



more than a membership
IT'S A PARTNERSHIP

MEMBER-GET-A-MEMBER CAMPAIGN

Building the future of our organizationTOGETHER!!

STARTING THE CONVERSATION

As a member, you know all about the value and benefits of membership, and we appreciate your enthusiasm for the organization and your desire to help grow the Canton Chamber of Commerce! When discussing membership with a non-member, keep in mind that it's most important to focus on their needs and then share how membership can support their business.

FIRST STEPS

1. Tell your story

What's the reason you're a member today?

2. Ask questions

Focus on their needs. Find out their specific concerns and address them directly with your own experiences.

3. Member Benefits

Share with the non member a list of the Canton Chamber membership benefits

4. Make it easy for them

- Refer them to the ONLINE membership application on the chamber website.
- OR...Have a blank application handy (don't forget a pen!) Offer to mail a completed application on the new member's behalf. "Let's fill this out now and get the ball rolling."

5. Demonstrate respect

- If a business owner/manager sounds uncertain, consider saying "It sounds like you aren't ready to make a commitment today. I want you to feel good about your decision to join, so here's an application and here's my card. I'd like to follow up with you in a week to see if you have any questions I can answer, okay?"
- If the response is a flat no, consider saying "I completely understand how you feel, maybe now is not the right time. I hope we can stay in touch."

6. Be sure to say thanks

Send them a short message thanking them for considering membership and supporting the business community.

Tip

- Think conversation rather than sales pitch. (Sharing your feelings about membership is like sharing good news with a colleague about a restaurant recommendation)