



BUSINESS²BUSINESS

NETWORKING GROUP

Growing Business Through Professional Referrals

Southwest Metro

New Member Packet

Eden Prairie Business-to-Business Networking Group

(Last Updated 07-13-11)

Mission Statement:

Formed in March, 2002, the mission of the Eden Prairie Business2Business Networking Group (“Networking Group”) is to provide members with a forum to share business referrals, to present information about their respective industries and share techniques for the development of our respective careers.

Group Officers: (07-13-11)

President	Heather Nemer
Vice President	Mitch Cook
Secretary	Doug Denny
Treasurer	Kelly Westlund

Objectives:

- to provide a professional setting to exchange business referrals and leads in a confidential manner
- to provide a forum to share techniques to improve our personal levels of performance
- to provide market information regarding each member’s specific industry
- to develop trusted business associates
- to enhance our business opportunities, be enthusiastic
- to develop new friends and have fun

Membership Qualifications:

Members must be active in a business-to-business industry and place a high value on the participation in our group as a means to enhance their business opportunities. There will be no conflict of interest in the services represented by the group’s members. In the case of members with multiple services, such members must select one service to represent at the group. Direct personal marketing to the membership is not encouraged.

Membership Fees:

Current fees are \$50.00 initiation fee and then \$8.00 per month, payable in advance every 6 months. Fees must be paid the first Meeting of January and July and your checks made payable to: *EP Business-to-Business Network*. New members pay a pro-rated fee when applicable. All fees paid are non-refundable.

Meeting Procedures:

- 1) Meetings will be held weekly and will be no more than one hour long
- 2) The Meeting Facilitator will open the meeting by reading the Mission Statement.
- 3) Each member will present a 30 second commercial introducing themselves, what they do and explain what makes a good referral
- 4) Each meeting will contain an Industry Presentation by a member (10 minutes with 5 minutes for Q&A) and a Focus Topic Discussion (15 minutes)
- 5) Focus Topic presenter to provide a topic 2 weeks in advance to get it on the Agenda.
- 6) Cell phones, pagers, etc should be in silent mode during the meeting
- 7) Referrals will be shared after the meeting is adjourned, or during the week via direct contact or emails with fellow members

New Member Procedures:

- 1) New members must attend two meetings before submitting a membership application
- 2) The prospect then has the option to submit an application for membership. If submitted, then the members present at that meeting will vote on their acceptance to the group.

Q & A About The B2B Group

Why should I join this networking group?

- Members of the group are professionals who believe their business opportunities will be enhanced through personal referrals not by being required to give mandatory referrals each week. The more group members understand your business, its benefits, and trust you as a service provider, then as members encounter other businesses with needs relating to your services or products, they will think of you and bring you a personal, somewhat qualified referral. Besides referrals, members of our group receive an enhanced level of education that helps to broaden their business perspectives.

How long has the group existed?

- The B2B Networking Group began in March, 2002 with five people interested in expanding their business through professional referrals, and the group has seen successful growth ever since.

How does the group expect to survive?

- The group has grown through referral of new members to the group by current members. There is a group website, and weekly ads run in the Eden Prairie News and the MN Business Journal. We believe members will want to refer other people to this group who they know who meet the qualifications of the group and enhance its value.

Are there fees to be a member?

- Membership fees are \$8.00 per month and payable every January and July. New members can pro-rate their fees from the month joined to the next semi-annual payment period. There is also a onetime \$50.00 set up fee for your web page.

How long will it be before I receive referrals?

- Referral generation depends on several factors. Some people may attend as a guest and walk away with a lead while others may wait 6 months or more before they receive a lead. Referrals are a result of TRUST, "share of mind," timing and the need for your business services. Not all referrals actually turn into business but many of our members have referral success stories. .

What does this group offer other than referrals?

- One aspect of our weekly meetings is to provide a forum for professional development. Discussion topics range from presentation advice and practice, tax law changes, selling tips, setting goals, marketing tips, leadership skills, credit reports and other topics appropriate for broadening one's business perspectives.

Is there a possible conflict of interest within the group?

- We allow only one professional from each type of business service or product. Because more members mean more potential referrals, co-existence is encouraged where two or more persons can represent an industry by agreeing to focus on a reasonably limited portion of such industry. Any conflicts of interest that cannot be resolved by the potentially conflicting members will be resolved in the sole discretion of the membership committee.

Must I attend every week?

