

History

Background and Introduction

Originated in 1991, Elite Leads Networking was established by Founder, Sharyn Abbott.

Elite Leads rapidly became a recognized small business advocate. In participating, members were assured of receiving information about companies who were expanding, moving, downsizing, divorcing franchises and trends that would effect their business directly.

After two years, there were 150 members, introduced to Elite Leads through member referrals. The word spread rapidly. When a business needed valid information, they could count on Elite Leads to provide that information and the sources that would provide them with what they needed.

We began to initiate educational workshops, the first one by a Tom Hopkins associate on *Sales Excellence*. Skills improvements workshops became an integral proponent of the membership benefits.

A lending library of books, cassettes and videos became a valuable addition for Elite members during the second year. Members were able to access sales, marketing, public relations and self-improvement materials. "*Use your drive time for prime time!*" became the standard for members rather than the exception as with most business professionals.

There are currently 450 members in the greater Bay Area in Northern California. Our expansion will include the Sacramento Valley and Southern California.

Every year I survey those who have come and gone from Elite Leads groups. Currently there have been more than 1,400 people. The amazing thing is that 90% of all those who have ever been associated with Elite are still in the same business they were in 5 years prior. That is the opposite of the national average. The impact on the community and the trickle down effect is phenomenal. It's not merely from attending Elite Leads, but has a great deal to do with members openness to various methods for expanding their business practices.

Because of this success, several training programs have been developed including master mind groups, speaker's and sales training. Participants are tracked to monitor their levels of success.

In order to clarify the distinction between Elite and other leads organizations, Elite Leads Business Development was adopted as the new identity in 2000.

It is a privilege to welcome your interest in Elite Leads. It is a life process of helping others achieve their dreams.

Sincerely,

Sharyn

Sharyn Abbott