



Referral *LINK*

Growing Business Through Trusted Relationships

Overview

The Referral Link networking group meets in a friendly but structured environment to exchange referrals, share ideas, mentor one another, identify and develop co-marketing ideas and much more.

We are committed to the highest ethical standards and values when conducting business. Our purpose is to build strong, lasting relationships centered on trust, respect, and awareness between members of the network.

Membership Profile

- All business sizes are represented from small independent owners to mid-size and large firms.
- Membership applications are reviewed to ensure only one company from each business segment is represented.
- Membership is limited to 25 members.

Benefits

- Increased exposure to other businesses.
- Potential business growth through referrals.
- Knowledge gained from presentations by professionals in their fields.
- Informal business consulting and networking.
- Opportunities to present your business.

Networking/Referrals

- Members are committed to providing business referrals to members of the group.
- Referral mapping is offered for members after presentations to help identify potential leads.
- Referrals and success rates are tracked.

Social Events

- Holiday Socials for members and guests.
- Volunteer Opportunities 1 – 2 times per year
- Open Socials for prospective members.

Member Requirements to Be in Good Standing

- Regular attendance and involvement in the organization. Members are required to attend 75% of the meetings or have a representative attend in their absence.
- Lunch Buddies – meet one-on-one with a fellow member each month to form a relationship and gain better understanding of their business to enhance confidence in referrals.
- Accept formal and/or informal leadership roles for projects, events, or officer positions.
- Provide an average of two referrals per month or a minimum of 24 for the year.

Membership Evaluation

Membership status will be evaluated on a quarterly basis. Members are expected to fulfill two of the three requirements (Attendance, Lunch Buddies & Referrals) to be considered in “good standing”. Failure to comply will result in loss of presentation privileges to the group. Members must also be current with their financial requirements.

Financial Requirements

- \$100 Initiation Fee
- \$100 Cash Call (February and September)
- Members are responsible for their own meal costs at regular meetings.

Meeting Time and Location Revised February 2023

Wednesdays 7:45-8:45 a.m., Original Pancake House, 6322 Vinewood Ln N, Maple Grove, MN