

Chamber & Association Sales Process & Sales Force Optimization

MAKING GREEN IS GOOD!

Tools to Dramatically Enhance your selling of Memberships/Sponsorship & Advertising Dollars.

Chamber
Development
Solutions

“A strong and consistent commitment to the sales effort is what sets apart the chambers that are great in membership sales from those that are mediocre”

Harvey Schmitt, CCE pres/CEO. Raleigh COC. Past Pres. of ACCE Board of Directors

What does a Chamber/Association Sales Force Look like Now and in the Future?

“Dedicated, well-trained professionals able to achieve high levels of dues and non-dues income for your chamber, allowing it to grow and prosper in any economic environment. Essentially what *Sales Force Optimization* enables you to develop” *Randy King, Pres/CEO Chamber Enhancement Group*

Module 1

SECTION 1: WELCOME LETTER

Starting day one; establish an expectation for excellence from the President / CEO / Director using this high impact, customizable letter template.

SECTION 2: SEVEN ELEMENTS OF A GREAT PRESENTATION

Stop shooting from the hip. Use these seven fundamentals to design a truly effective selling script for recruiting new members, renewing memberships and funding advertising or special projects.

SECTION 3: PROFESSIONAL MARKETING PORTFOLIO

Learn to create a professional presentation portfolio and leave behind materials exhibiting the level of professionalism that your business community expects from its chamber.

SECTION 4: BENEFIT OUTLINE

If you have benefits, use this outline to clearly present what is available and the full value attached to them.

SECTION 5: COMPENSATION

Implement a compensation plan focused on rewarding top performance and maintaining high levels of achievement.

Creating Excellence within your Dues & Non-Dues Selling Process!

Money & Members are GOOD!

11 SECTIONS:

146 pages of

RESULTS!

SECTION 6: TRAINING OUTLINE. ACHIEVING EXCELLENCE IN SELLING!

Hire enthusiasm, train properly to develop skill. We show you how to formulate a comprehensive training program that closes all of the gaps leading to failure in selling. Your chamber can then live up to our sales training maxim: *If someone fails, they cannot blame the chamber for that failure - they just didn't measure up!*

SECTION 7: PERFORMANCE PLANNING - GOAL SETTING

Accountability tools that work. If your people don't know what your goals are or have a plan to reach them, it is hard to hold them accountable for their lack of success. This section demonstrates how to clearly and succinctly articulate your goals and plans so that everyone knows what is expected of them.

SECTION 8: TERRITORY DEVELOPMENT

Prospecting management will give your sales effort full market penetration of your Chambers business community,

SECTION 9: RECRUITING FOR EXCELLENCE

Building and maintaining a sales team that can grow your chamber hinges on the ability to recruit top talent. Learn the finer points of recruiting. Develop ad copy that brings the best and brightest beating a path to your door. You can become an employer of CHOICE!

SECTION 10: SALES EXECUTIVES DEVELOPMENT AND DISCUSSION

The director's or sales leader's guide to:

Activity – Process – Performance: *Tools and Ideas to Enhance Performance*

SECTION 11: Retention

Sales Process, Key Success Drivers!
“Raising the Bar”

Over 27 years of Developing Membership Organization's Selling Process!

Focused Driven Activity to Achieve Top Performance.
Putting all the Pieces together!



800-913 -1359
www.chambergrowth.com