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

54%

Over half of associations report stagnant or declining membership numbers.

SOURCE: GrowthZone Association Survey

GROW YOUR ASSOCIATION FASTER

With the GrowthZone Association Success Platform, you can move prospects through the recruitment process easier and faster. You’ll be able to identify prospects, see where they are in the 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.

“I’M NOT A SALESPERSON” JUST DOESN’T CUT IT

With the optional Sales Funnel Management module from GrowthZone, anyone can master the art of cultivating and closing sales. Track prospects through all stages of the sales process, 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.

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.

Patience is a virtue – except when it comes to attracting new members.
### Additional features to help your organization grow

GrowthZone is also available with these optional features to help you become more productive at growing your association.

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<th>YOU WANT TO:</th>
<th>WHAT GROWTHZONE DELIVERS:</th>
<th>HOW YOU WIN:</th>
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<tr>
<td>Efficiently manage member communication at the chapter level.</td>
<td>Chapter Management</td>
<td>• Manage chapter structures</td>
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<td>• Allow membership applications to be tied to a chapter</td>
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<td>• Provide chapter-based public website content</td>
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<td>Build email campaigns that ensure each prospect or member receives vital information, at the right time intervals.</td>
<td>Marketing Automation</td>
<td>• Build automated communication campaigns for different segments of prospects or members</td>
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<td>• Control communications and activities while tracking the results and actions right in the software</td>
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**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. Guaranteed.

[www.growthzone.com](http://www.growthzone.com)