

# BRANT BUSINESS BUILDERS

~ Trust ~ Confidence ~ Refer ~

*Updated Jan 18 2017*

Welcome to the Brant Business Builders. This information is important for all members to read. You are urged to review this material closely and address any questions or concerns you may have with any member of the chapter.

## PHILOSOPHY

Your success in the Brant Business Builders requires you to be a positive and supportive member of an organization where the premise is based on mutual support. This requires commitment to your fellow members as well as you to adhere to the philosophy of 'Trust & Refer': by trusting your team and giving business to others, you will get trust and new business in return.

## MISSION STATEMENT

Our mission is to "Build positive and long lasting professional relationships, increasing business opportunities through confident and trustworthy services".

## CODE OF ETHICS followed by members:

1. I will provide the quality of services at the prices that I have quoted.
2. I will be truthful with the members and their referrals.
3. I will build goodwill and trust among members and their referrals.
4. I will take responsibility for following up on the referrals I receive.
5. I will live up to the ethical standards of my profession.
6. I will display a positive and supportive attitude with BBB members.

## APPLICATION PROCESS

1. A visitor interested in joining the chapter must first hand in an application with a cheque or cash for their potential membership. The amount payable must equal their membership dues (quarterly or annually) plus the breakfast dues for the remainder of the payable quarter. (Please contact the treasurer at time of application for this total).
2. As soon as the VP receives the application it is the responsibility of the VP to inform the chapter via email that an application has been received.
3. It is the responsibility of ALL members of the chapter to give feedback to the membership committee, both positive and negative, to assist in the application process. If no feedback is received it is to be assumed by the Membership Committee that no conflict is present.

4. The membership committee will meet to review the application no later than the first Wednesday following receipt of the application.
5. Once approved or denied a member of the membership committee will notify the applicant of the outcome. Once the applicant has been notified a member of the membership committee will notify the group (via email).
6. Once an application is approved a member of the membership committee will provide the cheque or cash to the treasurer to deposit immediately. If the application is denied, a member of the membership committee will make arrangements to return the cheque or cash to the applicant in person outside of the regular meeting time.
7. As soon as an applicant has been granted membership it is the responsibility of the person or person(s) in the training position to contact the new member immediately and ensure they schedule a training session. (\*Please refer to General Policy #9). During training the new member will receive their policies and procedures. Once complete they will produce a signed copy for the chapter to retain.

**\*Note – If multiple applications are received for the same category the membership committee will review each application equally and not give bias to applications received earlier than others. We work on the basis of the best applicant is chosen.**

## **GENERAL POLICIES**

1. Only **one person from each profession or classification** is permitted to join the Brant Business Builders. The Membership Committee has the final authority relating to all classification conflicts.  
All prospective members will be given a copy of these regulations during training and will be required to provide a signed copy accepting the regulations here in. The Membership Committee reserves the right to terminate an applicant if they fail to provide a signed copy of the policies and procedures within a reasonable time frame following training.
2. Members must represent their **primary** occupation, not a part-time business.
3. The weekly meetings last for 90 minutes. Members need to arrive on time and stay for the entire meeting and are encouraged to stay and network after the meeting.
4. An individual member cannot be in a second chapter nor in any other group that allows only one person per profession and whose primary purpose is to pass referrals to one another. This substantially reduces their commitment to the chapter and it's members. The Membership Committee has the final authority on enforcing this policy.
5. **Attendance is critical to the group.** If a member cannot attend, they may send a substitute (when a member's seat is held by two or more persons sharing the seat, then the member that is on their off week can substitute). This will not count as an absence. A member is allowed three absences in any six-month period. Once three absences has been reached the membership committee has the option to open the seat.
6. Members are required to bring one unit of activity to the meeting each week. These include:
  - Referrals
  - Written testimonials (Includes Social Media testimonials)

- Inviting a visitor (a visitor is considered someone who can join the group)
- Member-to-Member Meeting (MMM).

The Chapter may establish a minimum number of referrals and/or visitors that is acceptable to maintain membership.

7. Visitors may attend Chapter meetings up to two times before being asked to pay for their breakfast and or submit an application.
8. A report will be completed and presented on the first Wednesday of each month. The report tracks members attendance, tardiness, referrals, testimonials, visitors and MMM's.
9. All new members must attend training within 30 days their application being accepted. Only after attending the training may the new member be added to the 'speaker rotation'. Any new members not attending the training within 30 days may be subject to having their classification opened by the Membership Committee.
10. **A leave of absence for maternity or exceptional medical/personal circumstances may be granted.** A member may take an extended leave with the Membership Committee's prior approval only **if their dues are pre-paid** for that period of time. It is the member's responsibility to present a plan on having their seat filled and a time that they will return to the group. The Membership Committee has the final authority relating to accepting the members proposal.
11. If a substitute is planning on attending for 8 weeks or more they are required to complete the new member training and provide the chapter with their signed copy of the P & Ps.
12. It is the member's responsibility to file a concern with the Membership Committee if a visitor/"fill-in" in any way conflicts with their classification. This should be done as soon as possible. All members need to share their information with the Membership Committee whenever possible.
13. Members who wish to change their classification must submit a new membership application and obtain approval from the Membership Committee for that classification change.
14. The Membership Committee reserves the right, at their sole discretion, to put a member on probation relating to the member's business practices or commitment to the Chapter.
15. Memberships may be revoked for failure to comply with the policies and/or the Code of Ethics of the Brant Business Builders. In the absence of a Membership Committee, the Executive Team may fulfill this responsibility.
16. The Executive Team must agree to the terms outlined in the Executive Team Agreement in order to hold a position and must go through training before participating.
17. In the absence of a Membership Committee, the Executive Team may act as a temporary Membership Committee until one is established.
18. The Brant Business Builders Membership lists is for the purpose of 'giving' referrals and not for soliciting members (via e-mail, direct mail or other means) without their prior approval.
19. Other than normal Brant Business Builders printed materials, members may not use any Intellectual Property (eg. logos, trademarks, names, slogans, copyrighted materials, etc.) to manufacture, distribute, sell, market, or promote any product or service, or otherwise use the Intellectual Property without obtaining the prior written consent of The Executive Team. Members must agree to abide by and obtain authorization for the Brant Business Builders Branding Standards for any permitted use.
20. In the event that the members deem it is no longer viable for the group to continue by way of a majority vote, then all monies owed to the group by members must be paid up in full within

15 days. The executive team will then pay out all liabilities and the remaining funds will be divided equally among the remaining members within 30 days along with a closing financial report.

