

## **CAMA M<sup>2</sup>M Leads Group™ Guidelines**

### **PURPOSE**

The purpose of this group is to provide a forum for CAMA's manufacturing sales team members to meet monthly and exchange leads to promote Colorado to Colorado manufacturing business.

### **GROUP STRUCTURE**

- To join a CAMA M<sup>2</sup>M Leads Group™, your company must be a CAMA Member in good standing.
- Pay an annual membership fee of \$35
- The group will consist of one person per company. This person must devote at least 60% of their professional time to sales for that company.
- Each leads Group member must complete an application as provided by CAMA.
- Each member can represent one product or service. They must represent the category under which they are listed on their M<sup>2</sup>M application.
- A CAMA M<sup>2</sup>M Leads Group member cannot represent more than one company in their group.

### **MEETING STRUCTURE**

- Each CAMA M<sup>2</sup>M Leads Group will hold monthly meetings.
- Meeting days and times and location shall be determined by the members of the M<sup>2</sup>M Leads Group by a majority vote.
- Each meeting will have a featured speaker. The speaker will be from the M<sup>2</sup>M Leads Group and will be allowed up to 15 minutes to tell about their company in a broader scope. The Group Chair is responsible for scheduling the featured speaker for each meeting.

### **MEMBER RESPONSIBILITIES**

1. Each M<sup>2</sup>M Leads Group Member is expected to:
  - a. Bring one qualified lead to each meeting to maintain their spot in the group.
  - b. Expected to respond to all qualified leads within 24 hours
  - c. Be punctual, as respecting the group's time will establish credibility.
  - d. Be prepared to thank other members for leads resulting in business or potential business.
  - e. Do not wait until meetings to present leads, but always complete a Lead Form to ensure proper credit and documentation
  - f. At least once a year, give a ten-minute presentation on your business.
  - g. Report all revenue received that is generated from a Lead
2. Each M<sup>2</sup>M Leads Group will elect a Group Chair at their first meeting. The Group Chair is responsible for:
  - a. Notifying CAMA staff of their election as chair.
  - b. Preside over each M<sup>2</sup>M Leads Group meeting
  - c. Prepare agenda and arrange for featured speakers
  - d. Record and maintain attendance at each meeting
  - e. Record and maintain referral records
  - f. Resolve conflicts and make determinations concerning any rules violations
  - g. With CAMA staff, contact members about absenteeism, lack of referrals and be the liaison between CAMA staff and CAMA M<sup>2</sup>M Leads Group members.
  - h. Maintain a CAMA M<sup>2</sup>M Leads Group Binder containing by section: (CAMA Staff will provide first Binder)
    - A current list of all members and attendance records
    - A 6-month calendar on which members can sign-up for presentations
    - Referral and Leads records, member applications
    - The binder should be brought to all meetings and kept current to be passed on to Group Chair successor.

### **At the first meeting:**

- Each member of the M<sup>2</sup>M Leads Group should come prepared with their Elevator Pitch practices (Sample provided) explaining what they do and what would be a good lead.
- Each M<sup>2</sup>M Leads Group will elect a Group Chair
- M<sup>2</sup>M Leads Group will determine date and time for future meetings
- M<sup>2</sup>M Leads Group shall develop and each member shall agree to the group rules including:
  - The form in which leads are exchanged. (Each lead must be a qualified contact that the M<sup>2</sup>M Leads Group member knows is an active lead.)
  - Determine participation levels specifically including meeting attendance and number of required leads. (For example: Members are asked to limit absences to no more than two in a row of four in a six-month period. After reaching an absence threshold, the Member would be removed and their product/service spot will become open for a new member.) Activity for each person will be monitored to make sure they are participating per these mutually agreed to rules.

### **At the regular meetings:**

- Meeting will begin promptly at mutually agreed to time by the members of the M<sup>2</sup>M Leads Group
- Time should be allowed for networking and eating if appropriate
- Attendance will be taken by the Group Chair
- The Chair welcomes everyone, and asks everyone else to provide a brief update since the last meeting
- Members should make reports on previous Leads provided and the results
- Featured speaker should be allowed up to 15 minutes
- Before the end of the meeting the Chair will report on referrals and contacts for the day, monthly results, attendance, vacancies, etc.

### **Miscellaneous**

If a M<sup>2</sup>M Leads Group is to meet at a restaurant or other catered establishment each member will pay for their own meal. Each member is expected to bring business cards and other information about their company that might help in the explanation of their company.

- CAMA will promote the M<sup>2</sup>M Leads Group program at CAMA functions and in promotional materials to encourage new membership, but the Group may promote themselves and their businesses through other materials that they produce. Brochures and other promotional materials should be reviewed by CAMA Staff Coordinator.
- To guard contact information for the benefit of the members, rosters will not be distributed at meetings, but will be emailed, as they are updated, by the CAMA M<sup>2</sup>M Program Coordinator.

**CAMA M<sup>2</sup>M Leads Group  
Member Application**

COMPANY NAME (Must be a CAMA member in good standing): \_\_\_\_\_

Applicant First Name: \_\_\_\_\_ Applicant last name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: CO ZIP \_\_\_\_\_

Please indicate which category best describes your business:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Aerospace & Aircraft    | <input type="checkbox"/> Embossing               | <input type="checkbox"/> Machining            |
| <input type="checkbox"/> Apparel                 | <input type="checkbox"/> Electrical Components   | <input type="checkbox"/> Medical Devices      |
| <input type="checkbox"/> Brazing Services        | <input type="checkbox"/> Fabricating             | <input type="checkbox"/> Metal Stamping       |
| <input type="checkbox"/> Castings                | <input type="checkbox"/> Finishing Services      | <input type="checkbox"/> Packaging            |
| <input type="checkbox"/> Coating Services        | <input type="checkbox"/> Food & Food Products    | <input type="checkbox"/> Painting Services    |
| <input type="checkbox"/> Contract Manufacturing  | <input type="checkbox"/> Furniture & Accessories | <input type="checkbox"/> Powdered Metals      |
| <input type="checkbox"/> Custom Manufacturing    | <input type="checkbox"/> Grinding Services       | <input type="checkbox"/> Thermoforming        |
| <input type="checkbox"/> Cutting Services        | <input type="checkbox"/> Handling Equipment      | <input type="checkbox"/> Welding Services     |
| <input type="checkbox"/> Die Castings            | <input type="checkbox"/> Heat Treating Services  | <input type="checkbox"/> Wire & Wire Products |
| <input type="checkbox"/> Equipment & Accessories | <input type="checkbox"/> Injection Molding       | <input type="checkbox"/> Other _____          |

Please provide a description of the type of lead you would be seeking through your participation in a CAMA M<sup>2</sup>M Program: \_\_\_\_\_

By signing below, I am confirming that I have read the M<sup>2</sup>M Leads Group Guidelines and agree to abide by the Guidelines to the best of my ability.

Once this signed form is returned to CAMA, your application will be reviewed by the CAMA M<sup>2</sup>M Program Coordinator to determine the availability and inform you of your Leads Group Assignment. Based on your product/services description you will be placed in a leads group.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

***For Internal use only:***

Application Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_

CAMA Member Yes  Renewal Date \_\_\_\_\_ No

Leads Group Assignment:		Business Category:	
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Lead Group Chair: \_\_\_\_\_ Chair Notified: Yes  No