



Frequently Asked Questions

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What is *AmSpirit Business Connections*?

AmSpirit Business Connections is a national organization that creates Chapters of sales representatives, entrepreneurs, and professionals to assist them succeed by creating a forum where they can receive “qualified referrals” from other sales representatives, entrepreneurs and professionals.

What are some examples of sales representatives, entrepreneurs and professionals that can benefit from *AmSpirit Business Connections*?

Attorneys, Accountants, Financial Planners, Insurance Agents, Mortgage Lenders ... generally anyone that is interested in having a greater percentage of their business come from “qualified referrals.”

You use the term “Qualified Referrals” – what does that mean?

A Qualified Referral is *AMSPIRIT BUSINESS CONNECTIONS* terminology – it describes the opportunity that members are focused on creating for one another. In general, when we refer a fellow member to someone, when the fellow member calls the potential new client is expecting the call. This, of course, does not guarantee that the Chapter member will get the business, but it serves to warm the relationship. In fact, *AMSPIRIT BUSINESS CONNECTIONS* commissioned a study and determined that referrals given using this method turn into sales about 75% of the time. In summary, *AMSPIRIT BUSINESS CONNECTIONS* promotes providing its members with the warmest possible introduction to prospective clients.

Isn't *AmSpirit Business Connections* similar to the Chapter of Commerce or Rotary?

First, the Chamber or Commerce and civic organizations like Rotary are invaluable to the local community. *AmSpirit Business Connections* is different, however, in one simple fact: It is our primary purpose to assist

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our membership in generating business. With the Chamber and civic organizations like the Rotary, generating additional business for membership is generally a secondary objective.

How many people are in each Chapter?

This varies. Our largest Chapter has 45 and we have some brand new Chapters with 7 or 8 people. On average, our Chapters that are over a year old have 15-16 members.

How often do Chapters meet?

Chapters meet on a weekly basis. For example the Pickerington Chapter meets every Tuesday for breakfast and the Lancaster Chapter meets every Thursday for breakfast.

Why do the Chapters meet weekly?

Before anyone is going to refer you to their best client or closes friend, they need to KNOW, LIKE, and TRUST you. Meeting on a weekly basis promotes the development of relationship and helps to educate one another on our products and services – these combine to facilitate KNOWING, LIKING and TRUSTING.

What occurs at a typical Chapter meeting?

Remember people only refer individuals that they KNOW, LIKE and TRUST. Therefore, each Chapter meeting is devoted to helping one another understand each other's products or service and developing relationships. More specifically, at each meeting our members have an opportunity to talk about their business and explain how the fellow members can refer business. We close each meeting with everyone having an opportunity to give and receive referrals.

What is the history of AmSpirit Business Connections?

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AmSpirit Business Connections was founded in 2002 by individuals with experience in these organizations.

Is *AmSpirit Business Connections* the only networking organization around?

No. There are literally dozens of networking organizations around the country – most are, however, single independent groups. Therefore, the primary difference between these groups and *AMSPIRIT BUSINESS CONNECTIONS* is simply access. With these groups you have access to 10 or 12 other individuals. In *AMSPIRIT BUSINESS CONNECTIONS*, members have access to over hundreds of members across the country.

What are the monthly, quarterly and annual events that *AmSpirit Business Connections* puts on?

On a monthly basis, *AmSpirit Business Connections* puts on a Member Development Seminar, which is designed to assist our members, become more effective at networking. On a quarterly basis, *AmSpirit Business Connections* has a social event in which all our members are invited. This allows individuals to network with members of other Chapters. Finally, each year, *AMSPIRIT BUSINESS CONNECTIONS* sponsors an Annual Leadership Conference. The purpose of the Leadership Conference is to work with Chapter presidents and other Chapter officers on develop leadership and networking skills as well as to provide information about new developments in *AMSPIRIT BUSINESS CONNECTIONS* to all Chapters within the *AMSPIRIT BUSINESS CONNECTIONS* systems.

Where are there *AmSpirit Business Connections* Chapters?

AmSpirit Business Connections has Chapters throughout the United States.

Are there costs associated with *AmSpirit Business Connections*?

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To participate in *AmSpirit Business Connections* there is a one-time initiation fee of \$210, which is payable with the Membership Application. After joining, there are ongoing Membership Dues of \$60 per quarter.

What are the benefits of belonging to *AmSpirit Business Connections*?

AmSpirit Business Connections is based on five primary benefits, which we focus on each week.

The first primary benefit and probably the primary reason that people join *AmSpirit Business Connections* is to generate new and additional business.

The second primary benefit of *AmSpirit Business Connections* is that our members meet people that they otherwise would not have met. For example, I was a member of the Westerville Chapter. It is a Chapter of about 45 people. Al but two of those individuals I did not know before I joined *AmSpirit Business Connections*

The third primary benefit is that our networks allow us to better serve as a resource for our customers and clients. Individuals in *AmSpirit Business Connections* have literally dozens and dozens of people to which they can refer their customers and clients. By being a better resource for our customers and clients, we are actually better able to service them – which make us more valuable to them.

The fourth primary benefit is that through *AmSpirit Business Connections* we help each other develop our speaking skills and refine our messages as to who we are and what we do.

Finally, *AmSpirit Business Connections* provides us a forum to give to other people. The principal rule of networking is simply this: The more you give, the more you get. Thus the *AmSpirit Business Connections* forum provides a venue to generate this cycle.

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**If somebody were interested in *AmSpirit Business Connections*,
how could they get involved?**

Visit www.amspirit.com or contact Phil Reese, Area Director.

Phone: 614-833-3222
email: pr7@amspirit.com

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