



Patience is a virtue – except when it comes to attracting new members.

WISH YOU HAD THE SECRET SAUCE FOR ADDING NEW MEMBERS?

It's time for Associations to acknowledge that they are in the business of selling...to start implementing and creating a culture that supports the sales process

SOURCE: EffectiveDatabase.com, 2016

58%

58% of Associations had stagnant or declining membership over the past year

SOURCE: GrowthZone Association survey, 2016

Most prospects join when Associations adapt their messages to reflect their specific interests and tailor the communication to them

SOURCE: Moery Company, 2016

You want to grow. You need to grow. But you're finding it challenging to identify and market to prospects, not to mention close the sale. "SALE?" That's right, SALE. You might not want to admit it, but you're in the business of selling. You sell memberships, renewals, sponsorships, certifications and more. But to be successful, you have to manage and keep track of the sales process. That's where GrowthZone Association Management Software comes in.

GROW YOUR ASSOCIATION FASTER

With the GrowthZone Association Success Platform, you can move your prospects through the sales funnel easier and faster. You'll be able to 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.

NOTE: This sheet contains GrowthZone features specific to bringing in new members. For a complete look at how we can help with increasing member engagement and making you more efficient, visit us online.

ABOUT GrowthZone

GrowthZone Association Management Software is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

"I'M NOT A SALESPERSON" JUST DOESN'T CUT IT

With the **Sales Funnel Management** module from GrowthZone, anyone can master the art of cultivating and closing sales. Track prospects through all stages of the sales funnel, create and track proposals, forecast revenue, and manage and process member applications all with a single system. You'll be amazed at how much you enjoy selling once you have the right tools.

www.growthzone.com