

Ignite Your Membership Sales!



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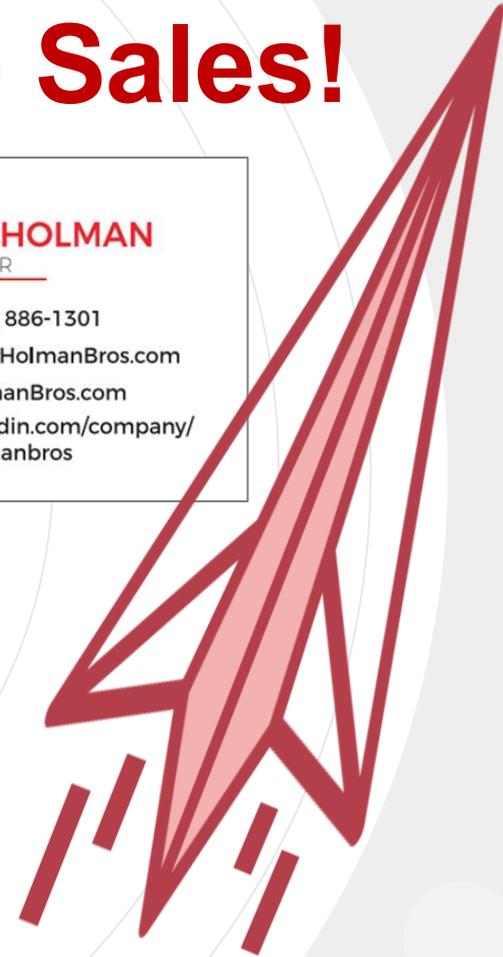
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With Special
Guest Star:



KAYLA BOWERS
Executive Director

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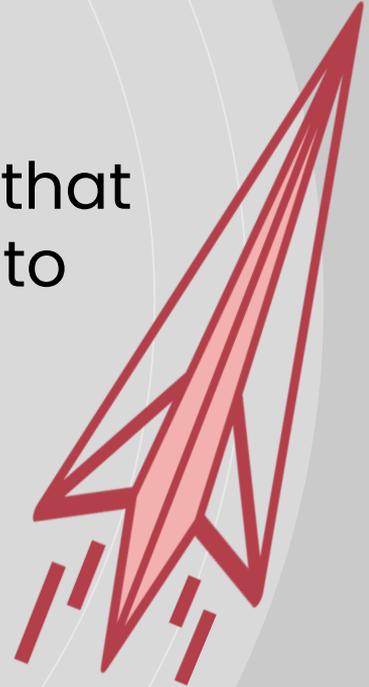
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Share why we believe that chambers don't need to reinvent the wheel to drive more revenue.



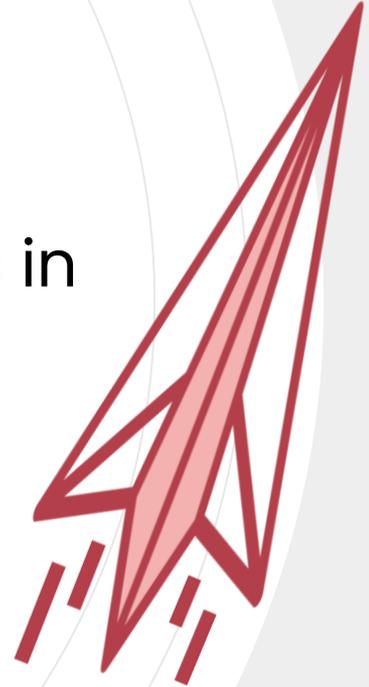
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Share how to engage prospective members in meaningful recruiting conversations.



Ignite Your Membership Sales!



