

CONNECT 4 LUNCH



It's All About Connections.....

The strongest referrals you can get are from someone who knows you personally. These people have the confidence to refer you to their friends, to their family, and to their closest associates.

Needless to say, you don't get this kind of referral with just a business card and a 30-second elevator speech. You get these referrals from someone with whom you have a personal connection.

These are the kind of referrals the Roanoke Regional Chamber wants you to be able to get on a regular basis. That's why we're introducing a new Chamber program called **Connect 4 Lunch**.

Each week, **Connect 4 Lunch** will connect you with three different Chamber members at a variety of local Chamber restaurants. Over lunch, you'll make personal connections with these members, build trust, swap referrals, and learn about each other's businesses.

Over time, you'll become known to more and more members in the Chamber community on a personal, as well as business level. During the course of a year, with **Connect 4 Lunch** you can make personal business connections with up to 150 different Roanoke Regional Chamber members.

Here's how the **Connect 4 Lunch** program works: On Wednesday of each week, you'll get an e-mail asking if you'd like to go to lunch on a specific day next week. If you click "yes" in the e-mail, the following Monday you'll get another e-mail with the name of the restaurant (with a link to a map), and the names of the three Chamber members you'll be having lunch with.

When you click on the names of the each of your lunch partners, you'll get to read all about them and about their businesses. (They'll be reading about you as well, since you will have created a brief introduction about

yourself and your business beforehand in your own private **Connect 4 Lunch** account.)

So, when you all sit down at the table together, you won't be spending valuable time going around the table introducing yourselves. You'll be able to get right down to business making the powerful personal connections that make this program so valuable.

On the day of your lunch, all you have to do is show up at the restaurant. The reservation will have already been made for you, and your three lunch partners will be waiting to meet you. It's that easy.

No more writing on the backs of business cards. When you return to the office after lunch, you can log in to your online **Connect 4 Lunch** account and type in whatever you want to remember from lunch in your contact manager. Your contact manager will preserve your entire lunch history, with the names of all your lunch partners, the restaurants, the dates of your lunches, etc. This is available to you 24/7 from anywhere you have an Internet connection.

The first week of March, you and every current Chamber member will begin an eight-week introductory period – compliments of the Roanoke Regional Chamber. During these eight weeks, you'll have four opportunities to try **Connect 4 Lunch** for free (you pay for your meals).

At the end of the eight weeks – or after you've gone to lunch four times – you can continue for the minimal fee of only \$9.95 for twice a month or \$17.95 for four times a month – just a little more than what you'd leave for a tip.

Watch your inbox for more information. **Connect 4 Lunch** is coming soon!

Bon Appétit!