

ASSOCIATION SUCCESS KIT



HATE SELLING? YOU'RE JUST HUMAN.

LOW PRESSURE TIPS FOR TALKING TO PEOPLE ABOUT YOUR ASSOCIATION

Whether it's membership renewals, event sponsorship, or convincing people to serve on the Board, people in the Association world are always selling. And for the majority of people, selling is just plain uncomfortable.

Actually, if you don't like to sell, you're perfect for the job. You just have to stop thinking that sales are bad for the customer.

Try this instead: think about your new, favorite restaurant. You probably talk about the food, the service, and the atmosphere. You're perfectly comfortable (even enthusiastic) explaining why it's so great and encouraging people to give it a try.

Chances are you love your Association and believe in its mission and you know it's valuable to members.

You love the Association and you love the restaurant. When you visit with a prospective member, think of the Association as that restaurant.

It's important to go in with the mindset that you are there to help them solve a problem.

Begin by asking open questions and actively listen to the answers. Find out what their challenges are. **People like to talk, especially with someone who can appreciate what they're going through.**

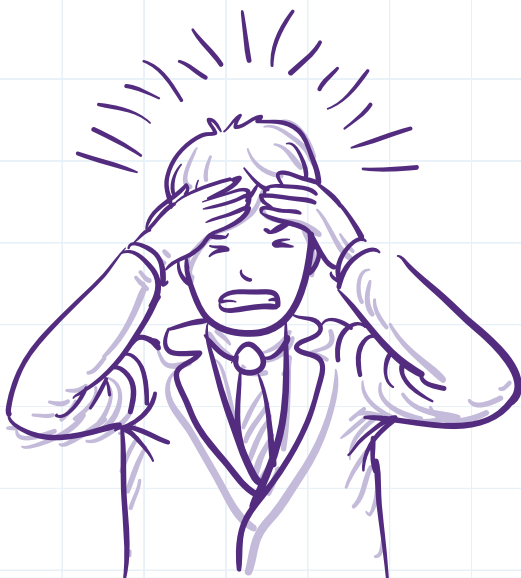
After listening, you've probably identified the needs of the person you are talking with and how those needs relate to what your Association can do for them. Now rewind and think back to the favorite restaurant example. Can you think of someone else who went to eat there after you suggested it and also loved it? So now think of a member who joined the Association and loved it. Think about how that member's challenges were similar to those of this prospect. Then, share the story of how the Association was able to help that member solve some of their problems.

If you did it right, the story included some of the features and benefits offered by the Association. Summarize the benefits, not the features, for the prospective member — benefits solve problems, features are just confusing.

At this point, you've done two very important things: you've communicated to the prospect that you understand their challenges and explained how you can ease their pain.

All that's left is to **ask if they would like your help. Do this by simply asking if they think what you've talked about could help them.** If they say no, ask them why and see if you can overcome their objections. If they say yes, ask what appeals to them and calmly start talking about how to get started with whatever it is.

Selling is uncomfortable. Partnering with someone to help solve a problem is human nature. You don't have to be a salesperson, you just have to be human.



THE SECRET TO RECRUITING AND *KEEPING* VOLUNTEERS

A Practical Guide for Associations

You need volunteers to keep your Association humming. Recruiting them can be tough. Retaining them can be even tougher. But if you unlock the secret to the psychology behind volunteering, you'll have the formula that works.

Why DON'T people volunteer?

- "I don't have the time."
- "I'm doing things with my family."
- "I have a full time job."
- "I already have too many priorities."



Why DO people volunteer?

According to renowned psychologist David McClelland, **people have three motivation drivers** regardless of gender, culture or age.



ACHIEVEMENT

People want a sense of accomplishment and to learn new skills.

AFFILIATION

The ability to meet and connect with others is huge. So is having a sense of belonging and feeling part of a worthy cause.

POWER

People thrive on status and recognition. They love making an impact on others and playing to win.

What do volunteers want?

