

Leads Committee Meeting, April 7, 2022

In attendance: James Stout, Georgie Gleim, Chuck Fulanovich, Flor Harris, Judy Johnson, James Tearse.

Committee acknowledged that the breakout sessions had been popular, but felt it would be important to have leads and introductions including the entire group at least once a month so all members could hear from all other members. The committee felt that there may be value in splitting the membership into two sections, alphabetically possibly, to allow more time for each member.

The committee discusses ways to make leads reporting easier. Among these were a fillable-express leads sheet, available on the website, so members could fill that out online. It could also be printed by individual members if that is the way they feel that is more effective for them. Committee members may wish to share their favorite ways of tracking leads with the rest of the group on a regular basis.

Flor Harris, our newest member, noted that the event at The Office really helped her connect names with faces in a stronger way. She also used that opportunity to visit Hassett hardware, realizing it was close to The Office. As we get back to more in-person events (thank you, Booster committee) the Leads Committee could remind attendees what members may be close to the event location. The value of personal visits to a member's business cannot be overstated.

The committee urged pro-active use of Next Door and similar platforms, not simply responding to requests. Examples were an unsolicited endorsement of a member's business to the neighborhood.

Rather than requiring a certain number of leads per member per week, it was felt that a group goal be set. As an example a group goal of 100 leads each week is only two leads per member per week. This breakdown makes it seem more attainable.

The committee felt it was important to remind members to record leads no matter how small. This is especially true for members who need to report to a higher corporate level, who may need to justify the member expense.

Definitions of leads were discussed. Internet leads may be defined as likes or comments on social media. Referral leads may be unsolicited recommendations, not simply responding to specific requests.