

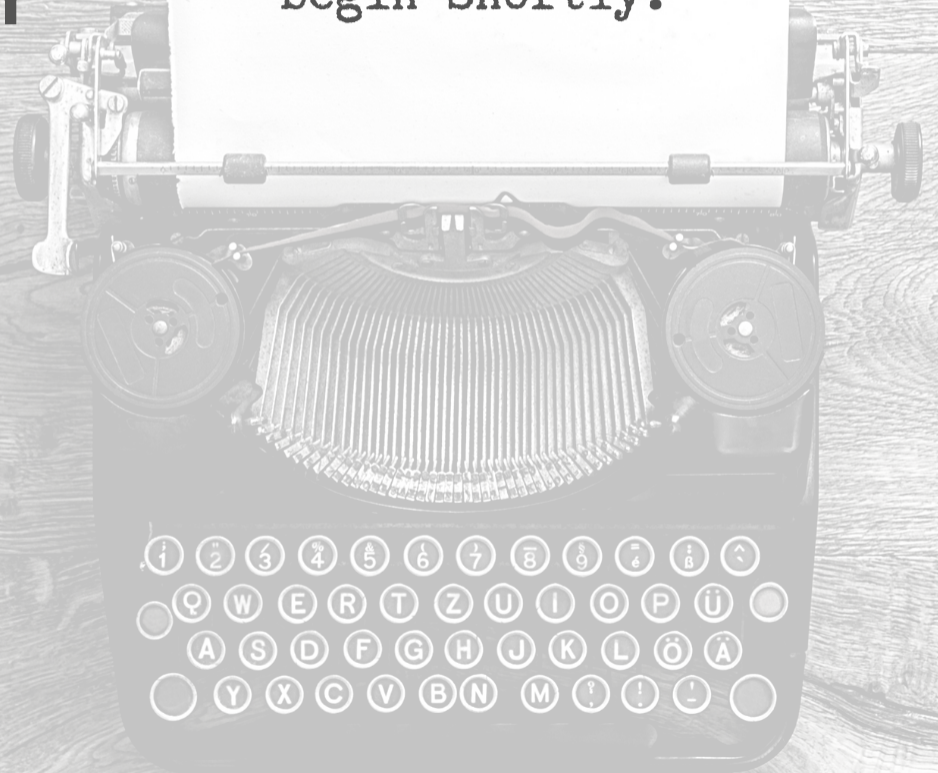
YESTERDAY'S APPROACH TO MEMBER RECRUITING  
**WON'T GET IT DONE TODAY**



**HOLMAN BROTHERS**  
MEMBERSHIP SALES SOLUTIONS

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

The session will  
begin shortly.



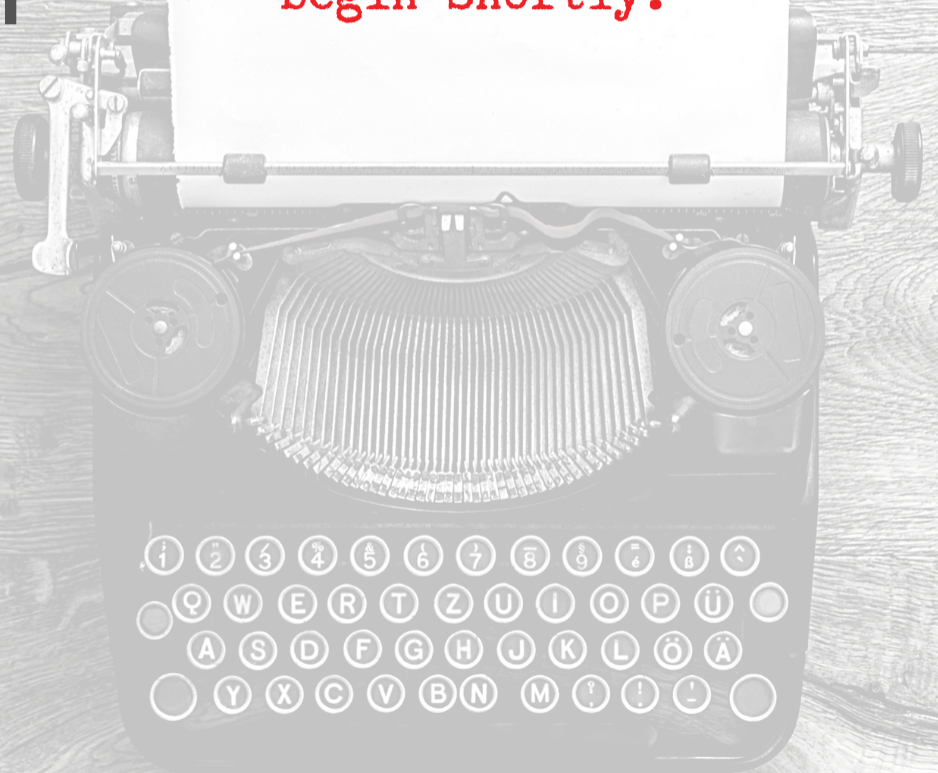
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**You **DON'T** have to  
be present to win.**

