



CALLEVA BUSINESS CLUB

Membership Guide



“Our objective is to provide a regular forum where small and medium sized businesses can meet to exchange useful information, and to provide an environment for us all to benefit, one way or another.”

CONTENTS

Introduction	4
Membership	5
Representative	5
Classification	5
Recruiting Members	5
Visitors	5
Subscriptions	5
Attendance	6
Apologies	6
Substitution	6
75% Requirement	6
New Members and Visitors	6
Club Organisation	7
Conflict Resolution	7
Executive Committee	7
The Chairperson	7
The Secretary	8
The Treasurer	8
Development Member	8
Club Steward	9
Standard Meeting Agenda	10
Business Generation Programme	11
Word of Mouth Marketing	11
How do I obtain Business Leads?	11
Business Leads for You	12
Recording Results	12
Expanding your Club	12
Finding New Members – Who Do I Know?	12
Business Development Programme	14
Business Coaching – Where, When and How?	14
Business Coaching – Communications	14

INTRODUCTION

Welcome to Calleva Business Club.Com, your business generation club. We hope you will enjoy the monthly meeting with like minded colleagues. Members are dedicated to expanding the profitability of their business through word of mouth marketing.

This Manual is designed to guide you through and inform you of all aspects of club organisation. The Manual incorporates policy that all members will follow.



MEMBERSHIP

Membership is open to any organisation whose application has been approved by the club executive committee.

Organisation: Any business trading on a full-time basis as a “sole trader”, “partnership”, “limited company”, private or public.

Representative

The representative of the organisation is the member and shall be the proprietor, owner, partner, director or senior executive of the organisation.

Classification

Each member of your club represents their trade/professional classification. The member’s classification has been declared on the application.

Recruiting Members

The larger your club, the more leads will be referred amongst members and that means more business for all.

Help to build your club by sponsoring new members.

Visitors

Members are encouraged to bring visitors to meetings.

After the initial attendance visitors would become ‘provisional members’ until full membership is achieved. Full membership is considered following receipt of their application and confirmation of Membership is given at the next meeting.

Membership approval is decided by the Executive Committee.

Subscriptions

The joining fee is £50 (non refundable) with a monthly standing order to be determined by the Executive Committee.

Calleva Business Club.Com is a non-profit organisation.

ATTENDANCE

Regular monthly attendance is a basic commitment of membership, apologies should be given for holidays or business absence and substitution should be arranged whenever possible.

The monthly meeting venue, day, start time will be agreed by the executive and advised to the members by your secretary.

Apologies

When a member is unable to attend apologies should be emailed to the Executive Committee prior to the meeting date.

Substitution

When a member is unable to attend and is replaced for that meeting by their company colleague, notification should be given to the secretary of his/her absence of the name and position of the substitute. A substitute may be a partner, co-director or senior executive or in the case of a sole trader with no employee's the members spouse or partner or person representative.

75% Requirement

Members should maintain a level of attendance by organisation of 75% over a 4 month period.

New Members and Visitors

Members of the Executive Committee should greet prospective members visiting the club and ensure they receive information on joining at the end of the meeting.

New visitors should be introduced and assisted with networking and seated with members with common interests. Every effort should be made to avoid the members forming groups or cliques.

CLUB ORGANISATION

Your club is run by the members for the members. Members elect a committee to run the affairs of the club. Each member may nominate themselves for any office and is elected by a simple majority by a show of hands. Office is held for six months but may be extended by agreement of the members. New member applications are to be approved by the Executive Committee.

Conflict Resolution

In the event of dispute over any issue the matter shall be resolved by the Executive Committee.

Executive Committee

The committee comprises a Chairperson, Secretary, Treasurer Development Member and Club Steward. The club may also appoint any position the club feels would enhance any activity of the club for the benefit of the members.

The Chairperson

The chairperson is responsible for the conduct of the monthly meeting and nominate a 'Minutes Member'.

The meeting should follow the guidelines of the standard agenda .

Ample time should be allowed for members' presentations and the opportunity to network at the start and close of every meeting.

The chairperson must support the committee members assisting and encouraging them in their individual roles, with much emphasis on both the business development programme and new member recruitment.

Fellowship is of major importance in the effective operation of your club. Members should enjoy a professional but light atmosphere with excellent ambience and friendship leading to expansion of every members business and contacts.

The Secretary

The Secretary is required to maintain the Membership Record Card, and Monthly Attendance Record.

The record card is completed when the club is formed and new members are added on being accepted by membership following application acceptance by the Executive Committee.

The Secretary is responsible for ensuring that all members or substitutes and visitors have signed in.

Visitor comments forms are distributed and collated by the Secretary.