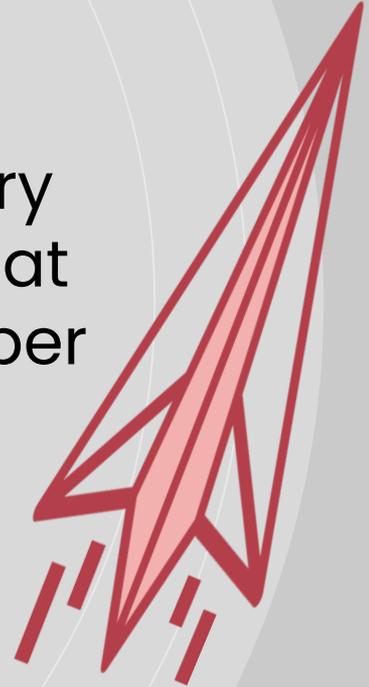
KAYLA BOWERS
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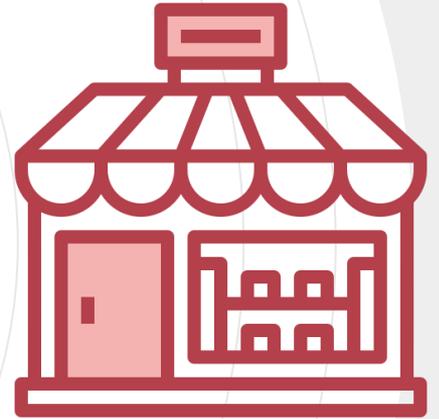
 kayla@fruitachamber.org

 fruitachamber.org

Share her success story
growing membership at
the Fruita Area Chamber



**Why should a small business
join your chamber?**

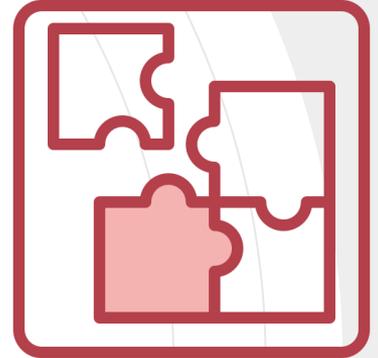


**Why should a larger business
join your chamber?**



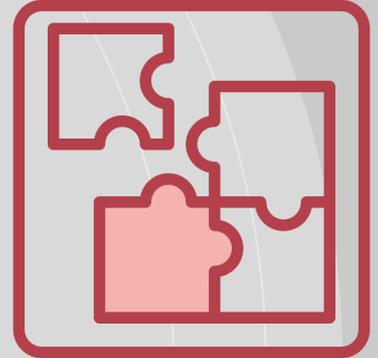
Tell Us About Your Chambers...

- Networking Events?
- Annual Events?
- Community Events?
- Government Relations or Public Policy?
- Economic Development?
- Professional Development?
- Savings Programs?



Tell Us About Your Chambers...

- Young Leaders?
- Ambassador Programs?
- Committees or Councils?
- Women in Business?
- Sponsorship and/or Advertising opportunities?
- Social Media Opportunities?



**Unlimited bandwidth to add
more events or programs?**



You don't need to reinvent the wheel to drive more revenue!

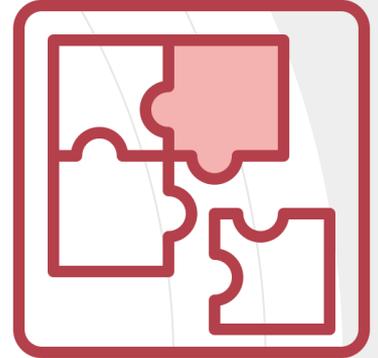


Businesses invest to solve a problem or achieve an objective.



Helping Businesses Resolve Their Problems

- ❑ We all know the challenges businesses face... And how to solve them through our chamber.
- ❑ That's why membership sales is so easy, and anyone can do it.
- ❑ How's that working out?



I'm just looking...



Nobody Wants to Be Sold...

- ❑ Knowing how to resolve prospective members problems is a good thing!
- ❑ However, you must earn THIS PROSPECTIVE MEMBER's trust first.
- ❑ Otherwise, they cannot connect the dots, no matter how much your chamber can help.



Slow, Productive Progress Leads To Success

- ❑ We're all passionate about how our chambers can help!
- ❑ But when we apply too much gusto, we end up dominating the conversation.
- ❑ Slow down and allow THIS PROSPECT to share THEIR story.
- ❑ When the conversation is about them, they will lean in!



Cultivating Trust

- ❑ Trust is very attainable.
- ❑ But it's not about how much you know.
- ❑ All prospects are skeptical... At first.
- ❑ We're going to help you convert your problem-solving skills into meaningful recruiting conversations.
- ❑ How does that sound?



Curiosity Is The Gift That Keeps On Giving

- ❑ Curiosity?
- ❑ Curiosity is the genuine desire to learn more about someone or something.
- ❑ When we're curious, we're more willing to learn.
- ❑ Curiosity helps us confirm details.
- ❑ It's the opposite of assumption.
- ❑ Curiosity fosters meaningful conversations.



