



# Greater Manchester Chamber of Commerce Business Referral Group Application

**Name:** \_\_\_\_\_

**Business:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Business Category:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

\$40 Check Enclosed

Please Invoice

Please Call for my Credit Card Info

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

The purpose of the Business Referral Groups is to offer a business networking opportunity for Chamber member businesses to build relationships and exchange referrals among non-competing businesses.

## Business Referral Groups Bylaws

1. Participants must be active members of the Greater Manchester Chamber of Commerce. If a member drops out of the Chamber, he or she will be required to give up membership in the Referral Group.
2. The Business Referral Groups will meet twice a month. Meetings will be approximately 60 minutes and members must arrive on time and remain until the meeting is adjourned.
3. Any member who misses two consecutive meetings or three meetings in a quarter will be required to give up membership in the Business Referral Group.
4. Membership is limited to one person in any given industry.
5. Business Referral Group members are required to complete the membership application.
6. Business Referral Group dues are \$40 annually.
7. Meal charges during Business Referral Group meetings are not included in annual dues, but are paid separately by the member at each meeting.
8. If a member is unable to attend a meeting, he/she should contact the Chamber to let them know they will not attend.

### Return this Application and your payment to:

Greater Manchester Chamber of Commerce  
20 Hartford Rd., Manchester CT 06040

For questions or more information, call the Chamber at 860 646 2223.

*Check out the reverse side for more on Networking.*

## Manchester Chamber Business Referral Group

The following is taken from Endless Referrals by Bob Burg:

Mention the term *networking* to many business owners or salespeople, and images of their local Chamber of Commerce will immediately spring to mind. Why? Because across North America and throughout the world, Chambers of Commerce have instituted monthly events known as Business before Hours, Business after Hours, Networking Functions, or Card Exchanges.

Regardless of what they're called, the concept is that Chamber of Commerce members, attend these get-togethers with plenty of business cards in tow, ready to exchange them with each other. If all goes according to plan, when one of the members eventually needs a particular product or service, she will simply have to check her business card file and *voila!* She will know who to go to.

The purpose of this exercise, according to Chamber of Commerce executives, is, and I quote "Chamber members doing business with other Chamber members." In other words, creating a self-sufficient business environment within the membership.

It's a good concept! There's only one minor problem – it doesn't work. No matter how loyal people may be to their Chamber of Commerce, they will most likely only do business with someone for the reason: *All things being equal, people will do business with, and refer business to, those people they know, like, and trust.*

When we give to (or do something for) someone, we take an important step toward causing those "know, like, and trust" feelings in that person. As mentioned before, the best way to get business and referrals is to give business and referrals. Why? Because when someone knows you care about them enough to send business their way, they feel good about you.

Actually, they feel *great* about you, which produces the natural desire to give back to you. They also know that it's in their best interests to cultivate a mutually beneficial, give and take, win/win relationship with you.

Of course, it doesn't have to be actual business that you give. It could be information that would help them in their business, personal, social, or recreational lives, or any other area of interest to them. Perhaps you suggested a book (or sent them a copy) that you knew would be of true value to them. Maybe you knew their son or daughter was looking for work at a certain company and, knowing someone there who knew the personnel director, you made a call and put in the kind word that helped ensure employment.

What's important to remember is to give, not with an emotional demand that the person to whom you're giving must repay you in kind, but purely out of joy of adding increase to the life of another human being.

This is the grand paradox of giving and receiving: When you give purely out of the love of giving, you cannot help but receive. Yet when you give only *in order* to receive, it doesn't work out nearly as well!

When you give because it's something you desire to do, and do so without the expectation of direct reciprocation, you'll find that the Law of Cause and Effect works for you in ways the typical business person might never even imagine.

Thomas Powers, founder of the online network, Ecademy, and author of the book *Networking for Life*, puts it very nicely, "The energy ... arises from a willing suspension of self-interest."