21. The Brant Business Builders Policies are subject to change. All proposed policy changes need to be submitted in writing to the Executive Team to be reviewed and decided on by the entire chapter.

## ADMINISTRATIVE POLICIES

1. Fees are paid annually or quarterly. Contact the Treasurer for amounts. Fees can be paid by cheque or cash.
2. Membership fees are payable upon invoice. Members who have not paid by the first meeting of the month they are due are considered late and will be liable to a \$25.00 late charge. If fees are not paid within 15 days, the Brant Business Builders may open the member's seat.
3. Fees are non-refundable.
4. Fees cannot be transferred from one person to another unless the fees were paid by the same company.
5. Brant Business Builders has a strict policy on returned cheques. A member has three working days in which to contact the Executive Team and resolve the matter. Any returned cheques not resolved within this period will be turned over to collections. All returned cheques will be liable to a **minimum** \$45 returned cheque fee. If a member passes a second NSF cheque, that member will be subject to immediate termination.

## THE AGENDA

1. Open Networking.
2. Welcome everyone, introduce Executive Team.
3. Purpose and Overview of Brant Business Builders.
4. Networking Education.
5. Announce 'Network Leaders' (beginning of each month).
6. Pass business cards.
7. Welcome any new (or renewing) members to the organization (induct new members).
8. Members introduce themselves and give 60-second presentation.
9. Welcome visitors to Brant Business Builders and have members introduce themselves (visitors give 60-second presentation).
10. Membership Committee Report.
11. Secretary/Treasurer announces rotation of speakers for next six weeks and introduces that week's speaker(s).
12. Speaker(s) gives 10-12 minute presentation, including questions and answers.
13. Pass Referrals: Visitors say what has impressed them most about the meeting.
14. Referral Reality Check.
15. Secretary/Treasurer's Report.
16. Executive Team thanks visitors.
17. Announcements and reminders eg. workshops, chamber meetings in the area, committee meetings, etc.

18. Close meeting. Conduct visitor orientation and new member orientation.

## PROGRAM GUIDELINES

Program Guidelines are not policies, but are recommended practices that allow Chapters to run more smoothly and effectively.

### Absentees and Latecomers

Absences and late arrivals mean less business for members, therefore, the Membership Committee may give warnings to members who are consistently late or leave early. If the problem continues, the member may be subject to termination by the Membership Committee.

### Substitute Program

- People to consider for substitutes include: your customers, clients, patients, friends, family and employees.
- The primary purpose for a substitute is to represent a member. Brant Business Builders recommends minimal use of a substitute. However, a member may use substitutes up to three times in a six-month period.
- The chapter should be aware whenever possible if a substitute will be attending the meeting. The Visitor Host should be there to greet the substitute and welcome him/her to the meeting.

### Multi-Level Marketing

- ~~Brant Business Builders does not condone or allow members whose business is involved in multi-level marketing.~~ *\*\*By Majority vote Jan 18 2017 this has been removed and instead will read as;*
- Brant Business Builders will handle on a case by case basis applications from potential members that are part of a Multi-Level Marketing Business.

## Conflict resolution

It is the member's responsibility to inform the Executive Team of any concerns or discrepancies with other members, guests or "fill-ins" with regards to the policies here in. Any concerns must be provided to the Executive Team in writing for their review. The Executive Team must address the members concern within two meeting periods.

## FEES PROVIDE A MEMBER WITH:

1. Potential for a significant amount of new referred business.
2. Current information about latest business trends in other industries, which facilitates the operation and growth of one's own business.
3. Practical training and practice in public speaking and specific marketing/advertisement of oneself and one's service/product.
4. Special business contacts that can be converted into long term strategic alliances.
5. Coaching and shared experiences about word-of-mouth marketing from other members.

The fees collected by Brant Business Builders are for exclusive use to market our club:

- Marketing: Brochures & invitation cards, visitor information sheets, periodic press releases, public relations support and website promotion on [www.brantbusinessbuilders.com](http://www.brantbusinessbuilders.com) and social media exposure.
- Financial statements will be updated quarterly and will be available to the members upon request.

## **COMPARE THE VALUE**

Most business people advertise and we would never suggest that you stop advertising. However, 'Compare the Value' between advertising and word-of-mouth marketing. Being a member of the Brant Business Builders is like having up to 35 or more salespeople marketing your product or service every day.

## **GOOD REFERRALS**

Offer the opportunity to do business with someone who is in the market to buy your product or service. Although not a guaranteed sale, a good referral is an open door to discuss your business with someone who is interested in your product or service. Each member knows many other people. This extended network is a rich database of potential business available to member.

## **WORD OF MOUTH**

Word of mouth marketing is the most cost-effective form of advertising. The Brant Business Builders provides a structured environment for the development and exchange of quality word of mouth referrals. The Brant Business Builders expects to give an average of over 50 referrals per month to its members.

I \_\_\_\_\_ acknowledge having read and fully understand the Policies and requirements of my membership with the Brant Business Builders.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_