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Membership Services Committee

Ambassador Orientation

and

Manual

301 N. Queen Street

Kinston, NC 28501

252-527-1131

www.kinstonchamber.com

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Ambassadors

Who are these friendly smiling people?

The dictionary defines Ambassadors as an official representative of the highest rank or messenger. So why does the Chamber need messengers as part of its Membership Services Committee? The answer is simple; the Chamber Ambassadors are needed to help make new members feel welcomed, informed and pointed in the right direction. They are also there to help existing members stay enthusiastic. Ambassadors point members in the right direction and assist them in being involved in areas of interest. Ambassadors are always looking for ways to increase membership. They realize the importance of having a strong membership base. The more members we have, the stronger the organization will become, as well as, making Lenoir County an even better place to live and do business.

Being an Ambassador offers you a unique opportunity. You will be able to meet with Chamber members and decision makers, on a professional basis while helping your Chamber meet its goal of personally contacting each Chamber

business for increased membership retention. You will also find out that through your Ambassador experience you will gain numerous business contacts and share in a special fellowship with other volunteers and business leaders.

Some people will say, all that the Ambassadors do is shake hands, cut ribbons and attend meetings and eat. Well, this is partially true, however, along with these duties; Ambassadors must make a person feel welcomed and part of the Chamber. If an Ambassador is enthusiastic enough, members will be encouraged to attend meetings, and to participate in membership. A new person may not feel comfortable in attending a meeting if they do not know anyone there. The Ambassadors make that person feel comfortable.

All in all, we would say the Ambassadors are an invaluable group of individuals who take time out of their jobs to help promote the Chamber, Lenoir County and the Chamber members. The Ambassadors are the Chamber's Official Representatives of the Highest Rank.

What the Ambassadors have in common is their commitment in seeing that the Kinston-Lenoir County Chamber of Commerce is the best that it can be. We are personally glad you have chosen this mission. Thank you for your commitment and support to the Ambassadors as together we continue to maintain a well-informed, involved, responsive and committed membership.

Before we get into the responsibilities or "mechanics" of being an Ambassador, take a moment to be proud of the fact that you are important and a welcome member of the Chamber's premier volunteer organization.

Thank you,

The Board of Directors
Kinston-Lenoir County Chamber of Commerce

II. Kinston-Lenoir County Chamber of Commerce

A. PURPOSE: Kinston-Lenoir County Chamber of Commerce is to continue developing an economically prosperous business district while maintaining the character and integrity of Kinston-Lenoir County Chamber of Commerce, making it the “heartbeat” of the community.

The Kinston-Lenoir County Chamber of Commerce is a united effort promoting commerce, culture, trade, good fellowship and cooperative relationships amidst diverse individuals and businesses. The majority of the membership of the Chamber is made up of individuals, businesses and organizations.

The Kinston-Lenoir County Chamber of Commerce in partnership with the Kinston-Lenoir County Convention and Visitors Bureau, is also dedicated to raising the awareness of our community through tourism, and markets the area as a tourist destination.

B. BOARD OF DIRECTORS: Volunteer their time and talents to provide guidance and direction. They provide additional assistance by participating in one or more of the various Chamber committees. **Appendix A**

C. PROGRAMS: Annual Meeting and Banquet, Leadership Lenoir, Administrative Professionals’ Luncheon, Festival on Neuse, Small Business Awards, Pinnacle of Achievement Award, Living the Good Life Business Expo, Wake Up Lenoir, President’s Forum/Straight Talk, Young Professionals and Maximize Your Membership.

D. COMMITTEES: Membership Services, Special Projects, Governmental Affairs, Diversity Affairs, Agri-Business, Community Development, Business and Tourism Manufacturing and Industry. The Chamber administers Development and the Lenoir Lenoir County Education Foundation. The Young Professionals of County is a new group of the Chamber.

C. BENEFITS: Business Advocate, Business Before/After Hours, Business Expo, Chamber Newsletter, Chamber Website, Committee Involvement, E-Blast, Website Business Directory, Business Directory, Membership Decal, Relocation/Visitor Packages, Professional Development, Quick Updates, Hot Jobs, Hot Deals, 24/7 Online, Referrals, Ribbon Cutting Ceremonies, Special Events, Tax Deduction, United States Chamber of Commerce Membership, North Carolina Chamber and Legislative Agenda.

III. Ambassador Membership Benefits

A. As an Ambassador there are unsurpassed opportunities for business contacts. You will have multiple opportunities to meet with businesses and individuals in Lenoir County and surrounding area where you can promote your product(s) and service(s).

