



Share the Secret!
FSB. The Leading Business Organisation

**ASK ME WHY I JOINED THE FSB ASK
ME WHY I COULDN'T AFFORD NOT TO
JOIN ASK ME WHY THE FSB WILL
WORK FOR YOU ASK ME WHY I SAVED**

Lead Generators

What is a Lead Generator

A lead generator is a person who manages through personal contact to generate a "quality lead" or prospective member for the FSB.

Becoming a Lead Generator

The FSB has for over 35 years developed a tried and trusted system of recruitment which involves the use of professionally trained recruiters who, via appointments and other methods, have face to face contact with potential new members. One of the best ways in which these leads are generated is through the valuable resource that we have of members, staff and partners, who all have day to day contact with other people who are running businesses, but who are not yet members of the FSB (and taking advantage of the rights of membership).

Becoming a lead generator is as simple as filling in a form to register. You then become eligible to receive the £10 incentive, payable upon the lead becoming a full FSB member. Details of the scheme will be sent to you, contained in a lead generator manual. Become a lead generator.

Our research suggests that the best and most effective method of producing the "Quality Leads" that our recruitment team require is by face to face contact. With those acting as our ambassadors telling people why they are members of the FSB or work with us to provide a valued service to our members.

You all have a role to play in encouraging those you meet to ask you why. Thus allowing you to set-up the perfect appointment for our recruiters to carry out their role, which is to sign-up a member who stays with us for the life of their business or businesses. The slogan is followed up by a list of statements which include many prompting and compelling reasons for being a member of the Federation of Small Businesses, the UK's Leading Business Organisation.

Share the Secret!

The "Share the Secret!" message emerged from our competition, engaging with our organisation to find the strap-line for the recruitment campaign. Over 400 entries were received for the competition, with Cath Lee the Yorkshire and Humber Policy Manager, receiving the Christmas hamper prize. The message reminds us that with over 4 million businesses out there who would be able to take advantage of our member benefits, we have a Secret worth Sharing!