

International Focus . . . Leads Club in Ireland

NETWORKING TIPS

Submitted by National Director
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Member Participation

There is a great quote by Scott Adams that says, "Accept that some days you're the pigeon, and some days you're the statue." I think we can all relate to this, especially in our professional lives. The wonderful thing about Leads Club is that there are no pigeons and there are no statues. Every member is equal and **every member is of utmost importance**. Every member has something to bring to the table.

Leads Club is still relatively new to Ireland, but already I have witnessed incredible results for members who are truly committed to their Leads Club membership. I'm talking about those who never miss a meeting, always bring leads or a new face to the table, those who read the material they receive and use that material to its best advantage, etc. The great part is that it comes back ten fold every time. When all the members of a chapter display this type of loyalty, trust and camaraderie, **the results are explosive** and the profound old saying that *what goes around comes around* takes on a life all its own.

"I joined the Bray chapter of Leads Club seven months ago. During that time, my business has increased significantly. Four of the leads I have received are now full-time clients. In my opinion, Leads Club is the most cost effective and successful form of advertising as it is based on word-of-mouth recommendation. There is no doubt that Leads Club will continue to play a major part in my future business success."

— Rachel Armstrong
Armstrong Communications
Bray, Co. Wicklow

Chapter Growth

I think it is true to say that every member would like to see

"Since I have joined Leads Club, my business has developed both from the leads I have received and also from the many members I have used over the past two years. I have personally used Leads Club members and feel it's important to be able to offer our clients additional services by referring members in the chapter."

—Dominick Broaders
BBL Security
Wicklow, Ireland

the chapter grow and probably wishes that he/she could be the one to bring a visitor every week. Unfortunately for some, this is not as easy as it sounds—and that's OK. There is no hidden formula to bringing on new members, but here are some of the things that work for me:

- **Invite, invite, invite** everyone you know:

friends, family, business associates, and work colleagues; the people you meet in the gym, at your children's school meetings, at church, etc. Go through your database and/or

your address book. Stop, give it some serious focus, and think about those you could invite to the next meeting. Even if the people you invite don't join, you never know who they will talk to about Leads Club. It's so refreshing and motivating for the members to have a new face at the table.

- Set a personal goal to invite three people to your next meeting. Choose a specific day and just **make up your mind to go out there and do it**.

"Besides receiving good business leads, making a 30-second promotional speech twice each week and a 10-minute presentation every few months are highly beneficial in building confidence in public speaking. When I obtained my first large order, I had to make a presentation to a group of 25 people before closing the sale. The experience and feedback I gained from Leads Club helped me enormously. Thanks to all in the Wicklow chapter!"

— Denis A. Hegarty
Worldsites Network
Wicklow, Ireland

- Don't go into too much detail when prospecting for new members. Simply invite them to a business breakfast (or lunch) meeting, and when they attend let them see for themselves how Leads Club works and why it is so successful.

"I was nominated by my sales director to attend a breakfast meeting of Leads Club. My initial reaction was that I was out of place, as most of the members were self-employed and our company was twice the size of other companies/businesses represented. However, I stuck with it and the income from leads received from the other members has justified the fees. I received a breakthrough in February 2001, when I received an outside lead resulting in a furniture and stationery order well into five figures."

— Dave Cochrane
Boss Novus Office Products Ltd.
Bray, Co. Wicklow

- **Follow up is the key.** I have had people come back to me 12 months or more since the initial contact looking for information about joining a chapter.
- Be up front and honest. There are very distinct features that make Leads Club different from other networking organizations. Point these features out. Smart people will quickly recognize them and realize the benefits that come from attending a weekly meeting, having no conflict in the group, etc., and because they are smart, they won't let the opportunity of joining a chapter go by them.

- Never take the first "no" as a final answer. People in business constantly change their minds. What worked yesterday no longer works today and vice versa.

"Don't you deserve the powerful edge in today's competitive business environment? Leads Club is that edge. It's a system that works."

—Ali Lassen, founder of Leads Club