B. As an Ambassador you will have increased exposure to your Chamber and its many initiatives and be one of the first to be alerted to new Chamber programs and initiatives.

C. As an Ambassador there is additional recognition for yourself and your company in the business community through your Chamber's website, at certain Chamber events and in Chamber publications.

IV. Ambassador Responsibilities

A. Purpose

Membership Services Committee functions as an arm of the Chamber acting as the "Customer Service Department" of the Chamber. As an Ambassador you will be the link between the management structure of the chamber, the Board of directors and the "Customers" of the Chamber, the general membership.

The Primary purpose of an Ambassador is to keep the membership informed, on a person-to-person basis, of the activities of the

Chamber, to encourage active participation in Chamber committees and activities and to retain the current membership.

Ambassadors are encouraged to identify potential members through their contacts with current members and bring this information to the next Membership Services Committee meeting. You may contact potential members themselves and sign them up as new members. Each Ambassador is asked to sign up one new member per year.

B. Expectations

1. The Ambassador's company must be a Chamber member in good standing and the Ambassador should maintain professional conduct at all Chamber functions.

2. Ambassador meetings are held monthly on the third Tuesday at noon. Each Ambassador brings their lunch if needed. Reminder notices will be emailed. As an Ambassador, you may not miss more than 3 consecutive meetings without a valid excuse. If you can't attend be sure and notify the Chamber office.

3. As new Ambassadors are welcomed they will be matched with a veteran Ambassador. This is to help them understand what it means to be an Ambassador. Each new Ambassador must attend a "Maximize Your Membership" Workshop.

C. Chamber Membership Development/Retention

1. Membership Cultivation Calls: Each Ambassador is asked to select 5 Chamber businesses to keep in touch with throughout the year. There is a Contact Sheet that is used to track any changes, concerns or suggestions from that business. It is important to the Chamber that we have the correct information such as updating the number of employees, key employees and their email addresses making sure the Chamber has the business website. It is very important that these businesses know what opportunities are available with the Chamber. As an Ambassador you are to remind your businesses about BBF, BAH, Ribbon Cuttings and any upcoming event. If you are planning to attend any of these events and your selected business is attending, help them feel welcomed by introducing them to

several people. **Appendix B** Business Buddy Follow Sheet

you

2. New Member Recruitment: Each Ambassador is asked to bring in one new member each year. The Chamber has New Member Recruitment folders that include the benefits of membership, new member incentives and the application form. As you become more familiar with the Chamber may find that there are businesses that would benefit by being a Chamber member. You can approach them yourself or visit them with the Director of Membership. One way to recruit a prospective member is to bring them to a Business Before/After Hours so they can see one of the benefits of membership. (Attach folder)

D. Events

Board
Manager,
during

1. Ribbon Cuttings: This event is held for new businesses, newly renovated businesses or new management. There is a short ceremony where the Chair, the President of the Chamber, the Owner/ and Public Officials speak. Ambassadors participate by talking with those attending and by holding the ribbon the ceremony. It usually lasts 30 minutes.

Education
into

2. Business Before Hours or Business After Hours: These events last approximately 1 ½ hours. BBH are from 7:30 am –9:00 am and BAH are from 5:30 pm – 7:00 pm. Ambassadors are asked to be at the door to welcome attendees, help with name badges, ask attendees to participate with the 50/50 Raffle that benefits the Foundation or make sure everyone puts a business card the basket for a drawing. Both of these events are excellent opportunities for Ambassadors to introduce attendees to other businesses, make business connections and to get to know people in the business community.

3. Festival on the Neuse: Each year Kinston-Lenoir County Chamber of Commerce organizes a Hog Happening, Trolley Rides, the Great Neuse River Rubber Duck Race,

Arc Bark Parade & Amateur Dog Show and many other activities that provide fun for all ages. Ambassadors help by volunteering to set up sites, staff food/drink booths, getting BBQ plates to various locations, break down and clean up.

4. Other events that may need help are: Living the Good Life (a Business Expo); Spelling Bee (to raise funds for the Education Foundation) and the Hug Patrol.

