



TRN
The Referral Network

Growing Your Business Through Referrals



THE REFERRAL NETWORK **Building Relationships, Developing** **Trust and Growing your Business** **through Referrals**

If you are you interested in growing your business through referrals and making cold calling a thing of the past, then TRN is the group for you. TRN's express purpose is to develop strong relationships among its members in order to confidently exchange qualified referrals to help build each other's business. In effect, TRN members act as your outside sales force, constantly on the lookout for opportunities to pass referrals on to you. It is a proven way to grow your business.

To avoid any conflict among members of the group, individual members have industry exclusivity within the group. Therefore, there will never be another member from your line of business that will compete with you for the same referral. For example, if you are a residential real estate agent you are the only residential real estate agent in the group.

If you are intrigued by this exciting concept, please join us at one of our weekly meetings (see the back for times and location). We look forward to meeting you!

How to become **a TRN Member**

In order to make a sound decision on whether the group is a good fit for you, we would like you to attend up to four meetings as a visitor. Any time after your second visit, should you like to apply for membership, you can fill out our new member application and submit it to the vice president. At this point, you will be assigned a mentor who will guide you through the membership approval process.

During the next two weeks, we encourage you to schedule one-to-one meetings with as many current members as possible. Additionally, individuals from our membership committee may contact you to discuss your membership application.

During the two weeks after receiving your completed application, the membership committee will check your references; review the business category you have applied for; contact the members with whom you have had one-to-ones with; and vote on your membership.

Congratulations, welcome to the group! Upon acceptance as a new member, you will attend a training session with our education coordinator. After your training, you are then eligible to do a 10-minute presentation during a meeting about you and your business.

Responsibilities of Membership

Meetings: TRN believes that weekly meeting attendance is a critical part of our success. Experience has shown coming to the meetings consistently makes you visible to the other members and breeds trust and confidence, which results in more referrals for you. Members are permitted to miss up to three meetings in a six-month period. If you cannot attend, we encourage you to send a substitute and prepare them to give your presentation. Sending a substitute does not count as an absence and up to three substitutes are allowed every six months.

Referrals: The primary purpose of the group is to provide qualified referrals to other members to collectively help everyone grow their business. As members of the Sharonville Chamber of Commerce, we also encourage referrals to other members of the chamber.

One-to-ones: We would like each member to initiate a one-to-one meeting with another member at least one time per month. This could be a lunch meeting, a discussion over early morning coffee or a visit to one of the member's place of business. We encourage new members to initiate one-to-ones more often as these meetings are very helpful in becoming acquainted with each other's business. One-to-ones are an integral part of getting to know each individual. They cultivate a deeper relationship where we begin to like the person and can ultimately trust them as reliable professional resources.



The TRN Mission Statement

The Referral Network (TRN) is a structured organization dedicated to helping its members grow their businesses by passing qualified referrals to each other. We accomplish this by meeting weekly to better understand each member's business. This consistent interaction builds strong relationships among the members and leads to trust in each other's professionalism and reliability. Consequently, members can recommend other members to those who have a need for their service or product with total confidence.

Members agree to conduct themselves with honesty and integrity when interacting with other members of TRN as well as people and businesses to whom they have been referred.



Meetings are held at:

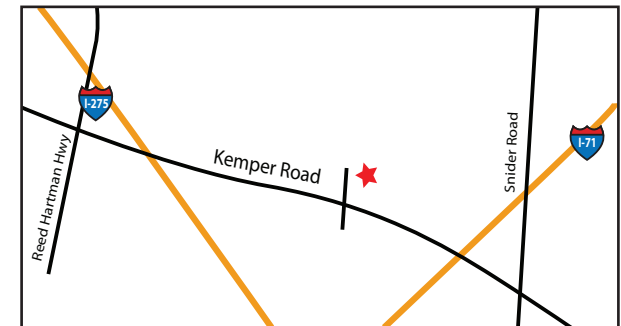
Comey & Shepherd
7870 East Kemper Road
Cincinnati, OH. 45249

(The meetings are held in the
Comey & Shepherd 1st floor conference room.)

For further information contact:

The Sharonville Chamber of Commerce:
(513) 318-1371 or
www.sharonvillechamber.com/membership

Members of TRN are also members
of the Sharonville Chamber of Commerce
(separate fees apply).



"I generate over \$300,000 a year in business from TRN referrals, but it is more than that. I have developed key strategic partners within TRN that are critical to my business success. It is well worth my time."

Matt Bleimeister
Owner
Cincinnati Floor and
Window Covering