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*Selling the Value of  
Your Organization*  
to  
Builders Exchange Network



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# Attract, Provide Value and Retain Members

During this workshop we will discuss:

- Reasons why we join associations and how to attract new members
- How to maximize satisfaction and provide value to our members
- Issues that affect membership retention
- Types of retention components to be included in our plan

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# Membership Recruitment

What is the best way to “sell” a potential member?

Ask questions:

- Who are they?
- Why may they benefit?
- Can they see your value?

Showing interest and asking people to talk about themselves is so important to this process.



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# Membership Recruitment

“Talk to a man about himself and he will listen for hours.”

-Benjamin Disraeli



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# Attract, Provide Value and Retain Members

The keys to great relationships:

- Show interest in someone and their business
- Be a good listener
- Provide useful information
- Try to help solve a problem



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# Membership Recruitment – Process

- The most important part of your relationship with a potential member will not be what you tell him. It will be what you ask him. Turn your presentation into a list of questions and answers.



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# Membership Recruitment

Key questions:

1. Have you ever thought of joining an association like ours?
2. Can you tell me how an organization like yours may benefit from a relationship with us?
3. What may stop you from joining a group like this?
4. Did you know that we offer x, y and z? How would you use those services?
5. How can we help your business?
6. If we could provide x, y and z, would you join our membership organization?

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# Providing Value

What is a value proposition?

- Wikipedia defines this as a promise of value, a belief from the customer about the benefit that will be delivered, experienced and acquired.

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# Providing Value

Value= Benefits – Costs

- Value is dependent on satisfied customers. There must be measurable benefits. The client needs a positive experience as part of your group. They should also understand how you are different from your competitors or other similar associations.

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# Providing Value

Key questions:

1. How can we serve you?
2. What educational materials or resources can we provide you to help your business?
3. What can we help you with?
4. How should we communicate with you?



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# Providing Value

What is most important to most members of an organization?

1. Their relationship with you (people still buy from who they like!).
2. They are proud to tell others they are part of our organization.
3. They believe you provide valuable and useful services.
4. The information you share with them has value.
5. They have made good business connections from their association with you.

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# Retain and Renew

How do your members react when they receive an invoice from you?

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# Retain and Renew

It is much less costly to retain members than to have to replace them. Be sure you understand what makes a winning association and that your retention plan should be your focus.



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# Retain and Renew

1. When is the last time you spoke with your member?
2. When is the last time your member reached out for assistance from you?
3. When is the last time your member attended one of your events?
4. How frequently do you communicate with your members?



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# Retain and Renew

Tips for member retention:

1. Make personal phone calls to see how you can serve them.
2. Communicate industry news and valuable education via numerous platforms – newsletters, website, social media, articles, personal notes and calls.
3. Use a good Customer Relationship Management (CRM) system to manage your membership database.
4. Recognize members achievements.
5. Ask for member feedback.
6. Encourage them to get involved.

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# Retain and Renew

Asking for payment

Key questions:

1. Thank you for your support. Can we expect your check this week?
2. Will you be paying membership in the installment plan?
3. Should I pick up your check so we can have a few minutes to catch up?
4. Can you bring your check to our next event?
5. We are closing up the books and want to know if you can help us by sending in your check before month's end.
6. We are looking forward to providing you with another great year of services. Just wanted to call with a quick thank you. Would it help you if I stopped and picked up your check?

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# Winning Organizations

What are they made of?

- Great people
- Great service
- Great resources
- Great events
- Great connections
- Great education



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Does your association have the winning plan?

“The employees must love the company before the customers ever will.” -Simon Sinek



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