Questions Matter

- ❑ THIS PROSPECT will appreciate your demonstrated knowledge.
- ❑ As opposed to someone who impulsively provides information about their chamber.
- ❑ We must learn about THIS PROSPECT well before we introduce the benefits of membership.
- ❑ It happens naturally when we are curious and ask the right questions.



Strategic Questioning

- ❑ Situation Questions
- ❑ Problem Questions



Situation Questions

- ❑ We don't sell memberships; we help businesses resolve their problems.
- ❑ Problems that are causing them distress, frustration, shame and financial struggles.
- ❑ Situation questions are easy for THIS PROSPECT to answer.
- ❑ The "get-to-know-you" stage of a conversation.



Situation Questions

- ❑ Critical foundational effort.
- ❑ Cannot be taken lightly.
- ❑ Situation Questions enable THIS PROSPECT to reflect on what they like about their business.
- ❑ THIS PROSPECT will fully engage with you when you ask questions with purpose.



Situation Questions

The aim is to gain reasonable understanding about THIS PROSPECT's operation.

- You are not applying for a job.
- Give THIS PROSPECT the opportunity to share their story...
- So, give her the stage.



Intro to Situation Questions

- ❑ Every business is unique (prospect Name).
- ❑ I'd appreciate it if you shared your story.
- ❑ Then shush, actively listen, and take notes.
- ❑ **What do you think will happen next?**
- ❑ You'll find out how THIS PROSPECT feels...
- ❑ Good, bad or somewhere in the middle.



Example Situation Questions

- ❑ THIS PROSPECT will leave out details.
- ❑ You'll need a list of questions to pull from.
- ❑ Tell me about your (product/service).
- ❑ How does it work?
- ❑ Who uses it?
- ❑ Who are your toughest competitors?
- ❑ What sets you apart from your competition?



Example Situation Questions

- ❑ Tell me about your team?
- ❑ Dependent on the size of the company...
This may be individual roles or departments.
- ❑ **Why is this question essential?**
- ❑ It ensures you uncover the various avenues where your chamber might provide value.



Example Situation Follow-Up Questions

- Who handles your Marketing and Communications? (MARCOM)
- Do you have a sales team?
- Is there an operations or office manager?
- Do you have any young up-and-comers? (think young professionals)



WARNING!



Every Situation Question you ask will uncover details that will make you want to talk about your chamber.

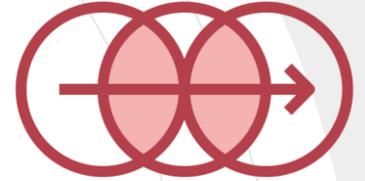


Be Patient...



Transition Question

- Wow, I would have never guessed any of this.
- You really have an interesting business.
- I'm wondering, how do you market all the things you do?
- Did anybody notice what just happened?**



Three Big Predictable Problems

❑ We've seamlessly transitioned from learning about THIS PROSPECT's situation... To uncovering a potential problem.

❑ **Visibility**

❑ Credibility

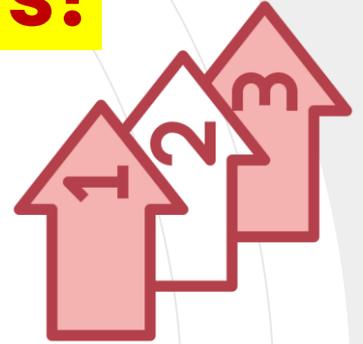
❑ Growth

❑ **Your chambers have a proven track record of helping businesses resolve these problems!**



What About Prospective Investors?

- Topic for another day but...
- Access
- Influence
- Resources
- Compelling reason to meet.
- Stop by our booth to learn more.



Problem Questions

- ❑ To be a problem solver, you must know the problem.
- ❑ Problem Questions reveal THIS PROSPECT's potential needs.
- ❑ They clarify their difficulties or dissatisfactions.
- ❑ This is how you uncover the necessary information to make a relevant membership recommendation.



Example Problem Questions – Marketing

The aim is to gently probe for difficulties in areas where your chamber can help.

- ❑ I'm wondering, how do you market all the things you do?

