

CHAMBER SUCCESS KIT



HATE SELLING? YOU'RE JUST HUMAN.

LOW PRESSURE TIPS FOR TALKING TO PEOPLE ABOUT YOUR CHAMBER

Whether it's membership renewals, event sponsorship, or convincing people to serve on the Board, people in the Chamber 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 Chamber and believe in its mission and you know it's valuable to members, business, and the community.

You love the Chamber and you love the restaurant. When you sit down with a prospective member, think of the Chamber 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.**

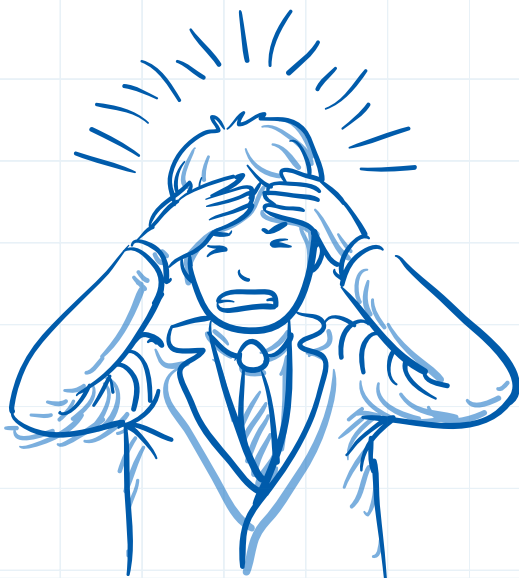
After listening, you've probably identified the needs of the person you are talking with and how those needs relate to what your Chamber can do for them. Now rewind and think back to the favorite restaurant example. Can you think of someone else who went to eat there after you suggested it and also loved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

You need volunteers to keep your Chamber 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 Chamber?

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

METRONORTH CHAMBER of COMMERCE

Blaine, MN
Lori Higgins, President
www.MetroNorthChamber.org

The CHALLENGE

The MetroNorth Chamber of Commerce serves 700 members in over 20 suburban cities in the Minneapolis-St. Paul region.

In 2009, as Director of Operations, Lori Higgins recognized that her organization needed member management software because their software systems didn't work together – their website, data management system, and QuickBooks were all operating independently – which doubled their data entry, and impacted both hard and soft dollars in terms of time and vendors.

The SOLUTION

The Chamber's number one factor in choosing a new platform was that the solution had to integrate with their website and QuickBooks. Cost and applicable features were the next two most important factors. Also critical was that the solution had to be web-based.

Higgins reviewed member management systems used by other Chambers. "The other solutions I considered were costly – lots of bells and whistles that we didn't need and, therefore, couldn't justify spending our member resources on," she said.

"ChamberMaster was the right price with the right features and a well-known provider in the world of Chambers," Higgins shared. "I spoke with my colleagues, whom I knew and trusted, to get honest feedback."

The RESULTS

Once ChamberMaster was implemented, the Chamber no longer needed a part-time accountant because they can easily sync data between their other systems. Additionally, they've reduced the internal workload.

Higgins encourages people to understand the conversion process and work closely with their ChamberMaster onboarding specialist.

"We weren't looking at this as a revenue generator. However, because it is so robust, our members can advertise, add logos, etc. which we have used as a revenue stream," commented Higgins. "What began as a way to cross-populate our systems is now being used as a member retention tool."

According to Higgins

"It's a very user-friendly system with a lot of features. The ChamberMaster staff are very helpful and easily accessible."

Why Use Member Management Software?

WHAT IS MMS?

Member Management Software (also known as MMS) offers Chambers of Commerce the tools to run day-to-day operations & provide services to their members.

IT'S ABOUT YOUR TIME

Member Data Management

Save time & money by eliminating multiple software applications.

Reporting

Measure your Chamber's performance with customizable reports.

Financial Management

Enter data once and it syncs with your accounting software.

Website Control

Use your existing site or a brand new, mobile-friendly website.

Mobile Apps

Use MMS mobile apps to accomplish tasks anywhere, anytime.



IT'S ABOUT YOUR MEMBERS

Communication

Stay in contact using one system that syncs with your email & social media.

Events

Boost event attendance with online registrations and payments.

Engagement & Retention

Enable online member sign-ups, dues renewals, and profile updates.

Non-dues Revenue

Increase member exposure and generate revenue with website ads.



IT'S ABOUT OUR PROMISE

Smooth Transition

Get up & running easily with ChamberMaster – no IT department required.

Unlimited Support

Receive training & unlimited support from Minnesota-based professionals.

Proven Track Record

Be confident because ChamberMaster is trusted by over 2,000 organizations.



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