



# business **REFERRAL** groups

**our**  
**mission**

to generate business opportunities  
for **ELK GROVE CHAMBER MEMBERS**  
through **BUILDING** and **STRENGTHENING**  
professional relationships in a non-competitive  
and mutually supportive environment



Elk Grove's marketplace is full of great products and services. With very few exceptions someone else is selling or about to sell your product or service. Success or failure rests on gaining a competitive edge. This is where the resources of Referral Groups have helped so many professionals.

By joining a Referral Group you will gain access to a diverse talentpool that you can turn to for insights and expertise. Following are the core competencies that guide the Chamber's Referral Groups:

### PROFESSIONAL DEVELOPMENT

Perfect your sales presentations, speaking skills, marketing plans, selling techniques and many other skills. By capitalizing on the varied abilities of your peers you will become more polished and greater able to achieve results.

### STRATEGIC PARTNERSHIPS

Focus on uncovering and identifying your power partners. History has proven this process to be a quick and meaningful way to build business relationships.

### REFERRALS

As the most sought after benefit of each Referral Group, receiving referrals cannot be rushed. Meaningful referrals are rarely exchanged without an investment in professional development and personal capital, which is why joining a Referral group will place you on a better path to success.

### REFERRAL GROUP GUIDELINES SUMMARY

- Only one representative per business category may participate in any group.
- Any business/organization representative seeking membership in a Referral Group must be an official representative of a business/organization which is an active and current member of the Elk Grove Chamber of Commerce in good standing.
- Prospective Members may attend one (1) meeting of a referral group at no charge and a second time for a (1) time fee of \$20. Any visitor fees will be applied to the membership cost should the visitor decide to join the Referral Group.
- A non-refundable annual fee of \$175 must be paid on or before the join date and covers 12 months of Group membership.

### MEMBER EXPECTATIONS

- Prompt and regular attendance is required.
- Be prepared to briefly introduce yourself and your business/organization and share what is a good referral for you.
- Be prepared to thank other members for referrals resulting in closed business or potential business.
- All Members are encouraged to give a 15-minute presentation (including Q&A) on your business/organization at least once a year.
- Bring an ample supply of business cards to each meeting.

Full group guidelines, agreement and application can be found on the Chamber's website at [www.elkgroveca.com](http://www.elkgroveca.com) or contact the Chamber at 916-691-3760 or [chamber@elkgroveca.com](mailto:chamber@elkgroveca.com)



The concept of closed networking is phenomenal. I have belonged to such a group for years and found great success. To add this concept to a Chamber of Commerce membership is ideal. Referrals come in, and then those referrals generate new business. I love working this way!

Matthew Scott  
Law Office of  
Matthew D. Scott



MVH Insurance has benefitted from being a member of the Elk Grove Chamber Business Referral Groups by:

- Increasing our visibility in the community
- Brought new clients to the agency
- Increased our sale force

Taji Sperber  
MVH Insurance Agency



ELK GROVE  
CHAMBER  
OF COMMERCE

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# FAQ

## WHAT IS A CLOSED REFERRAL GROUP?

Closed Referral Groups are lead generation and referral networks limited to one business per industry in each group. Their success is based on trust, commitment and referrals. A successful Referral Group has committed members who attend meetings regularly, develop trusting and professional business relationships, and pass quality business leads and referrals.

## WHO JOINS A REFERRAL GROUP?

Elk Grove Chamber of Commerce Referral Groups are comprised of members from non-competing industries who are business owners, managers, sales and business professionals. Participation is open to all members of the Elk Grove Chamber of Commerce in good standing, for a fee of \$175 a year.

## WHAT ARE THE BENEFITS OF JOINING A REFERRAL GROUP?

- Pass and receive referrals and leads
- Increase business
- Gain exposure to like-minded professionals
- Make presentations to encourage deeper understanding of each member business
- Become educated through member expertise and experience
- Gain business knowledge from guest speakers
- Meet and develop strategic business partners
- Create lifetime connections

## WHAT'S DIFFERENT ABOUT THIS PROGRAM?

Unlike other Referral groups, the Elk Grove Chamber of Commerce Referral Group Program offers an opportunity that is:

- Without pressure
- Affordable
- Profitable
- Motivational
- Educational
- Supportive
- Business connections
- Relationship building
- Business development focused
- Convenient, with a central location provided

# business referral group application



Requested Business Referral Group:

Name:

Company Name:

Address:

City, State, Zip:

Company Phone:

Cell:

Company Website:

Business Category (Main):

Business Category (Alternates):

Email:

Social Media Links:

Briefly tell us about your business:

What do you hope to gain by joining this group?

What types of businesses typically generate referrals for you?

Who is a good referral partner for you?

How did you hear about our Referral Group?

## background

What other professional organizations, trade groups, etc. have you been a part of in the last 2 years?

Describe the extent of your experience in the field you wish to promote through the BRG:

## professional references

Name:

Phone:

Email:

Name:

Phone:

Email:

Are you an Elk Grove Chamber member?

YES

NO

## APPLICATION PROCESS:

Applications will be reviewed by the leadership team and you will be given notification regarding acceptance into the group. \*Prospective members must become a Chamber member BEFORE the process begins. Once accepted:

1. Read and sign the Referral Group Agreement and return to the Chair of the group or Coordinator before your first meeting.
2. \$175.00 dues payment to be paid at the time of application. Payment will be processed upon approval.
3. Once you have been approved by group/chamber leadership you will be added to the roster and uLink and eligible to sign up for a presentation.

**I HAVE READ AND UNDERSTAND  
THE APPLICATION PROCESS**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

STAFF USAGE ONLY:

APPROVAL

PAYMENT RECEIVED

AGREEMENT

ULINK

ACCEPTANCE