

# MEMBERSHIP SCRIPT

## The Basics:

- You're likely following up on a mailed or emailed membership packet.
- Ideally, you're connecting with someone you know and/or have visited before. Asking to join should not be the district's first contact with a business.
- Select a time and type of visit that works for the business. Don't ask them to join when they have customers in their store or are busy or stressed. Some people may prefer an appointment or a cup of coffee compared to a walk-in.
- If you're calling and get voicemail, don't leave asks via voicemail. *"Hello, this is \_\_\_\_\_ from the \_\_\_\_\_ Business Association. I wanted to tell you about the exciting things happening in \_\_\_\_\_ district. I know you're busy so I'll call back."* Then call back in a day or two.

### 1. Introductions and Chit Chat

*"Hello, how are you? I'm \_\_\_\_\_ and I own \_\_\_\_\_ business. I'm also on the board of \_\_\_\_\_ Business Association. The Association is a group of local business owners who volunteer our time to promote businesses in our district and improve the economy in the area. We organize things like \_\_\_\_\_."*

### 2. Ask About Their Business

*"But first, I'd love to hear about your business? How is business? What is your biggest issue at the moment?"* (Listen to what they say and think about how your benefits can help them the most. You can prompt them with questions about how long they've been in businesses, favorite products, why they picked this location, etc.)

### 3. Pivot to Purpose of Your Visit/Call

*"You probably saw our \_\_\_\_\_ (mailer/email/invitation) and I wanted to follow up with a personalized request."*

### 4. Explain Benefits and ROI

*"For the past \_\_\_\_\_ years we've been organizing \_\_\_\_\_ to help businesses like yours with \_\_\_\_\_. It's really worked! Last year businesses reported a \_\_\_\_\_% increase in sales during our annual event. Membership costs \_\_\_\_\_ and our members get a host of business benefits: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. The value you get from membership far exceeds the cost of dues."* (Keep the list short and hit the highlights. Adjust based on whether this is a new member or a renewing member.)

### 5. Give Them a Chance to Ask Questions

Answer their questions in a way that highlights the benefits and ROI.

### 6. Ask

*"We'd love for you to become a member of the \_\_\_\_\_ Business Association. Will you join us?"*

### 7. Wait

Be patient and wait for them to answer. Don't interrupt their thinking no matter how uncomfortable the silence.

**8. If Yes**

*"Thank you! Would you like to pay via check or via credit card? I can take your payment now with my phone. I hope you'll come to our next meeting at \_\_\_\_\_ on \_\_\_\_\_. I'll also follow up tomorrow via email to get your name and logo put on our \_\_\_\_\_." (Website, map, directory, etc.) "Thank you, welcome aboard and we look forward to helping your business prosper."*

**If Maybe**

*"Thanks for considering it. I'd love to have you come to our next \_\_\_\_\_ (meeting, mixer, event, etc.) as my guest so you can meet some of the other business owners in the association. Can you make it?"*

**If No**

*"Thanks for considering it. May I ask why not? (You're hunting for the opportunity to counter or ways to strengthen your benefits.) "Thanks for your time and I'd still love to have you come to the next \_\_\_\_\_ (meeting, mixer, event, etc.) as my guest. Can you make it?" (Some businesses take multiple asks so it's often worth cultivating.)*