



COLORADO WOMEN'S  
CHAMBER of COMMERCE

**Serious Contacts  
Leads Group Commitment Form**

**Code of Ethics:**

1. I will provide the quality of services that I have quoted.
2. I will be truthful with the members and their referrals.
3. I will build goodwill and trust among members and their referrals.
4. I will set aside time between meetings to think through recent contacts with other business associates (people with whom I sit on boards and committees, church groups, trade organizations, vendors, etc.) to see who might be a potential lead for a member.
5. I will take responsibility for following up on the referrals I receive.
6. I will live up to the ethical standards of my profession.
7. I will arrive on time and stay for the entire meeting so that I can enjoy the benefits of truly understanding my leads group members' businesses and having them understand my own.
8. I will display a positive and supportive attitude with the members in my group.
9. I will keep in confidence both personal and professional issues, concerns and strategies discussed during the leads meetings.
10. I will attend meetings regularly, and understand that if I have three (3) absences within a quarter or six (6) absences within the year, I forfeit the right to maintain my spot in the group.

**Point Policy:**

Each quarter the Vice President of the Leads Group will provide a specific leads-tracking report to the Membership Development Director of the Colorado Women's Chamber. This report will indicate the leads group member who has acquired the most points through the Serious Contacts reward program. This member will receive a free PDF document attached to CWCC's e-blast (a \$350 value!). Each lead will have the following value assigned:

Possibility: knowledge of need, but unable to use referrer's name	0 points
Lead: prospect in market for product/service, able to use referrer's name	5 points
Outside one-on-one meeting with fellow leads group member	2 points
Bringing a guest to leads group meeting	2 points

I have read and agree to the above policy and to the information within the Serious Contacts handout. I understand my participation in the leads group is voluntary and can be surrendered by me at any time.

Company: \_\_\_\_\_

Leads Group Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

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