



*Providing an Effective Means
To Increase Business*

OPENING NEW LEADS CLUB CHAPTERS – FAST TRACK

1. Interest received from a potential *Founding Director*

Send a #2 or #3 packet* depending on the level of interest and knowledge of system. Suggest they visit an existing Chapter or view the Video. *See *Regional Office for Packet details*.

2. Follow up in one week with a phone call.

After the first follow up, if contact wants to proceed, move on to packet #3* or make sure they are provided 3 Management Team Agreements, Member Applications and Receipts – one for each Team position. If first follow up is not complete, continue with a weekly follow up phone call for a minimum of 4-6 weeks. *See *Regional Office for Packet details*.

3. Discuss the next step of finding their 2 fellow Team Members

Once the complete Team has been identified, arrange to meet with them all to complete the forms and collect payments. At this time give the Director the Time Line and all of them the promotional materials. Explain how items are used and the entire application and check collecting process. Suggested amount to be given to the Team to split 3 ways: 25-30 Brochures; 25-30 Payment Option Sheets; 30 Contact Cards; 10-15 Applications. Additional promotional pieces may be provided by your Regional Office.

NOTE: Schedule your meeting with them after they have all visited a Chapter if possible!

4. Advise the Founding Team of the benefit of choosing the day and time to meet that is most convenient for them.

Keep within our standard guidelines of Mid Week days (Tue – Thu) for either breakfast or lunch. Encourage them to locate a meeting place as soon as possible.

5. Determine an Informational Meeting date approximately 2-3 weeks in the future.

All RSVP's should call in to the contact name on the Info Mtg. Flyer that will be created for them to pass out.

6. Determine a Grand Opening Date according to the Time Line.

Discuss the importance of press releases and calendar listings announcing the new forming Chapter. In order to open on the scheduled date the Team must have 15 completed applications and checks into their Regional Office.

7. Offer the Team the “Founding Team Incentive”

****NOTE*- Check with your Regional Office prior to offering any Incentive!!***

EXAMPLE: If the Chapter reaches 20 Members within the first 9 weeks, each Founding Team Member will receive 3 Months FREE Fees.