

Building Prospects - Think *RELATIONSHIPS*

Identifying prospective new members is the most important part of your job as a Chamber Chase volunteer. To assure your success during this campaign, you will want to begin a prospect list immediately. Do you have any "Ah - Ha's"? Write them down! Make a list of folks you know professionally, through business, and then personally contact each of them. A simple ask is usually all it takes!

The number one reason why a business is not a member? "No one ever asked me." You can change that! A prospect is any business or organization that is not currently a member of the Mobile Chamber. You can verify a prospect's membership status by looking online at www.mobilechamber.com, then click on Membership Directory and search by keyword. If there is any question about a company's status, please call the Membership Department at 431-8638 for verification.

Prospects are easy to identify--one in four businesses in the Mobile area are currently members of the Chamber. While this is a common average among Chambers, we're not content to be at 25% market penetration! The best prospects are those firms with which you or your company already has a business relationship. Who should you invite to join? Good sources for prospects are your company's business associates (clients, customers, vendors, etc.).

****Securing a list from your purchasing department is an EXCELLENT way to identify these firms.****

You will have the most success recruiting a prospect that you have a personal relationship with or, they have an established business relationship with you or your company.

Possible Prospects

Accountants
Advertising Agency
Air Conditioning/Heating
Repair
Apartment Complexes
Architects
Attorneys
Auto Dealers
Auto Leasing
Auto Repair Service
Beauty/Barber Shops
Best Friend
Brokers
Business Organizations
Caterers
Chiropractors
Cleaners
Clothing Store
Consultants
Contractors
Computer Service

Day Care Centers
Delivery/Service
Companies
Dentists
Doctors
Electricians
Furniture Dealers
Gift Shops
Health Clubs
Household Service
Insurance Agents
Interior Decorators
Janitorial Service
Landscape/Maintenance
Nursery
Office Supply
Optometrists
Printers
Public Relations
Realtors
Favorite Restaurant

Security Services
Shoe Repair Store
Shoe Stores
Sporting Goods Store
Spouse's Employer
Temp/Personnel
Services
Veterinarians

Additional Sources for
Prospects:
Billboards/Signs
Businesses Associates
Media Advertisers
Newspapers/Magazines
Office Building
Directories
Trade Publications
Yellow Pages

More on Building Your Prospects

Think about your...

Business Relationships

- Your customers
- Your company's vendor list
- Your competitors
- Your contact list
- Other companies in your office building or office complex

Personal Relationships

- Relatives
- Neighbors
- Your "personal accounts payable" list (doctor, dentist, dry cleaner, vet, lawyer, etc.)

Special Interests

Do you belong to a **professional organization** or **special interest** association?

- All of those members are businesspeople just like you.
- Who do they work for? Can they give you any referrals?

Media

Newspaper

- Especially the Business Section, but not limited to that area.
- Whenever you read an article about a company and it mentions a specific individual, call that person. Refer to the article and their company and then ask for their help... "Who could I talk to in your company about the Chamber?"
- Read "People in the News" areas of the newspaper, where they talk about promotions, transfers, etc. Call them to congratulate them and go from there!
- Look at ads. If a company is spending \$\$\$ on advertising, they are interested in promoting their product. A Chamber membership can

do that for a lot less \$\$\$ and for an entire year, not a one-time slot.

Television Ads

- Contact companies which are advertising on local television stations. They are companies which are promoting specifically to the local market, and they can also do that through the Chamber.

Radio Ads

- Contact companies advertising on radio stations. They are promoting to a specific market, and they can also do that through the Chamber.

Billboards

- Especially watch for NEW billboards going up.

Prospecting Referrals... Ask EVERYONE for Referrals

- People you have just sold
- Companies you know who are already members
- Your personal and business relationships
- Ask companies who THEY are doing business with that could benefit from Chamber membership.
 - Your company brochure is terrific.
 - Who did it for you?
 - Would you mind if I call them and use your name?
 - "Who does your printing?" etc.

Think About Warm and Cold Leads

Warm Leads

People you know

Referrals from people whose names you can use

People you have read or heard about

Any inside information about a company

Cold Leads

Names out of the phone book or off a list

Billboards, ads, etc.

Remember:

- Warm leads are easier than cold leads. But you can turn a cold lead (e.g. name in a newspaper article) into a warm lead by knowing something about them.
- If you're not out selling... someone is outselling you!

Building Your Prospect... One Step At A Time

STEP 1 - **Be prepared.** Familiarize yourself with the Chamber and the information you will discuss. Think about the type of company you are calling and have the information handy that will answer your prospect's question, "What's in it for me and my company?"

STEP 2 - **Determine** who in the company has the **authority** to join the Chamber. Spend your time dealing directly with the decision maker and preferably not through a secretary or receptionist.

STEP 3 - **Send** an introductory **letter** to the decision maker inviting them to join the Chamber, stating that you will be in contact with them soon. Sample letters are included in this Training Manual.

STEP 4 - **Follow-up** on the introductory letter with a telephone **call** to the decision maker.

STEP 5 - Make an **opening statement** that introduces yourself as a Chamber volunteer and explains the purpose of your call. Extend an invitation to join the Chamber. Most prospective members haven't joined simply because they have never been asked!

STEP 6 - If your prospect is unaware of the Chamber's activities in the community, briefly **discuss** one or two **programs** (Economic Development, *Envision Coastal Alabama*, etc.).

STEP 7 - **Target** one or more **benefits** of a Chamber membership that will help the prospect's business. Zero in on a "hot button" as you tell them **what is in it for them** (i.e. participation in Business After Hours or listings in the *Membership Directory & Buyers Guide*).

STEP 8 - As part of the process of discussing the prospect's business and benefits of Chamber membership, **confirm** the prospect's total **number of employees** in the Mobile area so you can determine their fair share investment level - their dues.

STEP 9 - After gaining agreement, **ask for the sale!**

SOLD!