V. Chamber Website Opportunities – www.kinstonchamber.com

This part of the orientation will be projected from the computer

- A. How to access online Chamber Membership account
Each member has a login and password
- B. Update Accounts
Can keep information and representatives' current
- C. Hot Deals
Can post specials that the public can access as coupons
- D. Hot Jobs
Can post any job vacancies
- E. GIS Mapping
Provides location of each Chamber member
- F. Basic expanded listing
Expand their Chamber website information on Chamber's Directory Listing by adding additional information.
- G. Upgraded Enhanced listing through ChamberMaster. For additional cost per month ChamberMaster can upgrade the basic directory listing with pictures and logos. Another option is banner advertisements placed on various pages of the Chamber's website.

VI. Networking 101 or How to work a room

Networking is not just small talk; it is about gathering information about the person or business so that you can connect them to your business, the Chamber or a Chamber business member. Networking helps you with your professional development, it helps with your interviewing skills and it helps get you noticed by other businesses.

Appendix E The secret of success? It's not work. It's network

Appendix F Nine Tips for Building Your Business at Networking Events

Appendix A

The Kinston-Lenoir County Chamber of Commerce
Board of Directors for 2010

Deborah GrimesChairperson
 Lenoir Community College

Kevin Zoltek.....Chairperson-Elect
 Walnut Street Securities

Gram SpearPast Chairperson
 Perry Management

Lloyd Godley.....Financial Affairs VP
 Wachovia Bank, NA

Margaret Williams.....Membership Services VP
 the little bank

Kendra Warren.....Special Projects VP
 Tidewater Transit Co.

Ms. Alice Tingle.....Governmental Affairs VP
 Kinston City Council

Marc McConnell.....Manufacturing and Industry VP
 McConnell Holdings, Inc.

Ms. Tammy Kelly.....Agri-Business VP
 Lenoir Cooperative Extension Service

Barbara LaRoque.....Community Development VP
 Lenoir Memorial Hospital

Lidia Guzman.....Diversity Affairs VP
 Lenoir County Schools

Becky Hines.....Business and Tourism VP
 SMC Home Finance

Ms. Debbie Chused.....Member at Large
 Coastal Connections Marketing

Armistead Mauck..... Member at Large
 Cherry Energy

Russell Rhodes.....Member at Large

Neuse Sport Shop

DJ Lofton.....Ambassador Representative
Lenoir Memorial Hospital

Greg Floyd.....Board Member
White & Allen, PA

Bill Ellis.....Board Member
City of Kinston

Danny Rice.....Board Member
Caswell Development Center

Deborah Hood.....Board Member
ERA Montague & Assoc.

Tommy Pharo.....Board Member
Minges Bottling Pepsi

Tim Burwell.....Board Member
Lenoir Memorial Hospital

Jay Alphin.....Board Member
Quality Machine & Weld, Inc.

Jeff Thomas.....Board Member
Evans & Associates

Carolyn Craig.....Board Member
Harry Cummings Century 21

Jimmy Cousins.....Board Member
Individual Member

Mr. Jay Cherry.....Board Member
Cherry Energy

Scott Stevens.....Board Member
City of Kinston

Mr. Rob House.....Board Member
Fairway Outdoor Advertising

Mr. Adrian King.....Board Member

PRIDE of Kinston

Mr. Russell Rhodes.....Board Member
Neuse Sport Shop

Randy Kelley.....Board Member
Massey Motor

Scott Crocker.....Board Member
W.A. Moore & Company Insurance

Gary Whaley.....Board Member
E&R Inc.

Bobby Merritt.....Board Member
Lenoir Community College

Appendix B

BUSINESS BUDDY FOLLOW UP SHEET

Name of Business _____

1. Is their business information correct? (i.e.: New Representative, emails, website)

_____ Yes

_____ No- What corrections need to be made?

2. Does your business know that the Chamber’s Newsletter appears in The Kinston Free Press on the 2nd and 4th Tuesday of each month?

____ Yes ____ No

3. Does your business display the membership decal for the current year?

_____ Yes _____ No (Do they have one?)

4. What Chamber committee would your business like to serve on?

- | | |
|----------------------------------|---------------------------|
| ___ Business/Tourism Development | ___ Diversity Affairs |
| ___ Membership Services | ___ Special Projects |
| ___ Agri-Business | ___ Community Development |
| ___ Manufacturing/Industry | ___ Education |

5. Is your business satisfied with the communication they receive from the Chamber? __ Yes __ No

Explanation: _____

6. Is your business aware of Hot Deals/Hot Jobs? __ Yes __ No

7. Does your business have their login and password? __ Yes __ No

8. Is your business taking advantage of their expanded online directory listing? __ Yes __ No

9. Have you invited your business to Business after Hours, Ribbon Cuttings or Business Before Hours? __ Yes __ No

10. Have you thanked your business for being a Chamber Member?
__ Yes __ No

Appendix C

Personal Calls and Visits

Begin with a simple introduction such as, “Since the Chamber offers so many programs for businesses, tell me a little about your business.” Follow with questions such as, “How long have you been in business?” “What are the issues that face your business today?” “How many employees do you have?” “How are you currently developing new customers?” “What are your expectations of the business organizations that you belong to?”

