

Evergreen Leads Leadership#

Functional Categories within Individual Leads Groups

(What are our Primary Functions?)

Build Relationships	Recruitment
Business Development	Goals – Business Volume / No. Of Leads Passed / 1:1's
Retention of Members	Generate Leads for Fellow Members
Time of Day	Attendance

Ideas to help make our Leads Groups More Productive:

- ✓ Bring/Introduce others into the group (non-competing)
- ✓ Business Development ideas/discussion
- ✓ Introduce other members for 30-sec commercial
- ✓ Print a listing of the Leads Group & place by cash register of business
- ✓ Visit other Leads Groups (Leadership only) to see what is working
- ✓ Leads Group joint activity (i.e., picnic, social hour)
- ✓ Rotate Leadership within the Group (i.e., moderator's rotate after 6 meetings)