Portland Executives Association

Guidelines for Leads Talks

The purpose of a Leads Talk is to convey a member firm’s primary products and services to the leads committee, while clarifying the most helpful way members may provide leads to the firm. Following are some key points to incorporate into the Leads Talk.

* **The talk must focus on the products and services for the category the firm holds in the Association. All comments used during the presentation must avoid any conflicts with overlapping products and services for which another member holds that category.**
* A leads talk should be no more than 3-5 minutes in length.
* The leads talk takes place during the Leads Meeting on Zoom on Tuesday’s at 11am. You can expect to present before 20-25 members who want to hear about your business. Relax and enjoy your presentation. You know your business better than anyone on the call.

Join Zoom Meeting
<https://us02web.zoom.us/j/88005111172?pwd=dkVkK3V6ZzNCUFM4WWZBNDFtNjQzdz09> Meeting ID: 880 0511 1172
Passcode: 333277