



Ambassador Handbook

Kansas City Kansas Area Chamber of Commerce

727 Minnesota Avenue

P.O. Box 171337

Kansas City, Kansas 66101

Phone: (913) 371-3070

Fax: (913) 371-3732

www.kckchamber.com

"The greater the loyalty of a group toward the group, the greater is the motivation among the members to achieve the goals of the group, and the greater the probability that the group will achieve its goals." —Rensis Likert

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Responsibilities

Monthly Meeting:

- Meetings take place the first Wednesday of nearly every month from 7:45 a.m. to 9 a.m. at different locations across the community. THERE IS NO MEETING IN JULY DUE TO THE 4th of JULY HOLIDAY.
- Chamber updates and events.
- Ambassador Projects,
- Door Prizes,
- Ambassador of the Quarter award.

Attendance:

- Ambassadors are required to participate in Ambassador meetings and Chamber events. If you miss more than three months of Ambassador meetings or Chamber events concurrently during one calendar year you will be asked if you wish to remain as an Ambassador. If you wish to remain we ask that you attend as many events as possible and attend all monthly meetings.

Greeters:

Greeters are Ambassadors who assist with Chamber events and other sponsored events.

- We ask that you arrive at least 10 minutes before an event begins unless otherwise instructed.
- Be available for at least the first 30 minutes of the event to assist late-comers.
- Greet members and non-members and direct them to registration, or as needed.
- Host tables as needed.

Some events do require registration and payment – you will be notified

- First Friday Focus
- Business After Hours
- New Member Orientations
- Annual Meeting
- Small Business Awards Luncheon
- Joint Luncheon with Shawnee Mission Chamber (usually every other year)

Some events we ask that you be present as Official Chamber Representatives

- Ribbon Cuttings
- Grand Openings
- Ground Breakings
- Special Events

“You have to have your heart in the business and the business in your heart.” An Wang

Member Contact Program

- Ambassadors reach out to current members and thank members for being part of the Chamber. The 'Touch-Call' list is provided and it is requested that the calls be made within the four weeks between meetings. Take notes and then return information to the Chamber with information and feedback regarding the calls.
- Assist in delivery of New Member Plaques, Stickers and Directories.

Assist in Membership Sales

- Membership Drives.
- Provide staff with leads of potential members (Point System).
- Invite potential members to attend different Chamber events.

Awareness of the Chamber

- Be a representative of the PR and Marketing 'arm' of the Chamber.
- Act as liaison between Chamber members, staff and board; provide pertinent information.
- Encourage involvement and feedback from membership and prospective members.

*“Set your heart on doing good. Do it over and over again,
and you will be filled with joy.” Buddha*

Ambassador's Club

Point Participation System

Ambassador Recognition:

- Ambassador of the Quarter – Points are recorded each month to recognize one member each quarter for their volunteer efforts. To foster the spirit of competition, Ambassadors may only be chosen as Ambassador of the Quarter once during a calendar year. However, all points earned during the year will apply to the Ambassador of the Year designation.
- Ambassador of the Year – The Ambassador of the Year Award is determined by a vote of the whole committee. The top three point-achieving ambassadors will be determined and the 'winner' will be chosen from among the top three. The committee's choice will be based on criteria developed by the co-chairs, chamber staff, and one member of the Ambassadors, prior to the year's end. This will take into account the Ambassador's work in assisting with the mission of the KCK Chamber to 'create a quality community in which to live, work and do business'.

○ Membership Contact:

- Personal Visit 5 points
- Personal Note 5 Points
- Phone Call 1 Point
- Plaque Delivery 10 Points

○ Ambassador Club Meetings

- Attendance 5 Points

○ Event Attendance

- Greeter at special events 10 Points
- Business After Hours 5 Points
- First Friday Focus 5 Points
- New Member Reception 5 Points
- Breakfasts and Luncheons 5 Points
- Ribbon Cuttings 10 Points
- Other Committee Membership 10 Points - PER Quarter

○ Membership Development

- Prospective Member Lead 20 Points
- Prospect Joins Chamber 30 Points
- Sell a Sponsorship for an event 5 Points
- Membership Sales Blitz 15 Points – Total
- Chairing an Ambassador Project 15 Points
- Bring non-active member to event 5 Points
- Bring prospective member to event 20 Points
- Bring in a New Ambassador 10 Points

AMBASSADOR'S POINT PARTICIPATION SYSTEM

MEMBERSHIP RETENTION

- Personal Visits 5 points @ # of visits _____ = _____
- Personal Notes 5 points @ # of notes _____ = _____
- Phone Calls 1 point @ # of calls _____ = _____
- Plaque Deliveries 10 points @ # of deliv. _____ = _____

