

REFERRALS CLUB

New Member Orientation

What is a referral? THIS IS THE LIFE BLOOD OF OUR CLUB! When a friend asks about a service or product and you refer that friend to a member of our Referrals Club, that's the best kind of referral. When you do business with another member, that too, is a referral. Both qualify and should be turned in on a Referral Form at the next meeting. Caution: You should only fill out one referral slip for any one transaction. In other words, it's not correct to fill out one saying, "scheduled appointment next week", then another saying, "boat repaired", then a third one saying, "boat runs great, thanks". You should give at least one referral each week or put a dollar in the fine basket.

Why do I have to visit each business in my first 90 days? In order to get to know the other members in the club, and to let them get to know you, you are required to visit each member's business within 90 days of joining. Take one club brochure and have each member initial it when you visit. For the home-based businesses, talk to them at a meeting and have them initial your brochure. Turn the brochure in to the membership chairman or president when it's completed.

How do I give my commercial? First, give your name and your business name. Then tell us what you do. Remember, many of the members will hear you each week, but a new member or guest may be looking for just your type or product or service. Try to say something new each week - give a helpful hint, tell about a special promotion you are having, or tell us about a new product you have just gotten in. Keep it interesting! Make other members want to ask you more.

Why do we have to serve as Greeter, Showboater and Speaker? The benefits of the Referrals Club come only after club members get to know you and your business. You will be scheduled early to be available three weeks in a row to serve as Greeter, Showboater (your chance to tell us about your business, it's products and services) and Speaker (your chance to give us your personal biography). We all prefer to do business with people we know. This is your chance to make us feel comfortable about referring others to you! (\$25 fine if you are a "no show")

What is "the lucky devil"? Each week, a business card is put under a coffee cup on one of the tables. If you pick up your coffee cup and find someone's card, you are the "lucky devil". When called upon, you are to impersonate the other member and give a commercial as though you were that member. Have some fun by offering a fantastic special deal like nothing down and nothing a month. Remember, you are that other member for 30 seconds, so don't break character.

Why do we have a "secret handshaker"? The Referrals Club only works if you get to know the other members and something about their businesses. That's why we make a "big deal" about shaking every other members hand before the meeting begins. Make sure you arrive in plenty of time to make the rounds and greet everyone. Miss the "secret handshaker" and you'll pay a fine when we roll the dice.

Why do we have fines? We have fines to draw attention to things that are important to good membership in our club - being on time, attending all meetings, wearing your badge, bringing your card caddy and greeting the "secret handshaker" and serving as Greeter, Showboater and Speaker. The fines are not excessive and provide a lot of fun.

How should I use the brochures and rack? The club brochures are an effective way to tell your customers about the other businesses represented in your Referrals Club. If you have a store or office, display the brochures in a prominent place. If you make house calls, leave a brochure. Tell everyone about your Referrals Club.

What about the Card Caddy? All members receive a card caddy when they join our club. Make sure you keep your caddy up-to-date with cards from all the members. A box with business cards is passed at each meeting. Make sure you have plenty of your cards in the box. Take out any cards you need to keep your caddy current. Use your caddy to refer friends and customers to other members of the club.

Our Referrals Club Works!

Make it work for you and your business!