# 5 Ways to Manage Your Prospects



### Manage Prospects

- 1. Update Database
- 2. Define Sales Stages & Assign Staff
- 3. Track Sales Funnel Information
- 4. Touchpoint Program
- 5. Review Prospect Reports





#### 1. Update Your Database with Prospects

- Add prospects to your database
  - But not just any prospects!
- Who are your ideal members?
  - Who will benefit most from chamber membership?
- Prospect list should reflect ideal member characteristics
- <u>Secret sauce</u> for adding new members



Chambermaster
memberzone

#### 1. Update Your Database with Prospects

- Event Attendees
  - Update Prospects from <u>Event</u>
     <u>Guest List</u>
- Staff App
  - Add a <u>member</u> or <u>rep</u>
  - Add <u>Notes</u>
- Add member via <u>Membership</u>
   <u>Application</u> or <u>back office</u>
- Make joining <u>easy</u>





#### 2. Define Sales Stage Steps & Assign Chamber Reps

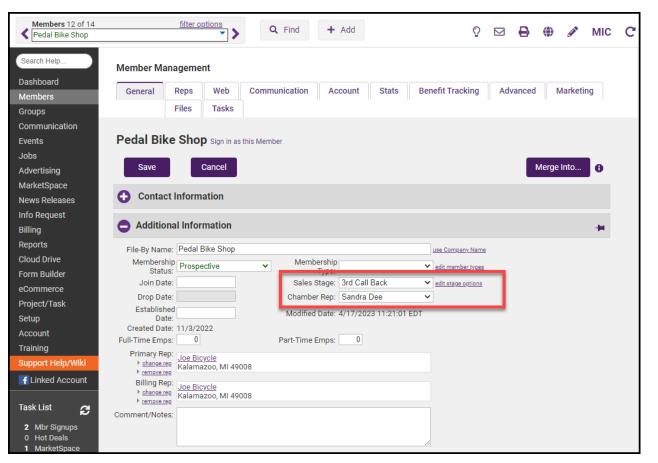
- 2% of Sales are made on first contact
- 3% of Sales are made on second contact
- 5% of Sales are made on third contact
- 10% of Sales are made on fourth contact
- 80% of Sales are made on fifth to twelfth contact





#### 2. Define Sales Stage Steps & Assign Chamber Reps

- <u>Sales Stages</u>
  - Customizable
- Assign Chamber Rep to Prospective members
  - Run reports on prospects and assigned staff
- What is a Sales Funnel and Why Should Associations Use It?





# 3. Track Important Sales Funnel Information

#### <u>Custom Fields</u>

- <u>Custom Member Report</u>
  - Report on Prospects, include Sales Funnel custom fields
  - Gain insight into effectiveness of sales process
- <u>Why You Need to Track</u>
   <u>Your Sales Funnel KPIs</u>

		Mambartisti			
Member Listing					
Company Name	Lead Source	Sales Temperature	Probability of Sale	Date of Initial Contact	Stage in Sales Proces
Custom Cabinets	Event	Warm	70	4/11/23	1st Call
Emma's Kitchen	Member Recommendation	Hot	100	4/11/23	2nd Call
Elizabeth's Creations	Drop By	Hot	100	9/5/22	1st Call
Kalamazoo Brewery Tours	Email Campaign	Cool	20	9/5/22	3rd Call
Rodney's Roosters	Cold Call	Cool	20		2nd Call
Kalamazoo Public Library	Drop By	Cool	20		1st Call
Kalamazoo Coffee Shop	Event	Warm	70	3/5/23	1st Call
Bait Shop	Email Campaign	Warm	50	3/6/23	1st Call
Pedal Bike Shop	Email Campaign	Warm	50	3/6/23	1st Call
Kalamazoo Photography Studio	Drop By	Warm	60	2/12/23	2nd Call
Juice Joint	Email Campaign	Warm	60	3/5/23	2nd Call
Sandra Dee's Cake Company	Member Recommendation	Warm	50		2nd Call
Jane's Coffee Shop	Event	Hot	90	11/11/22	3rd Call
Jane's Juice Joint	Member Recommendation	Warm	70	2/12/23	2nd Call



# 3. Track Important Sales Funnel Information

- Lead Source
  - What efforts are paying off
- Sales Temperature
  - Hot Prospects
- Probability of Sale
  - Be realistic
- Date of Initial Contact
  - How long to convert Prospects to Members?
- Membership <u>Calculations</u> for Association Pros Who Hate Math





# 4. Develop Touchpoint Program

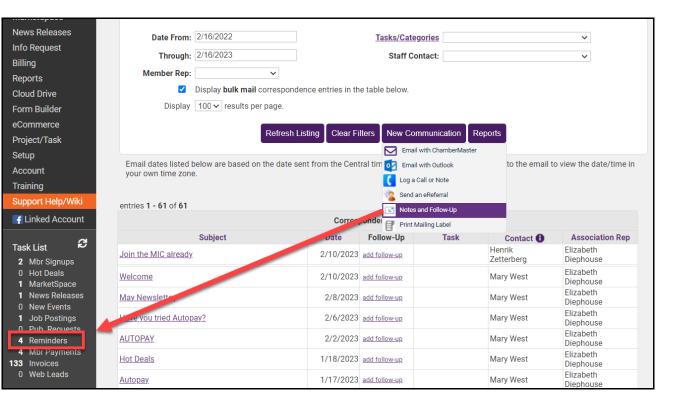
- Have a Touchpoint strategy
  - Phone calls
  - Email
  - Live conversations
- Response rates rise with each subsequent outreach attempt
- Make at least 5 attempts with every prospect
  - Mix up your approach
  - Update Communication History
- Let prospects know what you're doing for them