**Are you a chamber  
of commerce or a  
chamber of events**



DAVE KILBY




**Membership pros must choose to evolve.**



# BEGIN WITH THE END IN MIND.

STEVEN COVEY

A black dog, possibly a Labrador Retriever, is lying on its side on a lush green lawn. The dog is wearing a pair of black aviator sunglasses. Its head is in the upper left portion of the frame. In the lower center, a wooden-framed sign with a dark grey background is placed on the grass. Two of the dog's front paws are visible, resting on the left and right sides of the sign. The sign contains the text "Leading indicators are predictors of future results." in a white, bold, sans-serif font.

**Leading indicators  
are predictors of  
future results.**

# CRITICAL FACTORS THAT IMPACT PERFORMANCE

- Target Market
- Purpose for Connecting
- Interview Questions
- Outbound Calls
- Performance Management



# TARGET MARKET



# SMALL BUSINESS NEEDS:



- **GROWTH:** more customers, increased revenue or opportunities
- **VISIBILITY:** marketing exposure, branding help or advertising
- **CREDIBILITY:** reputation boost or solid endorsement

# LARGER BUSINESS NEEDS: AIR

- ACCESS: to public officials, being the first to know
- INFLUENCE: a seat at the table, enhanced status
- RESOURCES: forecasts, committees, information



# PURPOSE FOR CONNECTING





# INTERVIEW QUESTIONS

A woman with dark hair and glasses is sitting at a desk, talking on a smartphone. She is wearing a white sleeveless top and a bracelet. On the desk in front of her is an open notebook, a pen, and a black coffee cup. The background is a bright, out-of-focus office space with large windows and a potted plant.

**You must gain perspective for  
why each prospective member  
would pay for a membership.**

Get the fundamentals down and the level of everything you do will rise.

**MICHAEL JORDAN**





You can practice shooting for eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way.

**MICHAEL JORDAN**


**Be intentional with  
your actions and focus  
on solving problems.**



A close-up photograph of a man with brown hair and a light beard, wearing a white and black striped shirt. He is holding a large magnifying glass over his right eye, which is significantly enlarged by the lens. He has a focused, intense expression with his mouth slightly open. The background is a plain, light gray.

**It just isn't helpful to focus  
too intently on the end result.**

**Results happen when you are CONSISTENT.**

A close-up, slightly blurred background image showing a red pencil with a pink eraser tip. The pencil is positioned over a checklist with several square boxes. Three of the boxes already contain a red checkmark, and the pencil is in the process of drawing a fourth checkmark in the box immediately below it. The overall tone is professional and focused.

**Focus on the key recruiting  
activities that naturally drive  
the results that you need.**

# THE BENEFITS OF ACTIVITY-BASED WORKFLOW

## Better Mindset



# THE BENEFITS OF ACTIVITY-BASED WORKFLOW

Enhanced  
Sense of  
Achievement



# THE BENEFITS OF ACTIVITY-BASED WORKFLOW

## Relieve Stress



# THE BENEFITS OF ACTIVITY-BASED WORKFLOW

## You're in Control

**When you focus on what  
absolutely needs to get done...**  
**You get the results you need.**



# **BENCHMARKS FOR DISCIPLINED, CONSISTENT AND PROACTIVE EXECUTION**

## **Leading Indicators**

1. New Opportunities
2. Phone Calls – Total Attempts
3. Pipeline Reporting

## **Trailing Indicator**

1. New Member Revenue or  
Number of New Memberships



# **LEADING INDICATORS** **New Opportunities**

You can't sit back and wait for prospects to call.

# PROSPECTING VOICEMAIL & EMAIL PROGRESSION

1. Voicemail 1
2. Voicemail 2 (3 days after first voicemail)
3. Email 1 (Within 48 hours of second voicemail)
4. Voicemail 3 (3 days after first email)
5. Email 2 (Within 48 hours of third voicemail)
6. Voicemail 4 (3 days after second email)
7. Voicemail 5



**LEADING INDICATORS**  
New Opportunities

# PIPELINE REPORTING

Your blueprint for success.

**LEADING INDICATORS**  
New Opportunities

# PIPELINE REPORTING

CHAMBER EXECUTIVES ♥  
LOVE PIPELINE REPORTS!



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# Questions?

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