We don’t expect you to have the answers to all questions. If someone asks you a question that you can not answer, explain that you will find out and call them back or will have a member of the Chamber staff contact them.

The purpose of your visit is to help members become better acquainted with the benefits of membership, to better acquaint yourself with the businesses in Lenoir County, and to help the Chamber better understand the needs of its members.

Although you are visiting the members as a volunteer of the Chamber, it is appropriate to make a brief statement about your business. Many times members ask questions and want to learn more about your business, too. Ambassadors often find one of the nice rewards of their volunteer work is good business contacts.

Complete the Contact Sheet, either during the visit or afterwards and return to the Chamber at your next Ambassador meeting. If you feel that any visit requires an immediate follow up by staff, please call us as soon as you can after the visit. We want to nip any problems in the bud!!!

Appendix D

Frequently Asked Questions

How do I get started? Appointment or Drop-in?

Each visit is different. Generally, it's best to make a brief phone call, explaining your role as an Ambassador and setting up a convenient appointment. This way you will be sure your member has set aside time just for you. If you are having difficulty making phone contact, a drop-in visit is usually acceptable.

Remember your name tag.

How long does a visit last?

Again, it varies. Some members are eager to about the Chamber and have many questions. These visits are fun because the members are curious and may want to get involved. Others may not be as interested and the visit will be much shorter. Meetings generally last anywhere from 10 minutes to no longer than one-half hour.

What information do I cover during the visit?

The purpose of your visit is to orient members and help them become involved with the Chamber. It's always helpful to ask about goals and areas of interest at the beginning of the meeting.

What important things should I always try to cover at the visits?

In addition to addressing those areas, in which the member expressed a specific interest, you should try to cover the following:

- **Thank them** for their continued support of this community. By supporting the Chamber and its mission, we all continue to work on improving the economic environment of Lenoir County area and the quality of life for the area's citizens.
- **The Chamber's Website**, www.kinstonchamber.com- the guide to goods and services of Lenoir County are found under the Business Directory. Find out if they have created their page in the on-line directory. Point out the best place to see "What's happening" in the Lenoir County area can be found under the Community Calendar (point out the features). Other sections to mention are the Hot Jobs and Hot Deals
- **How to connect to other Businesses.** The best form of advertising is word of mouth and the Chamber offers events such as Business After

Hours (BAH) in the evening and Business Before Hours (BBH) in the morning –to give our members every opportunity to make business contacts.

I understand that my visit as an Ambassador is not intended to be a sales call, but I can leave my business card?

YES!! During introductions, it's appropriate to make a brief statement about your business. Many times members ask questions and want to learn about your business too. Ambassadors often find one of the nice rewards of their volunteer work is good business contacts.

How much time do I have to complete the visit?

You should complete the visit and turn in the contact sheet as soon as possible. It is important to the Chamber that our information is as accurate as possible. You can bring it to the office or fax to Member Services (252.527.1914).

What should I do if I can't get in touch with the member?

After making three attempts, if you can't get in touch with the member by phone or in person, send a follow-up letter or fax to the member. Return the *Contact Sheet* with a copy of your letter or fax it to the Director of Member Services.

Appendix E

The Secret of Success? It's not work. It's network

Sales Moves Jeffrey Gitomer

What can networking do for your relations? Build them.

What can networking do for your sales? Make them.

What can networking do for your success? The right contacts and connections can make or break it.

Well, if networking is so important, why aren't you out there doing more of it?

Here are the big four reasons:

1. You think it takes too much time, and you are unwilling to dedicate time.
2. You have a "they don't pay me enough money to do this" attitude, and you are doomed to negativity and mediocrity.
3. You think cold calling is a great way to prospect.
4. You want to, but you don't know how or where.

If you're No. 4, I can help you. And this information is vital to making a successful networking plan. If you're Nos. 1-3, this information is not for you, but don't worry; you already know everything anyway, so this would just be a review.

