



Raise Hand



The screenshot shows a GoToWebinar interface with a red border. At the top is a menu with 'File View Help' and a globe icon. Below it is a sidebar with four icons: a right-pointing arrow (highlighted with a red box), a microphone, a document, and a hand with a green dot. The main area contains two panels: 'Audio' and 'Questions'. The 'Audio' panel shows 'Sound Check' with a green bar, 'Computer audio' selected, 'Phone call' unselected, a 'MUTED' status with a red slash, and dropdown menus for 'Transmit (Plantronics Savi 7xx-M)' and 'Receive (Plantronics Savi 7xx-M)'. Below the audio panel is a 'Talking: Liz Davis' indicator. The 'Questions' panel has a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, the text reads 'Webinar Housekeeping' and 'Webinar ID: 608-865-371', followed by the GoToWebinar logo.

Audio



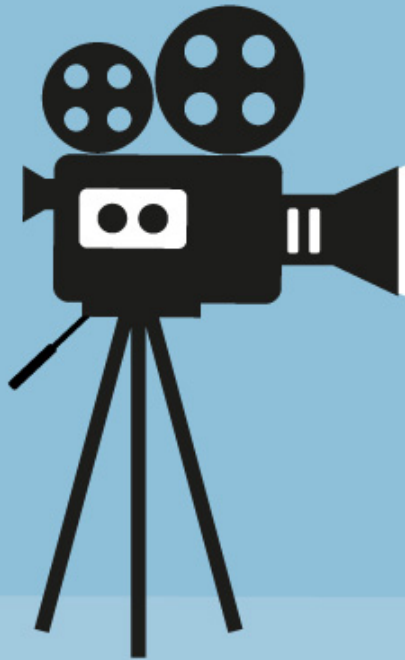
Questions



If you have audio issues:

- **Double check your settings in the Audio Pane**
- **Toggle once between the Telephone and the Mic and Speakers options**
- **Check if you have headphones/speakers plugged in**
- **Check your computer or device volume**
- **Check headphone volume**
- **Check your computer's Sound settings.**
- **Close other internet tabs**
- **Move your phone away from your computer**
- **Log out and log back in.**
- **Hang up and call back in.**

We will send you the recording.



THIS WEBINAR IS BEING RECORDED.

Everyone who registered will
receive the recording via email,
even if they didn't watch it live.



PARTICIPANTS ATTENDING THE LIVE SESSION

WILL RECEIVE 1 CAE CREDIT

Certificates will be emailed to attendees within 1-2 days

growthzone.com/blog

The screenshot shows a blog post from GrowthZone. The header includes the GrowthZone logo and navigation links for Blog, Contact Us, Software, Solutions, COVID Resources, Knowledge Library, and Case Studies. The main heading is "What is CAE Certification for Association Professionals?". Below the heading, it says "Posted in Productivity, Growth | June 5th, 2020". There is a blue and yellow shield icon with a star. The text explains that the Certified Association Executive (CAE) Program was established in 1960 by the American Society of Association Executives (ASAE) to promote the highest standards of association management. It mentions that for over 60 years, it has served to credential association professionals and has stood as a mark of excellence. A vibrant program, CAE is designed to enhance individual performance, elevate professional standards, and designate individuals who demonstrate the knowledge essential to the practice of association management. It is continually refined to keep pace with the growth and changes in association management as well as professional practices. In a snapshot, the purpose of the CAE certification is to:

- establish the body of knowledge;
- assess the level of knowledge;



Full
**Association Management
Software**

with

**BUILT-IN MARKETING AUTOMATION
& MEMBER PROSPECTING**



GET A DEMO

<https://cutt.ly/GrowthZoneDemo>

Knowledge Library

Browse our knowledge library of association industry articles, white papers, guides, infographics, and videos on a variety of important industry topics.

Edit

PRODUCTIVITY

MEMBERSHIP

TECHNOLOGY

GROWTH

FACT SHEETS

ALL



How to (Actually) Get Under-30s to Join an Association

Young Professionals are an elusive bunch. This set of



To Blog or Not to Blog is Not a Question

Blog like you mean it. Here's the deal. Quality blog posts drive web traffic. And increased web traffic improves your search. L.J



How to Select an Association Credit Card Processing Company

When it comes to credit card processing for associations, there are



The Field Guide to Association Board Orientation

Set up your association board members for success. Download your FREE copy of The



How to Sell Your Board on New Association Software

Looking to get your association board "on board" with new

Pandemic Recovery for Associations & Chambers

growthzone.com/covid-resources

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How To Thrive After a Pandemic
COVID-19 Resource Page

How To Thrive During & After a Pandemic

Since the pandemic began, we've connected with thousands of chambers and associations. We've seen some rise to the occasion by reinventing themselves, and they will likely emerge better equipped to provide benefit to their members.

And we've seen others hold on to traditions of old. Conversely, these organizations may struggle to show value.

This guide is not a playbook. Instead, it's designed to be a thought-provoking strategic planning tool for you and your board to use as you think about your own post-COVID-19 recovery plan.

It's packed with tips, recommendations, and success stories stemming from our many conversations with chambers and associations. Some of the ideas may make you uncomfortable. That's good. It means you're stretching to think.