AMBASSADOR MEETINGS

- Attendance 10 points @ # of events _____ = _____

EVENT ATTENDANCE

- Greeter at special events 10 points @ # of events _____ = _____
- Business After Hours 5 points _____ = _____
- First Friday Focus 5 points _____ = _____
- Breakfasts & Luncheons 5 points @ # of events _____ = _____
- Seminars 5 points @ # of events _____ = _____
- Ribbon Cuttings/Grd. Brkgs. 10 points @ # of events _____ = _____
- Other Committee Membership 10 points per quarter _____ = _____

MEMBERSHIP DEVELOPMENT

- Prospective Member Leads 20 points @ # of leads _____ = _____
- Prospect joins Chamber 30 points @ # of joins _____ = _____
- Sell an event sponsorship 5 points @ # of sales _____ = _____
- Membership Blitz 15 points per blitz _____
- Chairing an Ambassador Project 15 points per project _____
- Bring non-active member 5 points @ # of mem. _____ = _____
- Bring prospective member to event 20 points @ # of prospects _____ = _____
- Join a new Ambassador 5 points @ # of mem. _____ = _____

○ Total Points: _____ Month of _____

○ Ambassador Name: _____

Event Descriptions

Greeter Responsibilities

- Welcome attendees and ANY new face.
- Direct attendees to registration and refreshments.
- Make new members and guests feel welcome; introduce them to a new contact.
- Promote networking among members and really work the 'hand-off'.

New Member Reception

- The purpose of the reception is to:
 - Inform new members and guests about the Chamber's programs and services so they can maximize their investment in their Chamber.
 - Opportunity for new members to promote their business among fellow new members, Ambassador Club, board members and staff.
 - Improve communication efforts and acquaint new members with the Chamber office and the resources available.

Business Before and After Hours

- Promote monthly Before and After Hours for networking opportunities to members and non-members in an informal setting.
- Provide the host business an opportunity for exposure and promotion.
- After Hours are *typically* scheduled the third week of the month from 5 p.m. to 7 p.m.

First Friday Focus

- Monthly membership meetings to give members the opportunity to network with each other and learn more about the community they do business in or work in.
- Held the First Friday of most months from 11:30 a.m. to 1 p.m. with a lunch provided (Fee) at different locations throughout the community.

“Teach this triple truth to all: A generous heart, Kind speech, and a life of service and compassion are the things which renew humanity.”

Buddha

Ambassador's Annual Membership Contact

Please Note

- Most long term members do not attend many networking functions. They are more interested in issues that make a difference in the community. These members can sometimes get overlooked because they constantly support the Chamber year after year. These calls are very important to recognize the long-standing relationship the members have had with the Chamber and the community. Please thank them for their continued support.

Welcome

- Introduce yourself as a member of the Chamber Ambassador's Club.
- Explain that you are a volunteer and that you are reaching out in support of the Chamber and them, and that you are grateful for them being members of the Chamber. Ask how they are utilizing their investment in the membership and offer different ways for them to get involved for getting the best from their investment.

Ask and Answer Questions

- Ask how they have used their Chamber investment; ask if they have any questions about the Chamber or how to get involved (as stated above). Explain Chamber events, committees and programs to them if they are curious.
- Let them know about the different and up-coming events – direct them to the website for the calendar of events.
- Invite them to join you at an upcoming event and make sure to introduce them to other Ambassadors and Chamber members.
- Offer suggestions on how to market their business through different Chamber offerings (HOTDEALS, ChamberMaster, Sponsorships).

Follow-Up

- Verify the information on the contact sheet is correct.
- If needed refer them to Chamber staff for follow-up.
- Give pertinent feedback to Chamber regarding people or organizations who are considering joining.

PLEASE RETURN CONTACT SHEET

- Reporting information via email or phone will work as well; the information needs to be shared.
- Correct data is critical to help with member retention and accurate information.

“At this very moment, there are people only you can reach...and differences only you can make.”
Mike Dooley

Ambassador's Membership Sales Techniques

Prospecting

- Where you do business.
- Where you drive, walk, dine and shop.
- Firms you call on.
- Firms near your office.
- Your friends and your friends work places.
- Professional associations.
- Vendors your company does business with.

When prospecting, be sure to

- Get to the decision maker; always start at the top if you can.
- Use the roster of current members to confirm if a company is a prospect.
 - Call Chamber office to confirm if not sure.
- **Remember – personal references or prospects are the best!**

Making the Call

- Make appoints when you can – be respectful of their time.
- Anticipate questions.
- Try to quickly learn 'Hot buttons' or issues of concern.

A Few Tips

- Plan personal visits.
- Be prepared about organization or basic function of business.
- Let her or him know you are a volunteer. You may not have all the answers but will be happy to have someone from the Chamber follow-up with her/him as soon as possible.
- Speak with conviction about the Chamber and what it can provide them.
- You are the Chamber when you reach out to prospective new members.
- The Chamber is made up of business people just like you and it belongs to you.

Power Phrases

- "Chamber membership is truly an investment in your community."
- "Membership in the Chamber does not cost; it pays."
- "We need businesses like yours in the membership directory."
- "We do not have any businesses like yours currently listed in the Chamber directory."

