

# 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
5. Offer assistance about building operations: Who, What, When, Where, Why & How
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”