



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

Quality Leads

We want to help show you how your efforts can best support the work carried out by our recruiters to grow this organisation.

When providing leads and data, it is worth remembering that the quality of the information you provide and the work that you carry out in your initial contact with the potential member is vital and also plays its part in whether the lead is turned into a new member.

Should you provide the wrong information to your contact then this will affect the experience that the recruiter will then have with the potential member and the possibility of that person becoming a member of the FSB. It is therefore vital that you create the interest without selling the membership to them. That is the job of the recruiter.

Once you have the information that is needed from your contact, this needs to be sent to Head Office in Blackpool, via the official means of communication, either online, using your unique "Lead Generator Pin Number" or by completing one of the lead generator notification cards, available from Head Office, your region or branch.

It is extremely important that you follow the means of providing leads so that we are able to monitor where our leads come from and also that we are able to make incentive payments to you.

A **Quality Lead** is something that we should all aspire to create when we have face to face contact with a potential new member. Remember... all businesses employing less than 200 employees have owners and owner-managers who are entitled to take up the benefits of the membership of the FSB. It is your role to make them aware of it.

Once the potential new member has agreed that we arrange for a recruiter to visit them to go through the full rights of the membership and how we could best serve their interests, their details to be collected and passed on stating that they are interested in joining. The quality of the information and the speed at which it is then dealt with by our recruitment process and your knowledge of what has happened to your lead following your involvement.

You can do this by either going online or by filling in the lead generator cards, available from the head office, your region or branch.

Remember – a **Quality Lead** knows that a recruiter will be in touch and will arrange an appointment to discuss joining the FSB. The potential lead has expressed an interest in joining the FSB.

The collecting of data, useful for cold calling is to be encouraged but it will need to be sent into Head Office with the suitable information stating the source and quality of the information. This will not be counted towards the incentive scheme.

It is recommended that you regularly update your knowledge of what is available to you and other members of the FSB as a right of membership and these details are available on the FSB website at <http://www.fsb.org.uk/info> along with the new mobile website at <http://mobile.fsb.org.uk> .

Remember – As a **Lead Generator** you have a responsibility to act in a manner that reflects the professionalism of the organisation and does not bring it or you into disrepute.

The Recruitment and Membership Committee reserves the right, following investigation, to remove the status of any "Lead Generator", should their actions be deemed to be inappropriate.