Strategic Planning Tools

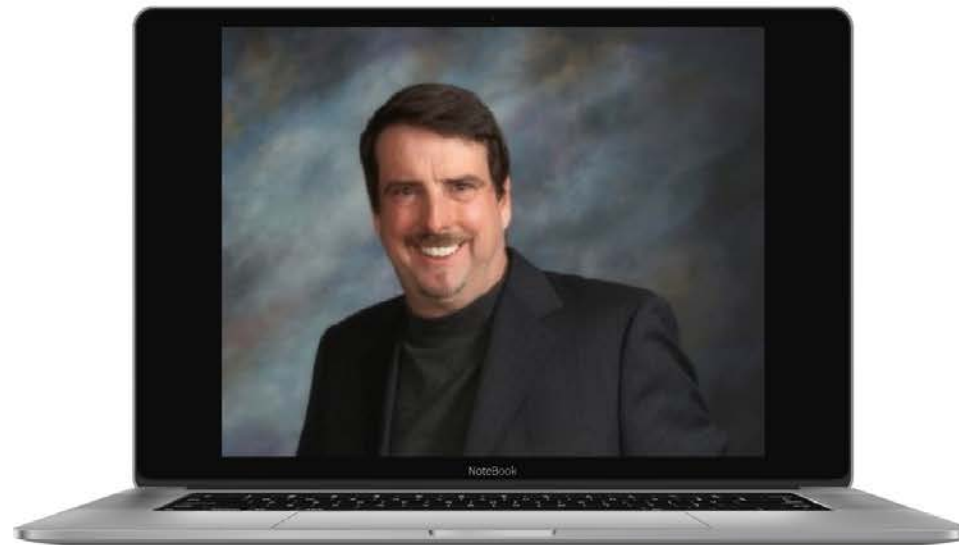
- Reassess Your Value Proposition**
Reevaluate how you'll deliver value going forward.
[LEARN HOW](#)
- Cut the (Desktop) Cord**
Go digital and un tether your employees from their office computer.
[GET THE TIPS](#)
- End the One-Size-Fits-All Membership**
Provide members with customized options.
[LEARN HOW](#)
- Innovate Your Events**
Embrace the trend of digital events that was already underway.
[SEE EXAMPLES](#)
- Rethink Member Communications**
Keep members informed & connected.
[GET THE TIPS](#)
- Embrace Advocacy**
Build relationships and participate in the legislative process.
[LEARN HOW](#)
- Be the Voice of Your Community**
Don't wait for an invitation to lead.
[GET THE TIPS](#)



JIM MATHIS
The Reinvention PRO™



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even if they didn't watch it live.*

The Unequivocal Laws of Sales!

***Do you TAKE money or
DELIVER Trust?***

***Get Used to Different.**

The Unequivocal Laws of Sales!

***Who Do You
Trust?***

The Unequivocal Laws of Sales!

1. The Law of Mr. Rogers

***-You sell yourself more than
your association/chamber***

***Be the kind of person people like and you
will attract more business... and other people.**

The Unequivocal Laws of Sales!

2. The Law of Security

- We sell in direct proportion to our level of insecurity.

***A secure person attracts people. If you think “Nobody wants to buy from me,” nobody will buy from you.**

The Unequivocal Laws of Sales!

3. The Law of Diligence

***- The more prospects gathered,
the better odds of closing a sale.***

***All growth is uphill and intentional.**

The Unequivocal Laws of Sales!

4. The Law of “Daddy’s” Permission

- The person with authority is the one we must target.

*If the one buying has to get permission from “Daddy” to write the check, we want to speak with Daddy.

The Unequivocal Laws of Sales!

5. The Law of Trust Building

-Great sales are the result of becoming a business growth resource/consultant to the customer.

***The more people trust us as advisors, the more we will connect and sell.**

The Unequivocal Laws of Sales!

6. The Law of The Purple Cow

-Uniqueness is our Number One marketing value.

***People buy from us when we stand out and make a difference in their lives and businesses.**

The Unequivocal Laws of Sales!

7. The Law of “Let’s Make a Deal”

-Most people buy with their heart, not their head.

*Always be willing to negotiate in good faith and be willing to give a little to get a little.

The Unequivocal Laws of Sales!

8. The Law of The Price Tag

-There is a price to be paid to be successful in sales.

***The price must be paid early,
or it will cost more later.**

The Unequivocal Laws of Sales!

***How can we GROW our
association or chamber?***

***-Do you TAKE money or
DELIVER trust?***

The Unequivocal Laws of Sales!

***How can we GROW our
association or chamber?***

***-Do you deliver a VALUE
that nobody else does and
LIKE nobody else does?***

The Unequivocal Laws of Sales!



***Are you a BRIDGE,
or a TUNNEL?***

***Self discipline transforms you from a
tunnel to a bridge.**

The Unequivocal Laws of Sales!

***Where are YOUR
Dinosaurs?***

Jim Mathis, IPCS, CSP, JMT
The Reinvention PRO™

•Text **NEWSLETTER to 21777**

OR

•EMAIL: SUBSCRIBE@jimmathis.com

404-922-8199

***Preparing well for today
prevents repairing tomorrow!***



