

# NEW MEMBER ORIENTATION

## REFERRAL TYPES:

- **HOT** - This is a referral to someone that needs a product or service now. These referrals should be followed up on within 1 day. Make an email introduction so that the the person you are referring TO can follow up on the referral.
- **BOW** - This is a referral to a person who can provide long-term business opportunities. For example, referring a Realtor to our Lender partner.
- **OPPORTUNITY** - This is a passive referral such as tagging someone on social media. These referrals are not slam dunks and typically require more leg work on the part of the person you are referring to. Every effort should be made to connect the referral to the person you are referring to, such as sending a text screen shot of the post.

## MEETING PROTOCOLS

- **Power Hours** are assigned at each meeting and provide you a chance to get to know your fellow members outside our regular meeting format. You will provide a report at the next meeting.
- **Meeting Spotlight** - is a 5-8 minute segment where one member shares information on their product or service OR industry expertise that will benefit the group.
- **Meeting Education** - is a 10 minute segment where one member leads a group discussion on a personal or professional development topic -not typically related to your area of expertise.

## RESOURCES & BEST PRACTICES

1. **Enter** your referrals through the website.  
[www.ThriveArundel.com/Referrals](http://www.ThriveArundel.com/Referrals)
2. Member resources are located in the Member Portal.
3. The member directory lists all members and their contact information.  
It is available on Google Drive. Ask your Chapter Director for access and make sure your information is up to date.
4. ASK "May I Refer You to Someone Who Can Help You With That?"
5. Friend or Connect with each member on social media.
6. Put every member's contact information in your phone.
7. Share your experience or an experience you heard on social media.
8. Invite guests to attend our meetings. Invitations are on the member portal section of the website.

GENERATING  
REFERRALS  
HELPS YOU  
PROVIDE  
**ADDED VALUE**  
TO YOUR  
CLIENTS!

If you Give, you Get!

Check Out More Resources at  
[www.ThriveArundel.com](http://www.ThriveArundel.com)

