

GCN Tracking Protocols

Referrals

For the purpose of GCN, a referral is any opportunity given to a member of GCN to help build their business. Most often it would be someone who might have interest in purchasing a product or service from a member of GCN. If you connect that individual or group to a member of GCN through some channel of communication (phone, email, personal introduction, or Liingo App) this would constitute a referral. This includes yourself, if you have a legitimate inquiry to solicit business.

Other actions that could be considered a referral could be connecting a member to another individual or group that could significantly impact their business, a potential employee, or an initiative (such as a grant, public or private project) that would be helpful for the member.

For tracking, the person giving the referral turns in a Referral Tracker slip, with the following information:

TO: Member receiving the referral

FROM: Member giving the referral

REFERRAL: Name of potential customer/contact

PRIORITY: 1 = Low Priority/10= High Priority

CONTACT INFORMATION: Email or phone number of customer/contact

In all cases, it is important that you insure that the member gets the information and it is vital to our group that members follow through with contacting the referrals that they are given. While we use the Liingo app for quick access to information, it is not being used for tracking purposes or does not guarantee that the member received the information. It is important that we maintain a habit of direct communications with members concerning referrals given and received.

Face to Face Meetings

The best way to help someone is to know their story. What drives them? What can they offer someone that you send to them? What hobbies do they have that connects them to your sphere of influence?

A face to face meeting is a meeting between two or more members of GCN outside of our weekly meeting. Some of the best face to face meetings happen when you engage in conversation with someone in the group that you, at first, think that there is no real business connection to. The focus of a face to face should be to learn about the other person. It is okay to discuss business, but it is not open invitation to “sell” the person on your business. The goal is to get to know each other and build partnerships to expand both members’ sphere of influence.

Another important aspect is to learn what a good referral looks like for that member. Not everyone works in an office, has a store front, or has a tangible product. Some members cannot directly solicit business because of industry restrictions or contractual agreements. It is important to know, in these situations, how to connect a potential referral to the member in a way that is conducive. A member who deals in outside sales, however, may consider the name of a business owner that you know to be a great referral, while someone who has a brick and mortar location and needs the client to come to their facility may not.

For tracking, both members turn in a Referral Tracker slip, with the following information:

TO: GCN

FROM: GCN Member turning in (that’s you)

REFERRAL: GCN Member you met with

✓ Face2Face

Closed Business

We all joined GCN with hopes that the other members would see the value in what we have to offer, and for most of us that would translate to increased sales and (hopefully) more income. It is crucial for our group to know that we are succeeding in this facet of our organization, otherwise we are just consuming coffee together (not that there is a crime in that). Being able to relate to a potential new member that \$2.5 million in referral business was generated by our group to help our members last year gives a testimony as to how we are about helping each other out.

Anytime that you finalize business as a result of a referral from a member of GCN it should be reported as closed business. This includes ongoing business, if possible. How it is reported may vary, depending on your industry.

- If you sell a product or service that the sale finalizes on delivery, then you simply report the amount that you sold the product(s) for (Business cards, office visit, bar of soap, etc.).
- For industries that sell contracts (Insurance, legal services, maintenance agreements, office space, etc.) the amount of the purchase of a specified period of time relevant to the contract or industry. Insurance, for example, may be measured by annualized premium (the amount paid per year for a policy). That would be the amount reported. If the contract renews on regular basis it should be reported again upon renewal.

Any repeat business from that referral should continue to be reported. It is also important that the full amount of purchase is reported and not just your compensation for selling the product or service.

For tracking, the seller turns in a Referral Tracker slip:

TO: GCN

FROM: GCN Member selling product/service

REFERRAL: (OPTIONAL) Member who referred the buyer

✓ Closed Business \$ Amount of Closed Business

Invited Guest

If you believe that networking is an important part of your success in business, then it's not too much of a stretch that it would be a value for others. There are plenty of industries that are not currently represented in our group that would be beneficial for our growth.

Guests are allowed to visit two times before membership becomes an expectation. Of course, family members or friends that are not there to represent a group are not expected to become members. If you invite someone to attend a GCN meeting, you will be asked to introduce them. They will also get an opportunity to share information about their business or organization with the group during our regular one-minute "elevator" speech. It is encouraged to let them know this in advance so that can be prepared when the microphone comes their way.

We have rules to protect the exclusive membership of each GCN member. So, be cognizant of this when inviting guests. Do not intentionally invite someone who is a competitor of one of our members. If you are not sure if there is a conflict of interest with a member, please reach out to the member. There are a few members in our group who have agreed to narrow their focus during the meeting to allow some exceptions to this, but this is not an expectation.

It is also recommended that the guest bring several business cards. If you invite them, please provide their business card to the President and Secretary for proper introduction and follow up with the guest.

For tracking, both members turn in a Referral Tracker slip, with the following information:

TO: GCN

FROM: GCN Member turning in (that's you)

REFERRAL: Name of guest/organization

CONTACT INFORMATION: Email or phone number of guest

✓ Invited Guest

Weekly Drawings

While tracking the activities listing above helps to document the activity of group, the question is “What’s in it for me?”

The answer is simple. Each week we have one or two speakers that provide a door prize worth \$25 or more that we draw for. Your Referral Trackers that are collected each week are your opportunities to walk away with those door prizes.

To qualify, the top (white) copy of the completed Referral Tracker is folded in half and then in half, again and placed in the collection “doggie” bowl. A guest or speaker designated by the officer running the meeting will have the appropriate number of slips drawn to connect to the door prizes available that meeting.

Referrals logged in the Liingo app do not automatically find their way to the collection bowl. A Referral Tracker must be manually completed to be included in the drawings.

Door Prizes

When members are scheduled for their 10 minute presentation, they are required to provide a door prize with an approximate value of \$25. While this door prize may represent their business, be a gift card (true value of \$25), or be a product or service from their business; it may not be a discount coupon or consultation that requires the recipient to transact business to redeem.

Receiving a \$25 discount when purchasing a product for a larger purchase or 25% off a purchase of \$100 or more, would be examples of unacceptable door prizes.

Speakers should produce the door prizes the day that they are scheduled to speak. It is worth noting that most of the members do eat breakfast at our meeting. Chick-fil-A, our current host restaurant does offer gift cards. This would be an acceptable door prize, if other options are not available.