend weekly meetings. If a member misses more than four (4) meetings per quarter, that member is subject to dismissal from the team. (Note: Members are required to provide representation at weekly meetings when they will be absent. It is not permissible for members to use other team members for cover more than twice per quarter. Members are encouraged to provide a representative from their own business (i.e. customers, employees, supervisors, etc.) to represent them at meetings when the member will be absent.)
- Members are expected to follow up on all referrals leads provided. Follow up contact should be made within a reasonable period of time but most definitely **within** one (1) week after receiving the referral.
- Members should read, understand, and follow the Friends in Business By-Laws. Members not abiding by the By-Laws are subject to dismissal from the team.
- Members should refer prospective clients desiring goods or services offered by one or more of the team members to the team members and not provide specialties outside the group a referral.
- Team members should keep the business card pass box well stocked with their current business card.
- Members are expected to conduct their business ethically and professionally.

III. **What Members Can Expect From FIB**

- Members can expect to receive business referrals from other members of the team. Members will not go outside the group when passing referrals for goods or services offered by the team members.
- Members can expect to receive good quality referrals. Again, good quality referrals are defined as **real** business prospects.
- Members can expect to be treated honestly, ethically, fairly, and respectfully at all times from members of the group.
- Members can expect a fair and impartial hearing of all complaints as well as on suggestions for improving the team's effectiveness.
- Members can expect to have a personal professional relationship from quality key members of the local business community.
- Members can expect team members will provide a quality product or service at all times.