

Code of Ethics

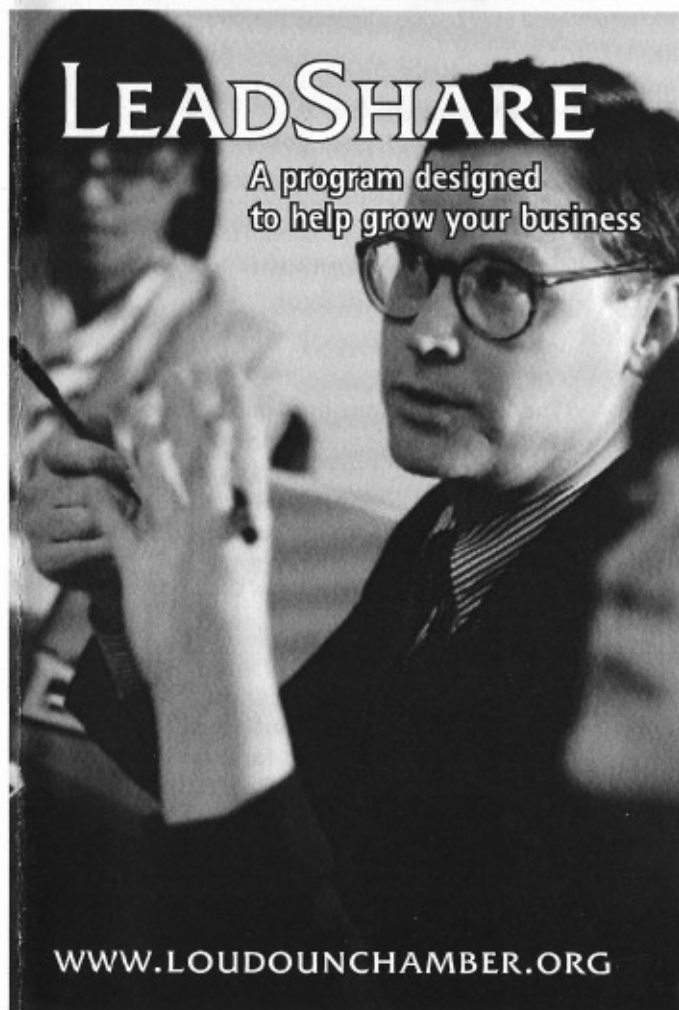
Upon acceptance to LeadShare, I agree to abide by the following Code of Ethics:

- I will provide the highest quality service.
- I will provide the required leads.
- I will follow up on the leads I receive.
- I will work to build good will and trust among members.
- I will share my professional knowledge and promote networking.
- I will recommend potential LCCC candidates.
- Attendance—on time?

Make LeadShare Work for You

- Develop an effective 60 second, or less, description of your business.
- Always carry plenty of business cards—yours and those of your LeadShare partners.
- Prosperity begins with giving, so give a lead whenever possible. Take advantage of every opportunity to support your colleagues and they, in turn, will support you.
- Deliver the best possible products and services to your network leads. Good service brings more leads and more business.

LOUDOUN COUNTY CHAMBER OF COMMERCE
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LEADSHARE

A program designed
to help grow your business

WWW.LOUDOUNCHAMBER.ORG

How Will LeadShare Benefit My Business?

The LeadShare program is based on the marketing concept that one of the best and most cost effective methods of marketing your business is by word of mouth. LeadShare is an active, structured approach for growing your business by sharing leads. It is designed to assist you in expanding your business network.

You get to know other members' businesses, and learn the type of clients and business opportunities that each member is seeking. All members of the group carry each other's business cards. When a member meets someone who could use your product or service they personally recommend your business because they know you.

Belonging to a LeadShare group is like having an extended marketing team. Imagine gaining new business while you help other businesses grow and prosper.

If you want to increase your exposure through referrals and increase your networking opportunities, complete the attached application and get started today!

"The LeadShare program has helped me grow my business by having other LeadShare group members as an extended marketing staff. It has also been a vehicle to meet great people and establish lasting relationships."

-David Welmer, Edward Jones

"I never would have imagined how much I could grow through meeting these people and learning how to find good leads for them. Growth through giving... not a bad idea."

-Roni Breza, Attracted To Magnets

Guidelines for LeadShare Membership

- Applicants must be members, or become members of the Loudoun County Chamber of Commerce.
- Prospective members may attend two LeadShare meetings as a visitor. Chamber membership is not required for visitors.
- Members may represent only one business. A member may be a corporation, partnership, or sole-proprietorship.
- Only one business in a given category is permitted to join each LeadShare group. Groups meet twice each month.
- Potential business classification conflicts must be presented to the group leader prior to member approval.
- Members must be committed to learning about other members' businesses, so that they can confidently make referrals.
- Members must attend regularly scheduled meetings or send a colleague who can represent the business to the group. A member is allowed only two absences per quarter. More than two absences may result in revocation of LeadShare membership.
- Members must be committed to generating qualified leads. Members are required to introduce at least two qualified leads and two perspective new members/guests to the group quarterly.

"LeadShare is an additional sales team for my business. The Loudoun Business Exchange has broadened my horizons with knowledge of other businesses in the area."

-Sharron Crabtree, Create-A-Basket 'N' More

LeadShare Application

Name _____

Title _____

Business Name _____

Business Address _____

City, State, ZIP+4 _____

Telephone _____

Fax _____

Email _____

Primary Business Focus _____

I have read and understand the guidelines and code of ethics included with this application.

Signature _____

Date _____

The following information must be completed and returned to the Chamber office before your membership in a LeadShare group is official.

Day of week, time of day and place where group meets

Signature of group leader verifying that your membership has been reviewed and accepted.

Annual member dues are \$65, payable upon acceptance as a member.