Always begin with questions about the PRESENT:

- ❑ Hmm, tell me more about how you are using social media?
- ❑ How's it working out?



Example Problem Questions – Marketing

- Are there other things you are doing to get the word out?
- How's that worked out?
- Since it's working, can you do more or are you at the limit of what you can expect or afford?



Don't Solve Problems Too Early

- ❑ Hearing a problem may tempt you to share how your chamber can help.
- ❑ But you won't be successful discussing solutions this early in the questioning process.
- ❑ You need to know what marketing programs THIS PROSPECT has tried in the past and any plans they may have for the future.



Example Problem Questions – Marketing



Questions about the PAST:

- I'm wondering, what have you tried previously?
- Why did you stop doing it?
- Have you learned anything since those experiences that might change the outcome today?
- Anything else that you have tried?

Example Problem Questions – Marketing

Questions about the FUTURE:

- Is there anything you have in the works that you are excited about?
- What results are you hoping for?
- Anything else I should know about that I wasn't adept enough to ask?



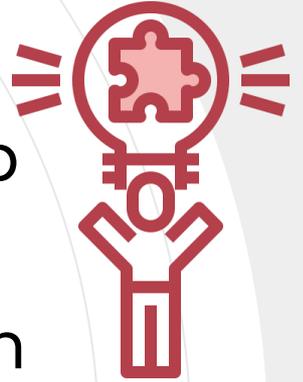
Questions Matter

- ❑ Something significant happens when we are curious and strive to go beyond basic knowledge.
- ❑ Your questions shift the topic away from your chamber... And make the conversation about THIS PROSPECT.
- ❑ You build trust when you demonstrate the desire to understand and learn more about them.
- ❑ Most importantly...



Questions Matter

- ❑ Now you can make a relevant a membership recommendation for THIS PROSPECT...
- ❑ And meaningfully share how they will gain an advantage through membership.



Tips For Success

1. Be Prepared:

Create a list of strategic Situation & Problem Questions so that you are always ready to spark meaningful recruiting conversations.



2. Be Curious:

Ask open-ended questions that encourages THIS PROSPECT to share beyond a simple “yes” or “no.”

Tips For Success

3. Be Persistent:

Ask follow-up questions to uncover more information and obtain a well-rounded understanding of THIS PROSPECT.

4. Be Respectful:

Listen actively and value THIS PROSPECT's situation and challenges from their unique point of view.





**FRUITA AREA
CHAMBER
OF COMMERCE**

WACE Conference 2024

MEMBERSHIP SALES

Kayla Bowers, Executive Director
Fruita Area Chamber of Commerce (FACC)



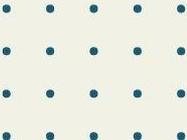


About the FACC

- Beginning of 2020 - 250 active members.
- Net membership increase of 250 by the end of 2022
- DOUBLED the size of our Chamber

100%

Membership Increase over
over 3 years





**FRUITA AREA
CHAMBER
OF COMMERCE**



2020
58 NEW members



2021
123 NEW members



2022
138 NEW members



2023
84 NEW members



Too Many Events



A group of cyclists is riding on a paved path that runs alongside a grassy area. In the background, there is a large, dark-colored dinosaur sculpture, possibly a T-Rex, standing behind a black metal fence. The scene is set outdoors on a sunny day, with a large tree on the left and a building with a sign that says "SALON" in the distance. The sky is clear and blue. The text "DO LESS, BETTER." is overlaid in the center of the image in a bold, white, sans-serif font. There are blue decorative elements on the left and right sides of the image, consisting of horizontal lines that form a stylized, angular shape.

**DO LESS,
BETTER.**

MEMBERSHIP LEVELS & BENEFITS

FRIEND OF THE CHAMBER - \$75

- Reserved for individuals not associated with a business
- Invites to Chamber-hosted events and programming

CONNECTOR - \$225

- Small business "starter" package for businesses
- Directory listing on Chamber website
- No-cost event postings on Chamber online calendar
- No-cost job postings to Chamber online job board
- Invites and discounts to Chamber-hosted events & programming
- 20% off booth fees for Fall Fest & Farmers Market
- Opportunity to include marketing materials in Chamber office and new resident/welcome bags
- Ribbon cuttings for new business, expansions, and anniversaries
- Special second business rate for all eligible businesses
- Special non-profit rate for all volunteer-based 501(c)(3) organizations

