

AmSpirit

BUSINESS CONNECTIONS

Model Chapter Meeting Script (Summary)

(1) Start The Meeting Punctually and Appropriately:

Good Morning. Welcome to the [Name of Chapter] of AmSpirit Business Connections. My name is [President's Name], I'm the [President's Business Category] for this Chapter and its President. We begin our meeting by reading our Charter. I've asked (Name of Member) to read it today.

(2) Read The Charter:

AmSpirit® Business Connections is a network of entrepreneurs, sales representatives and professionals, who come together to assist each other in growing their businesses by increasing the scope of business contacts, improving the quality of business contacts and enhancing overall networking skills. The (Name of Chapter) Chapter meets every (Day and Time of Meeting) at this location.

(3) Provide Information About The Organization:

Thank you for reading the Charter. To elaborate, let me share with you some additional information about the organization.

- *AmSpirit® Business Connections* is a national organization;
- It unites and supports business people, such as ourselves, in Chapters;
- Each Chapter, including this one, meets weekly for an hour and fifteen minutes and is comprised of members, only one in each separate and distinct business category; and,
- Our primary purpose is to exchange qualified business referrals – this mean that when we are referred to someone, they will be expecting our call (in essence, we are putting one another in the right place at the right time.) We are – through this meeting and our association with each other – committed to one another's success.

(4) Appropriately Introduce Visiting Guests

(5) Members Introduction & Pass Business Cards

(6) Officer Reports

(7) Have A Chapter Program

(8) New Member Recognition

(9) Make Chapter Announcements

(10) Use A Secret Greeter

(11) Enforce Professionals Fees

(12) Define Qualified Referrals

(13) Pass The Referral Bucket

(14) Review The Primary Benefits of *AmSpirit® Business Connections*

(15) Close The Meeting Punctually and Appropriately

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Model Chapter Meeting Script (Detailed)

The most productive Chapters follow a proven effective meeting structure that embodies 15 essential elements:

(1) Start The Meeting Punctually and Appropriately

Explanation: The Chapter President should start his or her Chapter meeting promptly at the designated time and reading the following text.

Script: Good Morning. Welcome to the [Name of Chapter] of AmSpirit Business Connections. My name is [President's Name], I'm the [President's Business Category] for this Chapter and its President. We begin our meeting by reading our Charter. I've asked (Name of Member) to read it today.

(2) Read The Charter

Explanation: The Chapter President gives the *AmSpirit® Business Connections* Charter to a member and asks them to read it.

Script: *AmSpirit® Business Connections* is a network of entrepreneurs, sales representatives and professionals, who come together to assist each other in growing their businesses by increasing the scope of business contacts, improving the quality of business contacts and enhancing overall networking skills. The (Name of Chapter) Chapter meets every (Day and Time of Meeting) at this location.”

(3) Provide Information About The Organization

Explanation: Once the Charter is read, the President should enthusiastically read or recite the following information to those in attendance. **IMPORTANT:** Attempt to obtain participation from members as well as involve Chapter guests.

Script: Thank you for reading the Charter. To elaborate, let me share with you some additional information about the organization.

- *AmSpirit® Business Connections* is a national organization;
- It unites and supports business people, such as ourselves, in Chapters;
- Each Chapter, including this one, meets weekly for an hour and fifteen minutes and is comprised of members, only one in each separate and distinct business category.

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- Our primary purpose is to exchange qualified business referrals – this means that when we are referred to someone, they will be expecting our call (in essence, we are putting one another in the right place at the right time.)
- We are – through this meeting and our association with each other – committed to one another’s success.

(4) Appropriately Introduce Visiting Guests

Explanation: Before the start of the Chapter meeting the Membership Chair should provide the President with a list of guests as well as the name of the member responsible for inviting the guest.

Script: Today we have guest(s). [Guest name] please stand and share a little about your business as well as the types of referrals you are looking for. In short, how could this Chapter assist you?

(5) Members Introduction & Pass Business Cards

Explanation: Once all guests have been introduced, the President starts to his immediate left and asks the members to quickly introduce themselves (e.g., “Eric Bishoff. Financial Planner. LPL Financial”). This allows the guests to see the composition of the Chapter as well as allows them to put names with faces. At this same time, the President asks the attendees (members and guests) to distribute business cards or other sales materials to the left (which makes the process go smoothly because everyone is passing in the same direction). As an alternative to passing cards, Chapters can use a 3-ring binder with business card inserts. This can be passed around the meeting in lieu of individual cards.

Script: Please pass our business cards to the left. As we do this, Members please quickly introduce themselves.

(6) Officer Reports

Explanation: The President turns the meeting over to the Vice President for Officer Reports. The Vice President will first stand and deliver his or her report, then the Vice President will ask each other Chapter Officer to stand and give his or her report To assist each Officer in giving an effective report, *AmSpirit® Business Connections* has provided scripts in the Chapter Handbook, which makes a powerful statement about the discipline and professionalism the Chapter.

