**TLCC Ambassador Training 2025**

**Attending Monthly Meetings**

* **When & Where:** The Ambassador meeting takes place on the 2nd Thursday of every month at 3:30 PM, either at TLCC or via Zoom, as appropriate.
* **Importance:** These meetings are crucial for your role as an Ambassador. As outlined in the Ambassador Duties, you cannot miss more than three scheduled meetings in a 12-month period.
* **Purpose:** This is where you will receive ongoing training and stay updated with the latest information.

**Attending and Volunteering at Events**

* **BAH Volunteering:** Volunteer at Business After Hours (BAH) each month for 30–40 minute shifts in a variety of positions.
* **Ribbon Cuttings:** Attend ribbon cuttings, assist with holding the ribbon, and engage with hosts and attendees.
* **Quarterly Member Luncheons:** Attend as many as possible to connect with members.
* **Annual Gala:** Attend the annual gala at a reduced price.
* **Networking Group:** Attend breakfast networking groups for free.
* **Support for Annual Events:** Participate in supporting key events like the 4th of July Celebration, Bines and Brews, and the Business Expo.

**Performance Expectations**

* **90 Day Probation Period:** The first 90 days of serving as a Tri-Lakes Chamber Ambassador is a time to confirm your commitment to the volunteer role. During this time the Chamber and Ambassador leadership team will assess if you're a good fit for our team. We are very protective of our culture. Once you've successfully navigated the 90-day probation period, you will receive your official Ambassador nametag.
* **Monthly Points:** Each month you earn points for attending monthly meetings and attending and volunteering at events (see above). You also earn points through completing Member Check-Ins, described in more detail below. The minimum monthly point requirement is 120 points. If you fail to earn at least 120 points, our leadership team will contact you to discuss ways to improve your performance. **If you fail to hit the monthly minimum requirement 2 or more times in a 6-month period you may be asked to step down from your Ambassador role.**
* **Ambassador Leader Assessment:**  The Chamber and Ambassador leadership team will be reviewing performance monthly. If you are having an off month, please communicate with us. Our goal is not to lack understanding with our volunteers – we all have situations that come up and sometimes makes it difficult to meet the point requirements. The standards are in place so all Ambassadors, who are equally benefiting from the prestige and privilege that comes from serving as an Ambassador, are putting in the required effort.

**Member Check-Ins**

**Making Contact**

* **Initial Attempts:** Try at least three times to schedule an appointment or contact the member via phone or email.
  + After three attempts via phone and email over the course of 60 days, if you're unable to reach the member, mark them as unreachable using the survey found in the Ambassador Portal.
  + **Phone:** Call at different times of the day and leave a message saying you’re a volunteer with the Tri-Lakes Chamber.
  + **Email:** Send emails at varied times of the day.
  + **Contact Form:** Use the contact form on the member’s TLCC directory page if necessary.
* **Phone Script:**  
  “Hi, this is [Your Name], I am a volunteer ambassador with the Tri-Lakes Chamber of Commerce. I’m reaching out to see if you have time for a brief meeting. I’d love to ensure we have the most up-to-date information about your business at the Chamber. I know your time is valuable, so I promise to keep it short. If leaving a message, please add: 'Feel free to call me anytime at [Your Phone Number]. Thanks, and I hope you're having a wonderful day. I look forward to connecting.'"
* **Meeting Locations:** If possible, meet in person—at their office, your office, or over coffee. If a phone meeting is preferred, be sure to send a thank-you email afterward with your contact details.

**Preparing for the Appointment**

1. **Review Member's Listing:**
   * Visit the TLCC website and use the Member Directory to look up the business you’re meeting with.
   * Check their website link, logo, and available information (like “More Info” and “Map”).
   * Note any interesting details to bring up during the meeting.
2. **Gather Necessary Materials:**
   * Calendar of upcoming events
   * Member sticker
   * Ambassador business cards
   * Any key information needed for the meeting
3. **Plan Travel:** Map the location ahead of time to ensure timely arrival.

**Day of Appointment**

1. **Appearance & Introduction:**
   * Wear your Ambassador nametag to clearly represent the Chamber.
   * Hand the member your business card upon sitting down and make the conversation about the Chamber and their business.
2. **Conducting the Check-In:**
   * Use the Member Info Sheet as a guide during the check-in.
   * Ask the following questions to gather updated information:
     + **General Info:**
       - Date, Ambassador name, Business contacted, etc.
     + **Changes:**
       - Have any of the following changed in the last year?
         * Contact person, Email, Phone, Address, Number of employees, or nothing has changed.
     + **Updates:**
       - Collect updated information as necessary.
     + **Newsletters:**
       - Which newsletters are they currently receiving or would like to receive in the future? (Business Events, eNewsletters, Community Events, etc.)
     + **Membership Benefits:**
       - In what ways has their membership been helpful?
       - Do they need assistance with their website login, membership sticker, or certificate?
     + **Event Participation:**
       - Are they interested in upcoming events, education topics, or learning about future Chamber opportunities?
3. **Discuss Marketing Landing Page (MLP) Stats:**
   * Review the statistics for their Marketing Landing Page (MLP) to see how their business is being viewed online:
     + Hits, TCS Views, Google Map views, and Category searches.
     + Ensure their categories are correct and suggest adding new ones if applicable.
4. **Share Chamber Benefits:**
   * Hand them the Chamber Membership Benefits and the Annual Report.
   * Emphasize the three main benefits of membership:
     + Networking and visibility
     + Website exposure
     + Business card and brochure placement at the Chamber and Visitor Center
   * **Follow-up:**
     + Ask if they have new business cards or brochures to leave at the Chamber.