LEADER - \$550

- Includes all Connector level benefits plus;
- Up to 2 total category listings in business directory
- Two (2) complimentary e-newsletter inserts
- Enhanced directory listing package
- One (1) Business Feature post on Chamber social pages
- One (1) annual punch passes to Business After Hours
- 30 consecutive days premium website banner advertisement

SUPPORTER - \$750

- Includes all Connector level benefits plus;
- Up to 4 directory or category listings on Chamber directory
- Four (4) complimentary e-newsletter inserts
- Enhanced directory listing package
- Two (2) Business Feature post on Chamber social pages
- Two (2) annual passes to Business After Hours
- 60 consecutive days premium website banner advertisement
- 1 copy of printed mailing labels for all Chamber members
- Recognition as networking sponsor for 1 WTF luncheon (optional)

ADVOCATE - \$1500

- Includes all Connector level benefits plus;
- Enhanced directory listing package
- Up to 6 directory or category listings on Chamber directory
- 90 consecutive days premium website banner advertisement
- Three (3) Business Feature post on Chamber social pages
- Four (4) annual passes to Business After Hours
- Six (6) complimentary e-newsletter inserts
- 2 copies of printed mailing labels for all Chamber members
- Recognition as Government Affairs meeting supporting sponsor

INVESTOR - \$2500

- Includes all Connector level benefits plus;
- Enhanced directory listing package
- Up to 8 directory or category listings on Chamber directory
- 120 consecutive days website banner advertisement
- Four (4) Business Feature posts on Chamber social pages
- Six (6) annual passes to Business After Hours
- Eight (8) complimentary e-newsletter inserts
- 3 copies of printed mailing labels for all Chamber members
- Recognition as Student Success Funder at Student Civic Engagement Luncheon and on Student Membership page (optional)



BUSINESS BUILDING

We encourage members to connect and build lasting relationships through monthly business building events. Networking helps increase business visibility and create community through connection.

EDUCATIONAL

We offer educational resources to help members get the most out of their membership while strengthening and growing their business.

MEMBER CONNECTION

We are only as strong as our connection with our members. To celebrate and thank our members for their support, we host various recognition meetings.

COMMUNITY ADVOCACY

We believe it's vital for our members to be informed about current political, economic, and developmental topics and issues directly impacting Fruita. Through numerous forums, we help members become informed and involved in our community.

COMMUNITY EVENTS

We support our local community by hosting a variety of family-friendly community events. These events are integral to our community and are made possible through the support of our members.



FRUITA AREA CHAMBER OF COMMERCE MEMBERSHIP BENEFITS



FRUITA AREA CHAMBER OF COMMERCE

Welcome to the Fruita Area Chamber of Commerce, where your business is our business! When you join FAČC, you join a force—a support system of resources, information, and connections. Together we'll build a strong community and help businesses thrive.

As your community connection, we advocate on behalf of the business community while helping your company express its voice and build strong collaborative relationships.

- Through year-round events and advocacy, you will:
- Grow your business
 - Strengthen your connection with the community
 - Advocate for the changes you want to see in our local government
 - Connect with other local businesses and foster a thriving economy

YOUR COMMUNITY CONNECTION

FRUITA AREA CHAMBER OF COMMERCE
MEMBERSHIP@FRUITACHAMBER.ORG
(970) 858-3894
432 E. ASPEN AVE. FRUITA, CO, 81521



VISIT OUR WEBSITE
FRUITACHAMBER.ORG
SCAN HERE



Anniversary & Grand
Opening Ribbon Cuttings



Subscription to Newsletter
& Weekly Updates



Local & State Advocacy



Participation in Committees



Hosting & Sponsorship
Opportunities



Referrals & Online Member
Directory Listing



Increased Visibility &
Credibility



Monthly Networking Events



Advertising Opportunities



Support of Community
Events

Women in Business

Education & Development



Annual Women's Conference

Entrepreneurship



Women's Entrepreneurship Luncheon

Connections



Monthly luncheon, quarterly activities

Ignite Your Membership Sales

01

Value-added benefits

02

UPCHARGE event fees for soon-to-be members

03

Exclusive member-only programming & events

04

De less, better





**FRUITA AREA
CHAMBER
OF COMMERCE**

THANK YOU



Kayla Bowers



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Thank You!



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Thursday Evaluations



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