



B2B NETWORKING
GROUP

Est. 2016

Member Handbook

B2B-FL.com

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PURPOSE

The B2B Networking Group meets weekly for the purpose of generating quality referrals.

We promote the goods and services of our members within our circle of influence so that all may prosper.

Welcome To B2B ~

BUSINESS TO BUSINESS NETWORKING GROUP

Thank you for selecting B2B as part of your marketing and business development plan. Our structured format is designed to give all members an equal opportunity to promote their business and services.

Our goal is to help local businesses to expand their business success through word of mouth referrals. We have established a reputation for quality. Our members are hand selected with excellent references and are well respected within the business community.

Members commit to meet weekly to exchange timely, qualified referrals. We use one another's services and products so we can effectively refer to our contacts.

B2B has in place tried and true methods for members to get the most out of their membership. The more active you are in the group, the more benefits you can expect in return.

To your success



Wendy L. Moore

Founder

B2B's PHILOSOPHY

To provide a non-compete environment in which members can promote their businesses, products, goods and services without competition for the purpose of increasing their success. *Success may be defined as personal or professional growth or financial gain.*

It is our Belief that:

The services offered within the membership are of the highest quality at the best value. We are dedicated to promoting services of fellow members and providing exceptional services to the referrals entrusted to us. We will never knowingly refer services we do not trust or believe in wholeheartedly.

Fellow Members and their circle of influence are the heart and soul of our business. We will provide exceptional customer service and support. We will always be honest and forthright in all of our business and personal dealings so that all may grow and prosper.

Profit is the result of our work ethics and efforts. It enables commerce to develop and businesses to succeed. We believe it is fair to expect an honest

HOW B2B CAN ASSIST YOU!

You became part of an elite group of like-minded, aspiring and seasoned entrepreneurs when you joined B2B! Members have a common goal for excellence in business and a desire to help others achieve the same.

B2B provides an arena to accomplish these goals through:

- A non-compete environment, only 1 member per business category
- Only selecting members who do not belong to other non-compete groups who focus on lead generation.
- Business to Business, Member to Member Referrals
- All members have equal time to promote their business goods and services with 2) 30 second commercials every week.
 - Use of an online invitation to further promote to members and guests/visitors
 - Use of social media
- Participate in 10 minute presentations.
 - Helps to educate members on how they can better assist you in finding the referrals you are seeking.
 - A test market for your marketing campaigns
 - Positive critique and feedback to help you get the results you are seeking.
- Results oriented, timed, structured weekly program to maximize your marketing dollars & time.

MEMBERSHIP REQUIREMENTS

- Individuals looking to expand their warm market for the purpose of increasing their business referrals and willing to support fellow members with introductions to their circle of influence.
- Membership is limited to 32 unique business categories. One seat is reserved for a non-profit and one seat is filled by a representative of the Regional Team. Each business may only be represented by one member.
- Multi-level Marketing (MLM) businesses which represent a product and have an opportunity for recruiting new members are welcome in B2B. We limit the number of MLM's in the group to no more than 3 unique product offerings in groups with fewer than 20 members. Groups with 21 or more members may bring in up to 2 additional MLM product representatives. Members may only market and promote the goods, products and services that are listed on their member agreement during the weekly event. This is to be enforced anytime members are gathered in the meeting place, including pre and post meeting.

MEMBERSHIP FEES

All Members pay to join B2B with an initial New Member Fee and a choice of month to month, quarterly, semi or annual fee payments.

- We offer 4 options for ongoing fees so that all members have the option to select the best fit for their marketing budget. Consult your tax professional as the are classified as advertising fees and may qualify as a tax deduction Those who are able to commit to semi or annual pre-payment of fees will enjoy
- greater discounts. **Fees are non-refundable.**
When fees are due: Fees are paid in advance Renewal of fees are due the first meeting of the month.*If fees are not paid by the second meeting of the month, the member is asked to **not** participate in the 30 second com-*
- *mercials or as a featured presenter until their fees are brought current.*

A delinquent member whose fees are not paid

- by the first meeting of the following month forfeits their membership.

Alumni Status: Members leaving the group in good standing with current fees and a good attendance record are eligible to return at a reduced rejoin rate provided they retain their Business Card Book and their category is available. A six month wait is required before a member may be eligible to rejoin.

Attendance

The foundation of our individual members and group success is based on active participation of ALL members.

Our concept is based on word of mouth advertising. According to Hollywood Producer, Steven Goldberg, "It didn't matter how much I spent on advertising if the audience didn't like it. Word of mouth advertising is the most powerful form of marketing. Ultimately, it can make or break you."

In order for members to get the most out of their marketing dollars, it is important that all members make a conscious effort to be accountable in all aspects of their membership.

Membership Advertising Fees are paid for the privilege to market each week to a full house. Members rely on one another to take the information shared in weekly commercials and presentations to their circle of influence to generate referrals necessary to increase business success.

If a member misses all or part of a meeting, everyone misses out.

Please be respectful of fellow members and arrange for a Substitute to act as your Agent when you can't be there. Agents: May be a business partner, co-worker, family over 18 that you deem qualified to represent YOU.

Attendance, con't

Benefits of having a substitute include:

- A full audience to market your product, services & goods for the greatest weekly impact
- Fresh ears to hear the commercials & presentations often generate referrals for your members
- Timely exchange of referrals
- All members receive the full benefit of their marketing dollars

Our group values active participation to foster strong business connections. To maintain membership in good standing, **members are allowed up to **12 absences per calendar year**, pro-rated based on the month they join.**

*Members may send an Agent")** to substitute ** in their place. While members are encouraged to have an agent anytime they are absent, they **must have an agent attend at least three (3) times** if they are unable to be present themselves. Additionally, if a member misses the opening or closing commercials they are counted as absent. Termination occurs after the 13th absence or following their pro-rated allotment.*

This policy ensures consistent engagement and supports the success of all members in the group.