Volunteers want to:

- Feel like you're prepared for them
- Feel welcome
- Be trained
- Do interesting work
- Know up front how much time the job will take
- Be appreciated
- Be socially connected
- Learn something new
- Be communicated with regularly
- Know they're making a difference



What does this mean to your Association?

By understanding what motivates people, you can assign tasks that meet their motivation driver. Suddenly, you have happy and fulfilled volunteers that keep coming back for more!

Case Study

CARROLLWOOD AREA BUSINESS ASSOCIATION

Tampa, FL
Melissa Marison, Director of Operations
www.usecaba.com

The CHALLENGE

The Carrollwood Area Business Association (CABA) was approaching a deadline. With two employees and 500 members, they had 30 days to make a change from their existing software provider, or renew a lengthy contract. Their provider's inability to provide an affordable responsive website, lack of a mobile app, and clunky back end system was the driving force in exploring better options.

The provider wanted to charge them for a responsive website. Eventually, they conceded and provided it at no charge. However, the site they provided required an extended knowledge of HTML for the content to look right on a mobile device. Director of Operations, Melissa Marison, said "It just never worked seamlessly and was downright embarrassing from a viewer standpoint."

The SOLUTION

CABA looked at many alternatives for website development and maintenance; they even considered having one of their members design a new site. They ultimately decided that would require too much intervention and could get expensive. They began evaluating membership management software companies including GrowthZone.

"I found GrowthZone to be one of the more "available" businesses to discuss our needs," she said. "We were in a major time crunch, and GrowthZone said they could make it happen. This was such a MAJOR change for us – and they gave me confidence that several of the other companies didn't."

According to Melissa, CABA made the decision to go with GrowthZone based on cost, mobile capability, ease of use, and willingness to help.

The RESULTS

"GrowthZone has brought us to a new level of member exposure with the enhanced profiles and the mobile capability. We LOVE THE APP – and we love the true mobile responsiveness of the website. Our staff does not need to be developer level to work the back end," Melissa shared.

Their favorite features? Enhanced Member Profiles, the InfoHub, and the Event Management Tool.

"Our membership has really taken to the feeds in the back end. The GrowthZone InfoHub makes it easy for even inept users to navigate. It has been fun to watch," she said.

{ According to Marison }

"I have been extremely happy with GrowthZone and the new features we can provide to our Members. The support has been awesome on all other aspects; I was thrilled the team did what they committed to and got us up and running within 30 days."



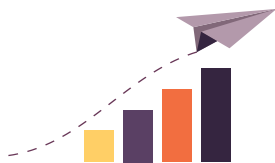
Full Association Management Software

with

BUILT-IN SALES FUNNEL MANAGEMENT

WHY GROWTHZONE AMS?

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. Guaranteed.



GROW FASTER

Move your prospects through the sales funnel more easily and faster – identify prospects, see where they are in the sales process, track communication along with your close rate, and more. Put simply, you'll have the power of data and information on your side to help you be more successful at growing your membership.



EMPOWER YOUR MEMBERS

Give members what they want – a way to network and access the information that's important to them. With login-based access to events, your directory, job postings, and other resources, members can manage and customize their information, pay invoices, and more, which all goes a long way when it comes time to renew membership.



DO MORE IN LESS TIME

It's tough to grow when you're spending time on the little stuff. GrowthZone's customizable and intuitive dashboard makes data management and report generation a breeze so you can impress your board and focus on what matters most.

No Risk Association Success Platform



CLOUD BASED

No software to download or proprietary hardware to install



NO CONTRACTS

No hassling with long-term, binding commitments



QUALITY GUARANTEE

Risk-free, money back guarantee

A Comprehensive Suite of Productivity Modules:

- Contacts
- Billing
- Mobile Staff App
- Events
- Communication
- Lists/Committees
- Inquiry Tracking

Add-On Modules:

- Events Expo
- Sales Funnel
- Certifications
- Help Center
- Form Builder
- Fundraising
- Online Store
- Web Content