**What to Expect**  
Visitors like you attend Connections Group meetings all the time. Members are excited to meet you and make every effort to make the experience fun and productive for you. There is a proven agenda used worldwide to make the most of your time. **MEMBER MINDSET**: The most successful Connections Groups are comprised of a team of people who are sincerely committed to helping one another.

##### Proven Agenda: During the meeting, you’ll have a few seconds to share your name, your business, and how you help your clients. It’s that easy and is only a few mouse clicks away. We also ask you for feedback on what you liked or did not like about the meeting.

##### Skills: We know how important both personal and professional growth are to our Members. Because of this, we provide our Connections Group Members with educational information and resources to build their business and networking skills.

##### Relationships & Referrals: You will see networking in action. Members will be building relationships and sharing referrals to help each other grow their businesses.

* **Relationships**Why building a trusted “go-to” referral network can build your business?  
  *“70% of U.S. consumers say they trust brand and product recommendations from friends and family.”  
  Source: Forester Research, “How To Build Your Brand with Branded Content”*
* **Referrals**We aren’t the only ones that understand the importance of referral business:  
  *“Referred-in customers have a 37% higher retention rate than other customers.” Source: Deloitte  
  “The Lifetime Value of a referred customer is 25% higher than that of other customers.” Source: Chief Marketer*

##### As a Member As a Connections Group Member, you are part of an exclusive network dedicated to helping grow your business. By building relationships with fellow Connections Members you will create a supportive network that will go beyond your Connections Group meetings. Connections Group helps Members increase their business through a structured, positive and professional referral marketing program that enables them to develop long-term, meaningful relationships with quality business professionals.

##### What can happen after you attend your FIRST meeting When members agree you are a good fit for the Connections Group, you will be invited to apply for Connections Group Membership. Connections Group Membership helps you generate more sales with consistent growth, less effort and lower cost than other marketing methods.