"It is one of the most beautiful compensations of this life that you cannot sincerely try to help another without helping yourself."

Ralph Waldo Emerson

Investments in the Chamber

Sales Ideas

- You want to be sure there are new jobs being created for the expansion of the local population and that the Kansas City Kansas Area Chamber of Commerce (Wyandotte County) continues to provide a stimulating business environment for current and prospective work forces to come.
- Sales Leads! Get involved! That means getting to know new business contacts and new friends.
- Take the opportunity to get your sales people out in the community to meet new contacts and present your business to new markets.
- It is unlikely that you could do all these things by yourself. The Chamber pools people and resources together to do this for you – like we do for other area businesses and organizations. Your investment will make even more community growth possible. The base investment is \$335 and up - plus there is a one-time processing fee of \$25. Your financial investment is needed because you are important and it is important to the community!

*“The greatest success we’ll know
is helping OTHERS succeed and grow.”*

Gregory Scott Reid

Answers to Doubts

‘We are not interested.’

- “Our organization felt the same way. When we looked into the benefits we found that it was a good business decision. Your mostly tax-deductible investment is only \$XXX per year. The business contacts alone are surely worth more than that.” (Only as a Business Expense for tax deductible)

“The budget is tight and we cannot afford it.”

- “We are all watching our pennies these days. The best thing about the Chamber is your money is returned to you in a variety of ways.”

“Just send me some information.”

- “I take it from your request that you are genuinely interested in the Chamber. One of the most interesting things in the material is...”

“We are a branch office.”

- “Branch offices join because the Chamber works to strengthen our market. Chamber membership also identifies your branch as a part of the business community, not as some out of town organization taking money and giving nothing back...”

*“I think I began learning long ago that those who are happiest are those who do the most for others.”
Booker T. Washington*

“Most of our business is out of town.”

- “I know what you mean. We can’t depend on just the local market to keep ourselves in business. Your primary market may be outside the immediate area but you live here and depend on Kansas City Kansas/Wyandotte County for schools, police, fire protection, shopping, recreational and lots of other things. You pay taxes here and are affected by local legislation, so you should be concerned about things that do and do not happen that could impact what you now have. When you join the Chamber you will be ensuring positive things because the Chamber helps create and protect jobs, and the Chamber is concerned about the quality of life right in our backyard!”

“I just opened my business and need to wait a while.”

- “For new businesses timing is crucial. The Chamber is a great place to get started! Chamber membership brings you free publicity (Ribbon Cuttings and Grand openings) and networking events, it provides exposure to many other businesses. It also supports other new businesses going through similar issues. Chamber members like to shop with other chamber members!”

“I belonged once, but I dropped out...”

- “Can I ask the reason for dropping? We understand sometimes things slip through the cracks and get forgotten. We would be happy to get you reacquainted with the Chamber so you can gain benefit of membership.” (Sometimes they drop because there has been a change of leadership or things got lost – ask what happened.)

“I can’t afford it.”

- “It may seem that the membership is a high hurdle to take, however you might ask yourself if you can afford to NOT join. Membership in the Chamber actually pays you. You get a return on your investment in a variety of ways, directly from new business from your new contacts from all the free networking, assistance from the professional Chamber staff. Think about the other return on investment from future business in years to come. There is also a payment plan where you can pay ½ of your investment upfront (with the \$25 processing fee) and the other ½ in 6 months. Some new businesses have recently joined that way.”

“I just can’t join right now.”

- “I would hate for you to miss out on all the Chamber programs, services and membership functions that are coming up soon. And, by not joining the Chamber and combining forces with other KCK and Wyandotte businesses we cannot compete with other area cities for new business and opportunities that ultimately increase your business.”

“I am being hit from all directions to give something to someone right now.”

- “I can appreciate that. I suggest you think about whom and what you give to based on the return benefits you receive. When you join the Chamber your decision will provide you a return on your dollars invested. The Chamber is a sound business decision and that support will in-turn help and support you and your business.”

‘I don’t need the Chamber.’

- “Kansa City Kansas and Wyandotte County would not be where they are today if it were not for the Chamber of Commerce. This city and county need a central organization where everyone can join together to promote and protect our metro area. When you think about the current business you have now – consider if the store next door closed or moved to another location – what would that mean for your business? The Chamber works hard to keep businesses up and running here every day – every week – every month and every year!”

“The Chamber doesn’t do anything for small businesses.”

- “Yes, we do. Approximately 80% of the Chamber membership is made from small businesses. We provide workshops, seminars, publications, monitor legislation and we are active in the U.G.. We listen to your needs. Most of our members are small businesses like yours and we want you to prosper!

“Our business is in Missouri.”

- “That is great! About 40% of our members are located outside of KCK proper and Wyandotte County. We are one large community. I bet you have taken advantage of shopping at The Legends, have been to a T-Bones game, and attended a soccer game, maybe even a race. We are one big community and we live all over the metro area. Join us and become a member of the KCK Chamber!”