Script: At this point, I am turning the meeting over the Chapter Vice-President to review our Officer’s Reports.

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(7) Have A Chapter Program

Explanation: Generally the Chapter allots 20 minutes for the Chapter Program -- the purpose of which is to allow members a special opportunity to educate fellow members about their products and services OR allow the Chapter to develop skills related to networking. After the Program Chair completes his or her report they will introduce the featured weekly member speaker OR to introduce the special networking exercise.

Important: The Chapter should not allow outside speakers. The purpose of this guideline is to devote this segment of the meeting to the members. In addition, it prevents the Chapter from being targeted by politicians (who wish to present their views) or non-members (who wish to promote their product or service without the commitment of membership).

Script: [Chapter Program Chair's Name], please tell us about today's Chapter Program.

(8) New Member Recognition

Explanation: Once New Members have been processed, *AmSpirit® Business Connections* will forward the Chapter President a Membership Certificate. These should be given to the New Member at this point in the meeting. The President should remove the Membership Certificate from the envelope and present it to the New Member. This not only further demonstrates the professionalism of the Chapter, but also formally acknowledges the addition of a new member to the Chapter.

Script: Today, we need to officially welcome new Members to our Chapter. We have official Membership Certificates for [New Member's Name]. In addition to this Membership Certificate, new Members should expect to receive from *AmSpirit® Business Connections* Headquarters a New Member Pack, which includes a name badge, card caddy and name badge lanyard.

(9) Make Chapter Announcements

Explanation: During the Chapter Announcement portion of the meeting, the President and other members have an opportunity to inform the members and guests of other events and happenings both related and unrelated to *AmSpirit Business Connections* and the Chapter. These announcements could include:

- Breakfast or Lunch Group Assignments
- Professional Development Seminars
- Membership Drives
- Social Functions
- Member Open Houses
- Motivational Thoughts

Script: Does anyone have any business or Chapter related announcements?

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(10)Use A Secret Greeter

Explanation: The Chapter President secretly designates at the meeting an individual (whether guest or member) as the Secret Greeter. It is the responsibility of the Chapter Members to shake hands with the Secret Greeter. If a member should fail to shake the hand of the Secret Greeter, he or she must pay the appropriate professional fee to the Chapter Social fund (usually \$0.25). As not even the Secret Greeter knows that he or she has been designated, members are compelled to shake hands with everyone in the Chapter. This increases the interaction among members and guests, creating a friendly, welcoming environment.

Script: Today's Secret Greeter is [Chapter Member or Guest in attendance]. If you did not shake [Chapter Member or Guest in attendance]'s hand, please deposit the appropriate professional fee in the Chapter Referral Bucket.

(11)Enforce Professionals Fees

Explanation: Prior to passing the Chapter Referral Bucket, the Sergeant-At-Arms reviews the Chapter's Professional Fees (as well as the purpose for collecting them) and ask Members to deposit the appropriate amount in the. **IMPORTANT:** Professional Fees serve as a friendly reminder of the commitments needed to be a successful Member.

Script: Would the Sergeant-At-Arms please review our other Professional Fees before we pass the Referral Bucket?

(12)Define Qualified Referrals

Explanation: Prior to the Chapter passing the Referral Bucket, the President should remind the members (as well as guests) of the definition of a Qualified Referral. This reinforces with members (as well as inform guests) of the quality of contacts *AmSpirit® Business Connections* intends to create for its members.

Script: Finally, before the Referral Bucket starts around, remember that a Qualified Referral is when you give a referral, the person being referred should be expecting a call.

(13)Pass The Referral Bucket

Explanation: The Referral Bucket is passed to the left and the Sergeant-at-Arms should monitor the length of each person's infomercial so as to keep the meeting on track.

Script: For Members and Guests, it is time for our commercial and to give referrals. Passing the Referral Bucket to the left, when it gets to you, please:

- Share with us who you are, what you do and how we can recognize a good referral for you; and
- State how many referrals you are giving and to whom; and finally,
- Deposit in the Referral Bucket the yellow copy of the Referral Ticket and the appropriate Professional Fees.”

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(14) Review The Primary Benefits of *AmSpirit® Business Connections*

Explanation: In an effort to keep the Chapter focused on the activities that will make this experience most productive, review the Primary Benefits enthusiastically (using examples from the Chapter).

Script: Again, I want to thank our guest(s) for attending and encourage you to join our Chapter. If you have any questions please see our Membership Chairperson, or talk with any of the Members.

In closing, I would like to remind everyone of the Primary Benefits associated with participating in *AmSpirit® Business Connections*:

- To generate opportunities for new business;
- To improve the scope and quality of our network;
- To increase our ability to act as a resource;
- To improve our communication skills; and
- Give us the satisfaction of helping others succeed.

(15) Close The Meeting Punctually and Appropriately

Explanation: As with the start of the meeting, it is important to conclude the meeting as reasonably close to the designated end time as possible.

Script: “Our meeting is over. Please have a good week.”

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