- Success for you, and our group, depends on having a committed group of members interested in developing their business and skills. By attending every week, you quickly learn what other members have to offer. Likewise, the group will learn more about you and what you have to offer. Members who miss 3 consecutive meetings are subject to termination from the group.

How does the group promote itself?

- The group has several ways to promote itself
 - o Web site: we have established a web site which explains who we are, what we are about and our meeting dates. Each member is entitled to develop their own web page. The cost to initiate your own web page is determined by the web hosting company, is non-refundable and you are limited to a single page. The fee for hosting the web site is paid from member dues.
 - o Eden Prairie Chamber Events: Our group is involved with several Chamber activities such as luncheons, golf outings, and other business promotion opportunities. Fees for these events may be shared by the group member fee, and/or among members who attend the activity.
 - o Weekly Ads: The group advertises its weekly meeting in both the Star Tribune and local publications in the Southwest Metro area.
 - o Referrals by current members is the best way to promote the Group.

What about Business to Consumer companies?

- The main purpose of the Group is to support development of business to business relationships.

If you have further questions, feel free to contact the group's President, Heather Nemer.

B2B Membership Testimonials

What motivates you to attend weekly meetings?

- Members enjoy the educational aspects, expanded business knowledge, and professional growth they receive from the meetings. Individuals in the group are committed to attend the weekly meetings creating a professional group which some members find motivational. Members can practice their presentation and professional development skills using the group as a sounding board for new concepts.

What personal/business objectives do you hope to achieve by being a member?

- “To build trusted relationships for the purpose of exchanging referrals of business opportunities.” Membership provides exposure to a broader range of professional services which transcends into extended value for their clients. By obtaining a broad range of service referrals from the group, you can portray yourself to be a broad based, well-rounded, knowledgeable person in your industry. Broader business knowledge, personal skills development and having a pulse on the local business markets were the most frequent responses to objectives members hoped to achieve.

Cory J. Miller, Coldwell Banker Commercial Griffin Companies, Minneapolis

“Being a member of the B2B group for over the past four years has been a strong pillar to my business success. Knowing and learning about other member’s businesses provides value in my business as it broadens my abilities to help clients solve multiple problems. This means clients see me as more than just knowledgeable about real estate.”

Steve Wagner, Baune Dosen & Co, Minnetonka

“Business2Business provides a very professional, insightful, educational experience from a wide array of business to business industries. Most of the members of the group have many years of experience in their respective areas of practice, which makes for a much more confidential referral to a valuable client.”

Mitch Cook, Central Bank, Eden Prairie

“I have been involved with the B2B group for over three years and find the members are very active in providing quality referrals. I have also found that referring the B2B members to my customers helps to strengthen the relationships with my customers.”

Curt Wussow, WISSH Graphics, Wayzata

“I have been involved with this group for over a year now, and have found the members of this group to be very professional. The leads I receive are qualified leads. And I know when I pass on a lead, that the other members will treat those leads with the professionalism that I would expect. ”

Jim Reid, Bottom Line Business Advisers (former member)

“The group provides me with varied professional connections, insight and knowledge from a wide array of business to business individuals and industries. I am confident to make a referral of one of my valuable clients given that members of the group have many years of experience and expertise in their respective areas of practice.”

Heather Nemer, Innovative Office Solutions, Burnsville

“I had several networking experiences prior to joining this group and, quite frankly, they were less than positive. This team of professionals is enthusiastic and work hard to ensure that members share client relationships whenever possible. Beyond the Business2Business relationships, friendships have been formed, the meetings are productive, educational, and yes, fun!”

**BUSINESS TO BUSINESS NETWORKING GROUP
NEW MEMBER APPLICATION**

Applicant Name: _____ **Date:** _____

Business Name: _____

Business Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Office: _____ **Email:** _____

Fax: _____

Cell: _____

Describe the products and/or services you offer: _____

How long have you been with the company you are representing? _____

How long have you worked in your current industry/occupation? _____

Are you willing to commit to arrive at our weekly meetings on time and stay through the full one-hour meeting? YES NO

Can someone in you company attend meetings on your behalf should you be unable to attend? YES NO

Do you belong to other networking organizations: If so, please list: _____

I have read, understand, accept and will follow the guidelines of the networking group.

Applicant Signature: _____

Membership Fee: One-Time Initiation Fee \$50.00

\$8/month paid semi-annually (no refunds if you leave the group early)

Make Checks Payable to: EP Business-to-Business Network

Date Fee Paid: _____ **Amount:** _____ **Treasure Initials:** _____