Last week, I gave you the first part of the list of the best 20 places to network. Here are the rest of the 20.5 best places to network:

12. Join a private club. A golf country club, a food and networking club such as Club Corp. with branches all over the United States, or a small private club.
13. Meal networking. Invite a prospect to dine. Then invite a prospect for min or her. While in the restaurant see who else is in the bar. Hope around without being rude. Introduce everyone you meet to whomever you brought. Make it ultra-friendly. Compliment everyone in your introduction. Personal note: I have a morning breakfast at Einstein's Bagels. I love the food and service. I have all my morning meetings there. I always meet other people there. My breakfast meeting is always to do a deal. And often my chance meetings result in business. Success hint: Own a restaurant or three, places you frequent and know the owners and managers. It plays a major role in your meal networking.

14. Health club. Exercise and network. Get health and wealthy at the same time. In Charlotte, it's the YMCA. Join the "in" club and get "in" shape to win.
15. Sports events. Both games and tailgates. Everyone eventually goes to the ball game. And for the competitive sports nut within you, play *They Networking Game*. It's in my book *The Sales Bible*.
16. Network with parents of your children's friends. If you have a big prospect whose kid plays ball in the same league as your kid you'll; have a big advantage to make him a big customer.
17. Happy Hour. This can be a great place to make a quick connection. Just don't get too happy.
18. Karaoke. Not only do you have a blast and meet people, but you also improve your presentation skills every time you sing a song.
19. Neighborhood homeowner's association/condo associations. Get to know your neighbors and who they know.
20. The airplane. I don't mean you need to meet every passenger, but get to know your seat mate. You never know who they know until you ask. I always try to sell a book to the person sitting next to me. It's fun, it's practice and it's profitable.
- 20.5 Be ready to network when you get there. Woody Allen say 90% of success is showing up. And he's almost right. Ninety percent of success is showing up PREPARED. Having your personal commercial, or cocktail commercial, or one-minute hook ready to spin at a moment's notice is evidence of your networking prowess—or not.

OK, I've given you the meat.

Here's your personal action plan: List your possible networking areas—every one of them.

Figure out who goes there now and who MAY be there. Figure out what business enticement you have, and start there.

Secret: Get respected by those who count. Don't just attend; get involved and lead.

Big secret: the key advantage is that networking is relaxed – business leisure. The work day is busy—business frantic. You'll get more done and see more people in the leisure zone.

Biggest secret: antennas up at all times. I don't care where you are. Bathrooms, lines, lobbies of hotels, car washes, elevators and restaurants are all game if you're alert.

It is important to note that these "best places to network" are not just ideas and suggestions. Every item listed above is something I do personally and have had major success with. These are things I do, not just things I teach.

Free GitBit: We have been given permission to excerpt a page from the best networking book ever: Harvey Mackay's Dig Your Well Before You're Thirsty. Just go to www.Gitomer.com, register if you're a first-time user, and enter the words MACKAY MAXIMS in the GitBit box.

Appendix F

Nine Tips for Building Your Business at Networking Events By Cynthia D'Amour



Networking is either a business owner's most valuable marketing tool, or biggest waste of time. Here are nine tips to help you get the most for your time and money.

- 1. Do not act desperate for business.**
You're at a social event. People want to talk to upbeat confident people. You won't attract any business if you act desperate.
- 2. Stay focused on building your business .**
Enjoy yourself, but remember why you are there. Pay attention to who you meet and what they say.
- 3. Mingle, don't sell.**
This is a time to start some relationships and learn information that can be followed up on. Keep it light. Don't try to do major business deals—save that for later.
- 4. Know that you are being scanned.**
People like to know who they are doing business with. Treat everyone with respect and a positive attitude. This is not a time to air dirty laundry.
- 5. Set goals for each event.**
Decide before you arrive at an event how many people you will talk to and what information you hope to learn. You'll be amazed at how much more information you'll learn with prior planning.
- 6. Be prepared to follow up.**
Send a "Nice to Meet You" note to everyone that you talk to. Keep them short and handwritten. Include your business card. It takes most people 6-8 exposures to remember and trust you. This speeds up the process.
- 7. Be an interesting person to talk to.**
Do your homework. Plan some casual topics for you to bring up that you like to talk about. Being prepared will also help to build your confidence.
- 8. Have some good leading questions to ask others.**

People love to talk about themselves. A great conversation starter is to ask what they like to do when they're not at work. Many deals are done on a golf course.

9. Listen with both of your ears for opportunities .

Pay attention to conversations for problems that you can solve. Follow up with the solution during business hours.

With these tips in mind, you can make an event a valuable networking experience!