Attendance, con't

The President also includes attendance in the weekly recap. Please review it and bring any discrepancies to the attention of your Executive Team.

Members who miss three consecutive meetings without communication to the Regional Support or Executive Team **MAY** be terminated for non-participation.

Sabbaticals: Are granted for medical necessity only. No more than 2 months will be approved and members requiring a sabbatical must keep membership fees current for the duration of the sabbatical.

During a sabbatical, members are not required to attend meetings or participate in presentations. You may elect to still pass and receive referrals and members will be reminded to contact you directly for time sensitive referrals. Responding to the weekly Evite ensures your presence is felt in the group and is a marketing tool in your absence.

Transfer of Membership: Membership may be transferred one time, based on approval of Executive Team & B2B representative. To be considered for a transfer, existing member must be in good standing; potential members category must be open & not in competition with any existing members.

Fast Track to Success

“The only place you will find

Success before Work is in the Dictionary”

Our goal is for our new members to feel comfortable in the B2B process and achieve their goals. *We understand it can feel overwhelming initially. Relax and enjoy the ride, you are among friends and we are all here to help one other succeed!*

After Joining:

- Visit **B2B-FL.com** - go to *Member Resources* to access support materials and worksheets to help you develop your marketing skills
- Register at www.Evite.com (*our online invitation*) – reply wkly to market your services and provide facility and speakers with head count for room set-up and handouts.
- Schedule a meeting with the New Member Mentor to answer general questions and learn how to complete referral slips and make the most of the tools provided for you
- Add 50 Business Cards to the Business Card File Box, (behind the first letter of your last name).
- Stock your Business Card Book with 5 of each Members Business Cards from the Card File
- Review the Member Guidelines to familiarize yourself with the policies and responsibilities of membership

Fast Track to Success, cont

Prior to Week 2 Meeting:

- Download & Print Forms found in the Facebook Files
- Complete the 30-Second Commercial Worksheet
- Review Current Members Business Cards and their categories so you know what categories are currently represented in your group and how to contact them.

- **Commit to Attend Weekly**

“Out of sight, out of mind”

is not just a saying, it is a fact of life.

- Enter your weekly meeting into your appointment calendar and prioritize it as you would any business appointment.
- If you can't attend, arrange to have an Agent attend in your place. Not only does this keep you and your business in front of the members, it introduces all of the members services to that Agent and often generates referrals from their circle of influence.
- Arrive a few minutes early to network
- Put aside electronic devices during the meeting. Give your members the respect of your undivided attention.

Fast Track to Success, con't

- Make notes of what members are asking for during their commercials and presentations to be able to further support their needs.

Set Success Goals

“The more we give, the more we receive”

- Arrange a meeting with each member in the group to do a “One on One” team building exercise. This will allow you to learn how to support one another with referrals and introductions. Repeat the process every quarter and as new members join the group or changes occur in your business.
- Tip - Complete the form by typing in the info. Save the document for easy editing as changes occur. Make 2 copies for each one on one meeting; one for you to follow and one for the member you are meeting with.
- Set a weekly goal to pass at least 2 quality referrals.
- Often the most valuable referral you will generate are introductions to your contacts. While some might also benefit from a B2B Membership, many will benefit from the services, products and goods offered by fellow members!

Fast Track to Success, con't
As the Group grows, everyone benefits.
More Members = More Referrals,
More Referrals = More Business.

Make a list of:

- your contacts to invite to fill Open Categories
- of the Categories you would most want in the group as potential Power Partners
- of your contacts who could use the services of your members

Use your lists to generate referrals for both the group and the individual members.

10-MINUTE PRESENTATION:

Download the following worksheets from the Files on the Private Facebook Page

- Review the **10-Minute Presentation Document**
- Prepare **Speaker Introduction** – an Interactive Document. Complete & print as well as make a copy for your records and one to give to the group Secretary to file & read prior to your presentations.
- Advertise your Topic to members via the Evite, E-mail and during 30 second Commercials at least 2 weeks prior so that members can invite guests to hear your presentation

Forfeiture of Membership:

The Policies are in place to protect the interest of all members and ensures a harmonious and cohesive opportunity for all.

Forfeiture of membership occurs if a member disregards and/or abuses the terms of the Member Agreement or the Policies outlined in this Member Guideline.

Reasons for termination may include but are not limited to:

- Violations of attendance policy
- Delinquent fees
- Representing or promoting anything other than the business listed on the Membership Agreement during weekly programs
- Participating in additional Non-Compete or Exclusive Groups who generate referrals for one another.
- Unethical business practices.
- Actions that are deemed detrimental to the group's ability to exchange and generate quality referrals, or adversely affect the dynamics of the group's ability to function.



NOTES:



NOTES:

Important Info

Chapter Name _____

I joined B2B on _____

My meeting day is every _____

from _____ **to** _____ **at** _____

My attendance allotment is _____

My fee renewal date is _____

My New Member Mentor is _____

_____ **Phone** _____

All Members B2B Facebook page: B2BFL

Individual Chapter FB groups:

B2B-LWR Professionals

B2B - University Professionals

B2B- LWR Exec's

Website: B2B-fl.com

CREED

As a Member of B2B...

I commit to using good business ethics.

I am dedicated to promoting the services of fellow members and providing exceptional services to referrals entrusted to me.

I am grateful for the opportunity and commit to sharing it with others.



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