



Orange Leadshare Groups

What is a Leadshare?

Formed to augment business, Orange Leadshare Groups are an active and structured system for furnishing and receiving business referrals.

It is well-known that networking is one of the best ways to make the contacts in business to increase profitability. A very personal form of advertising, it is one of the most cost-effective ways to build sales. It takes an enthusiastic commitment of time and interest, but Leadsharing is the cutting-edge approach to networking.

The Orange Leadshare Groups are designed to assist the participants in expanding their business network. The theory behind Leadshare is simple, but it works. The group meets on a regular, predetermined basis (once a week is preferable) to become acquainted with each other's businesses and learn what kind of client each is seeking. Leads provided during meetings include referrals of prospective clients, names of major representatives, or information on organizations, which may generate additional leads or networking opportunities.

There can only be one representative from each business area group. You get to know other member's businesses and all members of the group carry each other's business cards. When a fellow member meets an individual who could use your product or service, they can personally recommend your business because they know you and your integrity. It is similar to having a team of sales professionals working for you.

Leadshare Mission Statement

In an endeavor to facilitate the best interests of the Orange County Chamber of Commerce (OCCC) and the community, we pledge to conduct business in an honorable manner and bring good credit to our respective professions.

111 Spicers Mill Road, Suite B, PO Box 146 – Orange VA 22960
540-672-5216, Fax 540-672-2304
www.orangevachamber.com

Serving Our Business Community Since 1924



Orange Business Exchange

Guidelines, Dues & Application

The Orange Business Exchange is a LeadShare group endorsed by the Orange Chamber of Commerce. Applicants must be current members of the **Orange County Chamber of Commerce** to become members of *Orange Business Exchange*.

Members may represent only one business. A member may be a corporation, partnership, or an individual, and in business full time.

Only one business per category is permitted to join the *Orange Business Exchange*.

Members must be committed to learning about the businesses of other members, so that they will be able to confidently make referrals.

Meetings occur every Thursday morning at 8am at the Orange County Airport Conference Room. Members must attend regularly scheduled meetings or send a colleague who can represent the business to the group. A member is allowed a maximum of 5 consecutive absences in a year. The sixth would prompt a review.

Members are encouraged to generate *at least* two qualified leads per month.

Prospective members may attend two *Orange Business Exchange* meetings as a visitor. (Chamber membership is not required for visitors.)

Potential business classification conflicts must be presented to the group prior to member approval. Prospective member's information should be provided to the group two meetings prior to accepting new members.

Memberships may be revoked on a majority vote of the group for failure to comply with the policies of the *Orange Business Exchange*.

ANNUAL MEMBERSHIP DUES ARE \$50, PAYABLE UPON ACCEPTANCE AS A MEMBER, ALONG WITH AN INITIAL START UP FEE OF \$10.

**Get started on your leads today!
To Join Orange Business Exchange, please call (540) 672-5216**

Brought to you by





Orange County
Chamber of Commerce

Orange Chamber Leadshare Application Form

In an effort to update our records, please complete the form below and return it with your dues.

Date _____ Sponsor _____

Name of Applicant _____

Name of Business _____

Business Address _____

Business Phone _____ Fax _____

E-Mail Address _____

Web Site _____

Brief Description of Business _____

List of specific products or services _____

Orange County Chamber of Commerce member in good standing (Yes/No) _____

Group Preference _____

Orange Business Exchange meets every Thursday at 8:00 am.

LeadSWAP meets on first and third Thursdays at 8:30 am.

Locust Grove Business Builders meets on second and fourth Mondays at 8:30 am.

Fees

A one-time registration fee of \$10 plus annual dues of \$50. Dues are non-refundable. Cash or check payable to Orange County Chamber of Commerce. Credit card payments accepted by Chamber office – call or stop by. Each application must be a current member of the Orange County Chamber of Commerce.

Dues are kept in a separate account for each Leadshare Group, i.e., Orange Business Exchange, LeadSWAP, and Locust Grove Business Builders. Each group decides how the monies are spent, such as a wine and cheese reception or other type of mixer usually towards the year end and also used to attract potential new participants.