New Corres	pondence Entry
New Corres	pondence Entry
Contact Date:	4/21/2023
Task:	~
Chamber Rep:	John-Jacob Jingleheimer-Schmidt
Member:	A Place For Dogs
Member Rep:	select a member representative
Subject:	Membership
Message/Notes:	Prospect is interested in membership and would like to discuss benefit packages.
Follow-Up Date:	04/28/2023 today   tomorrow   one week   one month
Follow-Up Notes:	
Save	lose



# 4. Develop Touchpoint Program

- Create <u>Reminders</u> to ensure you are following your Touchpoint Program
- Ensure prospects are contacted even <u>if you're</u> <u>not there</u>
- Add notes directly within Follow-up Reminder





#### • <u>Prospects and</u> <u>Communication by</u> <u>Rep: Detail report</u>

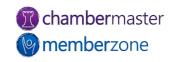
- Detailed list of Sales Reps
- All prospective members associated with Sales Rep
- Days since last contact
  - Includes average days

Prospects & Communicati Det				
Rep	Lead	Days Since Contact		
Andrew Lewis	Emma's Kitchen	12		
	Kalamazoo Brewery Tours	19		
	Total: 2	Average: 15		
John Thompson	Kalamazoo Coffee Shop	51		
	Total: 1	Average: 51		
John-Jacob Jingleheimer-Schmidt	Juice Joint	14		
	Total: 1	Average: 14		
Mary West	Elizabeth's Creations	16		
	Total: 1	Average: 16		
Sandra Dee	Custom Cabinets	19		
	Pedal Bike Shop	12		
	Total: 2	Average: 15		



- Prospects and Communication by Rep: Summary
  - Sales Rep and total number of prospective members assigned to them
  - Average number of days since the member was contacted
  - Are staff members following Touchpoint Program?

Prospects & Communication				
Rep	Leads	Average Days Since Contact		
Amanda Lorean	1	0		
Andrew Lewis	1	36		
Anna East	2	30		
Jane Thompson	2	40		
John Thompson	1	68		
John-Jacob Jingleheimer-Schmidt	1	0		
Mary West	1	26		
Sandra Dee	2	20		



- Prospect Conversion
   by Date report
  - View which prospects became paying members
  - Specified date range
  - Sorted by Sales Rep or Groups
    - Who are your top sales staff?



#### Prospects Conversion by Rep & Date

	Member	Join/Conversion Date
John-Jacob Jingleheimer-	Music Connection	1/4/2023
Schmidt	Ballet Kalamazoo	1/1/2023
	Bayside Painting Company	1/1/2023
	Josef's Bakery	2/10/2023
	Village Toy Shop	2/3/2023
	Skate Shop	4/13/2023
	Furniture Store	5/5/2023
	Total: 7	
Mary West	Big Foot Shoe Shop	11/3/2022
	Total: 1	
Sandra Dee	Quinn's BBQ Grille	11/4/2022
	Pet Supply Shop	3/9/2023
	Total: 2	
Sarah Hawkins	Kalamazoo Candy Store	11/2/2022
	Total: 1	



- <u>Custom Member</u> <u>Report</u>
  - Use Initial Contact Date and Join Date for Sales Funnel insights
    - How long does it take from initial contact to membership?
  - View Sales Funnel custom fields

Member Listing						
Company Name	Lead Source	Sales Temperature	Probability of Sale	Date of Initial Contact	Stage in Sales Process	Close Date
Bait Shop	Email Campaign	Warm	50	3/6/23	1st Call	
Custom Cabinets	Event	Warm	70	4/11/23	1st Call	
Elizabeth's Creations	Drop By	Hot	100	9/5/22	1st Call	
Emma's Kitchen	Member Recommendation	Hot	100	4/11/23	2nd Call	
Jane's Coffee Shop	Event	Hot	90	11/11/22	3rd Call	
Jane's Juice Joint	Member Recommendation	Warm	70	2/12/23	2nd Call	
Juice Joint	Email Campaign	Warm	60	3/5/23	2nd Call	
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Kalamazoo Photography Studio	Drop By	Warm	60	2/12/23	2nd Call	
Kalamazoo Public Library	Drop By	Cool	20		1st Call	
Pedal Bike Shop	Email Campaign	Warm	50	3/6/23	1st Call	
Rodney's Roosters	Cold Call	Cool	20	11/11/22	2nd Call	
Sandra Dee's Cake Company	Member Recommendation	Warm	50	9/5/22	2nd Call	
Smiths Store	Email Campaign	Warm	50	3/5/23	1st Call	



- <u>Member Contact</u>
   <u>Benchmark report</u>
  - Measures communication with members
    - <u>Non-bulk</u> communications
  - Filter by status to Prospective members
  - Are you following your Touchpoint Program?



#### Member Contact Benchmark

Member	Representative	Longevity	Last Contact	Days Since Contact
Kalamazoo Coffee Shop	John Thompson	0 years 6 months 0 days	2/24/2023	66
Bait Shop	Andrew Lewis	0 years 5 months 29 days	3/13/2023	50
Kalamazoo Brewery Tours	Andrew Lewis	0 years 7 months 2 days	3/28/2023	34
Elizabeth's Creations	Mary West	0 years 7 months 24 days	4/1/2023	31
Juice Joint	John-Jacob Jingleheimer-Schmidt	0 years 5 months 1 days	4/3/2023	29
Emma's Kitchen	Andrew Lewis	0 years 7 months 24 days	4/5/2023	27
Pedal Bike Shop	Sandra Dee	0 years 5 months 29 days	4/5/2023	27
Rodney's Roosters	Mary West	0 years 6 months 26 days	4/7/2023	25
Custom Cabinets	Sandra Dee	5 years 7 months 16 days	4/20/2023	11



# **Questions?**

