7 Steps to a Successful Membership “Sale”

FIRST, the Recruiter makes contact with the prospective member;

SECOND, the Recruiter gets to know the prospective member, asking open-ended questions and listening to the answers;

THIRD, continuing the conversation, the Recruiter attempts to learn the prospect's interests and concerns;

FOURTH, the Recruiter gets the Prospect to agree on a position on an issue or concern that can lead to a successful membership "sale";

FIFTH, the Recruiter shows the prospect how the Association ties into the prospect's issue or concern, offering an answer, a way to a successful resolution of a conflict or the means to achieve a goal;

SIXTH, the Recruiter finally explains the advantages of Association membership, specifically concentrating on the prospect's key area of concern and;

*SEVENTH, the Recruiter attempts to cement or close the membership "sale."

Approaching the Potential Member

1. Obtain names before their first work day
2. Contact potential member by telephone and letter
3. Offer assistance in relocation and community awareness
4. Assign a member to work with potential member
6. Complete membership form for potential member - all he/she needs to do is sign and/or correct

**REMEMBER:**

Use the personal approach "one on one" and by name. Know something about individual. Answer questions in advance. Provide information as requested.

DO NOT argue. Be positive

Sell - Sell - Sell

Repeat - Repeat - Repeat

8. Sign'em Up the first time!
9. Repeat contact if a NO Sign
10. Say “Thank You”