

6 Reasons to Listen to Prospective Members

Shari Pash, Strategic Solutions for Growth

Customizing your “sales pitch” is an important part of successfully recruiting new members. In order to do so, listen to prospects’ business needs then help them understand how the chamber can help them realize their goals. When you listen:

1. It helps you understand your potential member’s needs.
2. You’re able to share benefits of the chamber that directly impact their need areas.
3. It increases your conversion rate of prospects to members.
4. It helps you design the best benefit solutions for that prospect.
5. Your recruitment efforts will result in a better outcome with a shorter turn time.
6. It saves time, allowing you to focus on other priorities.

Listening to prospects will be most effective when you ask customized questions. Doing so helps you determine whether a prospective member has the potential to become a great member for your chamber and to determine whether you offer benefits that meet their needs.

Tips for customizing questions:

- Make a list of questions for each **type** of member you are recruiting.
- Ask questions that will uncover what is important to your member based on your chamber’s benefits.
- Make sure your list of qualifying questions has enough depth to determine all the needs of your member.

The biggest benefit: Learning about all the needs of the prospect will make recruiting a new member easier, creates a more engaged member, and increases your ability to retain that member in the future!

If you want to learn more about creating relevant qualifying questions that lead to more new and engaged members, be sure to attend the TCCE conference in June where I’ll be presenting.

Shari Pash is owner of Strategic Solutions for Growth, a Michigan-based consulting business located in Lansing, Mich. She provides chamber membership recruitment and retention consulting, training, and coaching.

www.strategicsolutionsforgrowth.com • (517) 285-7127 • shari@strategicsolutionsforgrowth.com