

M2M Frequently Asked Questions (FAQ's)

1. What is the program?

The Greater Nanaimo Chamber of Commerce Member to Member Value Program (M2M) provides a value added service to our members. Participating businesses provide discounts for their products and/or services, and receive recognition, advertising, and potentially much more business. Members receive an additional benefit of discounts towards their purchases at a variety of businesses in a convenient method – a GNCOC M2M Key Tag. Every Member received 2 Key Tags at the time this program was launched, or, upon joining the Chamber.

2. What are the benefits?

For providing a discount/benefit, your business will be listed in the following mediums:

- ◆ Periodic articles in the Newsline and local newspapers
- ◆ Recognition as a M2M participant in the Chamber's electronic roster
- ◆ Business highlighted on the Chamber website under Program Participants
- ◆ Listing in printed materials regarding the program
- ◆ Plus you can save money by getting discounts and benefits from many other businesses with your own Key Tag!

3. Who can participate?

Any Nanaimo Chamber of Commerce member in good standing may provide benefits and will receive 2 M2M Key Tags to use at participating Chamber businesses. Members of other Chambers of Commerce may participate in the program by providing discounts or other benefits as approved by the committee, *provided they do not conflict with Greater Nanaimo Chamber of Commerce members*. For example, typically businesses providing accommodation, and food and beverages in cities such as Vancouver or Victoria do not compete with local members. A member would use those services of the city they would be in at the time.

4. How do I participate?

You would provide a discount or other benefit to customers that show you their valid GNCOC M2M Key Tag. For example, you may choose to provide a 15% discount, a \$20 gift card with purchase of \$100 or more, free delivery, free 1 year warranty with purchase, free computer tune up, or buy 3 get 1 free – whatever works for your business.

If you do not wish to participate in this way and simply want to take advantage of the benefits offered by other Chamber Members, simply show your Key Tag to participating members at time of purchase.

5. I want to participate. What do I do?

To provide a discount or other benefit, complete a registration form and mail or fax back to the Chamber office, 250-756-1584. Once your application has been received, your special offer will be included in the next update of the Participating Members List and will be advertised in the next Newsline. You may begin participation any time during the year. Provide your agreed discount/benefit to customers that show their valid M2M Key Tag, and enjoy the discounts and benefits from using your Key Tag at other participating businesses.

6. If I don't provide a discount or benefit for the program, can I still get the M2M Key Tag and receive the discounts from others?

Yes, but you will not receive any other benefits of the program such as advertising (see Program Benefits).

7. If I participate in the program and provide a discount or other benefit, how do I tell who to give it to?

Anyone who is a current member of the Greater Nanaimo Chamber of Commerce and shows you their M2M Key Tag is eligible for any benefits you agreed to provide. Here is a sample image of the Key Tag:



8. Are there any limitations to what I can provide as a benefit?

All discounts and benefits of any kind will be subject to review by the Greater Nanaimo Chamber of Commerce. To be a program participant at this level, you must offer a minimum of a 5% discount or similar value to be fair for the advertising and recognition your company will be receiving as a program participant.

9. If I agree to provide a discount, am I obligated to provide the discount for the next year?

No, you are not obligated, you may cancel your participation at any time and your information will be deleted from the program.

10. What kind of discount or benefit should I provide for Chamber members?

That is up to you: whatever works for your business. Some may choose a straight discount (5% to 30% off any or select purchases) or for others a different kind of benefit such as free delivery, a gift card with purchase over a certain amount, a free 1 year warranty with the purchase of a vehicle, a free system tune up for computers, a free oil change with purchase and so on. You should be comfortable offering your benefit for the entire year.

11. How do I find out where I can get discounts/benefits?

A complete, up to date list is found on the website at www.nanaimochamber.bc.ca. A listing will also be published periodically in the Chamber Newsline.

12. If someone comes into my business and says they are a Chamber member, but does not have the M2M Key Tag with them, what should I do?

You are not obliged to provide them your agreed discount/benefit.

For any other questions, email at info@nanaimochamber.bc.ca or call the Nanaimo Chamber 250-756-1191.