The Secretary will co-ordinate and assist the Executive Committee members and general running of the club.

The Secretary is required to provide invoices in respect of any club activities to the Treasurer

The Secretary must make monthly statistical returns.

The Treasurer

The Treasurer is required to maintain a Club Accounts Record Card.

The accounts record card shows the cost and income of the club for each month. A total for the month is recorded in the analysis and the net balance at month end checked against the bank statement.

The Treasurer will report the state of clubs finances every month.

Development Member

The Development Member is required to maintain the Business Generation Register:-

- Recording the business leads presented
- Recording the results of business leads
- Announcing the results members have achieved
- Announcing and organising business lead distribution

Additional functions of the Development Member are:-

- Marketing – Co-ordinate effective marketing strategy for the club.
- Business Development Programme – Co-ordinate the requirements of the club members.

Club Steward

The role of the Club Steward is important in ensuring a good atmosphere in the club.

Smooth relationship with the venue and in particular caring for new members and visitors.

Additional function of the Club Steward is Social Organiser for events outside normal the business agenda. These may include:

- Charity Events in the community
- Members social events
- Contact with other business organisations





STANDARD MEETING AGENDA

- 7.45am Arrive and Sign in
- 8.15am Welcome by Chairperson:-
 - Notices and introduction of visitors.
 - Statement of Aims and Objectives of the Club.
- Attendees and visitors introduce themselves, their company and describe their business.
- Administration of club – Report by Secretary, Treasurer, Development Member and Club Steward.
- Responses to Executive Committee.
- Presentations – Individual, High Profile or Business Growth.
- Responses to presentations.
- Business Generation
- Cardbox distribution
- Any Other Business.
- 9.15am Closing Message
- Networking



BUSINESS GENERATION PROGRAMME

Word of Mouth Marketing

Your Development Member has the job of maintaining the programme and sets the example to the club by their personal effort in business card distribution, attaining leads for members and following leads that are received.

Business Generation, sometimes known as Business Referral is the practice of recommending your 'friends' business to your 'friends' and your 'friends, friends.

It is recognised that those who are active in giving leads, will in turn receive.

How do I obtain Business Leads?

The Business Card Holder!

Each member provides sufficient business cards.

The cards are distributed at each meeting and members should have two or three cards of each member in their card holder.

At every opportunity, in your business affairs, give a card to a new prospect.

You not only promote your co-member, but you will be helping an associate finding a reliable cost effective supplier.

The Development Member will ensure that all leads are entered in the Business Generation Register by the lead provider.

Follow up action relating to each lead is of paramount importance as it measures the on going success.

Business Leads for You

Now you will be receiving leads from your co-members, when this happens you must act with immediacy – Remember as club members we have agreed to:

- Follow up all enquiries promptly.
- Give a courteous and competitive response.
- Report your results to the club.

Recording Results

All leads will be recorded in the Business Generation Register.

At the club meeting, new leads will be announced.

These results will be recorded in the register.

Expanding your Club

It is the benefit of all members to expand membership.

The wider the membership, with a variety of trades & professions, the larger the number of business leads members will receive and business leads create orders, orders produce profit.

Finding New Members – Who Do I Know?

Here are four types of business activity. Under each write in the business types that come under each heading, for example:

<i>Professional</i>	<i>Trade</i>	<i>Retail</i>	<i>Producer</i>
Accountant	Plumber	Hairdresser	Printer
Solicitor	Builder	Florist	Engineers

As you build your list of classifications, place two or three companies that you know against each classification – as you come into contact tell them about Calleva Business Club.Com, even invite them to a meeting.

Here is a prompt to help define who you may know. Write names against the list.

My Existing & Past Customers

Present & Past Suppliers

Who I work With

People I meet at Business & Social Events

People Who Canvas Me

People Who Advertise.

The exercise not only suggests those who might be interested in joining your club but they are your additional potential customers.

BUSINESS DEVELOPMENT PROGRAMME

The Business Development Programme will take the form of an 'educational programme called business coaching' presented by an expert in their field and whose presentation is highly attuned to the requirements of the members.

Business Coaching – Where, When and How?

The business coaching with Q and A will usually be 1.5 to 2 hours and will normally be held at the club venue.

Normal meeting will be suspended and replaced by the business growth seminars.

Business Coaching:

Communications – The Body

The face to face skills you can develop:

- Getting a hearing.
- Get the Information.
- Get the Agreement.
- Body Language.

Communications – The Word

How to develop your written skills to benefit your business letters, advertising material and dealing with the press or media.

- Press & Public Relations
- Letters & Mailshots
- Copy

Communications – Selling

'So you think you can sell' – practical sales skills for business people.

- Principles for selling success.
- Close the Sale

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