

Leads Through Chambers Of Commerce

Getting new sales leads through Chambers of Commerce is easy and usually it's free. It's not always necessary to join a Chamber of Commerce in order to have access to these leads although there may be advantages for you to do so. As a Chamber member, there are clubs and committees to join and certainly many community events. Participating in these activities allows you to increase your exposure within the community and there is a great opportunity for networking.

Many Chambers of Commerce websites list their members online. Follow this simple five step "how to" and learn how you can find these leads for free.

Difficulty: Easy

Time Required: 1-3 Hours or Ongoing

Here's How:

1. Use your favorite search engine (Google, Yahoo, MSN, Scroogle, etc.) and type in this search term into the search box -- "chamber of commerce" -- without the quotes. This will generate hundreds if not thousands of website listings for Chambers of Commerce for various cities. If you are looking for a specific city then include the name of the city and state in your search. As an example, type in: "chamber of commerce cocoa beach florida" (again, without the quotes).

2. Look through the page links to find one that says something similar to the following:

- Members
- Member Directory
- Business Listing
- Business Directory

Often you will find that this link is not listed up front and center. You may have to search around the site for a bit. Some, not many, do not list it at all. Once you find the link, click on it. This will open up to a listing of the Chamber Members. If you are searching your own local Chamber's site and the directory is not found online, try stopping by in person. Most Chambers of Commerce have a printed directory available which you can obtain -- usually for free.

3. Once you have found the directory you will find the members listed in various ways depending on the site. Each is a little different. Some are sorted by the type of business, some are in alphabetical order and some even have a search box for you to search for a specific business.

4. The business listing itself (which you will be using for your lead) will have all the pertinent information that you need to contact that lead including company name, address and phone. Some will also list other information such as the contact name and their title, fax number, email address, website address and more. Decide how much of this information that you want to include in your database of leads.

5. Once you have zeroed in on the leads you want, and what information that you want to include in your database of leads then copy the information to whatever type of system you are using to organize your leads. There are many good database systems available to do this with or you can also store them on hard copy sources such as a card system.

Tips:

1. Also try these sites to find listings of Chambers of Commerce:

- www.uschamber.com
- www.2chambers.com
- www.chamberofcommerce.com