



Member Recruitment Script

People have a need to belong to something larger than themselves. Associations are a great place for individuals to benefit personally and professionally. Unfortunately, for a lot of very good reasons, they often hesitate making a commitment to join when approached.

Associations that approach prospective, new and inactive members from a relation-centred, member-centric perspective spend time listening for key needs and aspirations. They then match those to existing programs, products and services - as well as - contacts within the association that can be of immediate assistance.

Successful recruitment requires not just getting individuals to join the association but also engaging them to participate in the membership community. Making immediate connections shows that your interest in their involvement is more about their success than anything else.

INTRODUCTION STATEMENTS

Version 1: Prospect is known well. For lead-in, cite recent occasion where you were able to help the prospect, or you had a recent discussion with the prospect on some supply chain topic. Then say, "You know, [prospect's name], I've found being a member of CSCMP and a board member of our local roundtable has really benefited my career and I would like to take a few moments to introduce you to our association." (Continue with basic script.)

Version 2: Prospect is an acquaintance. Refresh the prospect's mind as to who you are and when you last talked to him or her. Then say, "[Prospect's name], you're a supply chain professional, and I'd like to take a few minutes of your time to tell you about an association of supply chain professionals called the Council of Supply Chain Management Professionals." (Continue with basic script.)

Version 3: Prospect new to the city. "Good morning, [prospect's name]. I'm [name, title, organization], and I'd like to welcome you to our city." Engage the prospect in conversation about where he or she came from, how he or she likes your city, etc. Then say, "[Prospect's name], meeting other supply chain professionals in a new locale is not often easy, which is why I'd like to briefly tell you about a professional association here in town that you may want to join." (Continue with basic script.)

Version 4: Prospect not known, recently promoted. "Good morning, [prospect's name]. I'm [name, title, organization], and I'd like to congratulate you on your recent promotion." Engage the prospect in the conversation about how long individual has been with current organization, what he or she will be doing in new position, etc. Then say, "I'd like to quickly tell you about an organization of supply chain professionals that could prove to be invaluable to you in your new position." (Continue with basic script.)

BASIC SCRIPT

"CSCMP is a professional association of more than 8,500 individual supply chain professionals globally. Our members are lifelong learners who are interested in professional development, on-going education and expanding their network of supply chain talent. It is the world's largest professional association devoted exclusively to end-to-end supply chain management. CSCMP is headquartered in Chicago, Illinois and the annual membership dues are less than \$1 a day. Within our local roundtable, we have more than [insert number] members from a range of supply chain organizations in our community. [Insert member names/titles, organizations that prospect may know, or key local supply chain leaders who belong.] I've been a member for [insert number] years, and I've found that CSCMP has helped me considerably in my job. [Cite specific instances wherein roundtable and CSCMP affiliation has helped you.] I've also benefited from the local roundtable events that have given me the opportunity to share ideas and obtain perspective as well as input from peers. In addition, [quickly list other key activities/services of the local roundtable]. As a CSCMP member, you belong to the global

organization and have access to on-line education, certification and the member directory, as well as the ability to participate in our local roundtable, either by attending events, becoming a speaker or volunteering for local leadership roles. CSCMP affiliation expands the professional development potential of supply chain professional tremendously by providing the ability to expand your network of supply chain talent, as well as career development and educational opportunities. I think you would find membership extremely worthwhile, and I would like to invite you become a member today. Are you interested in joining our community?

Answer Yes: Great, would you prefer to join on-line (send e-mail with instructions on how to join on-line and include coupon code, if you have one) or can I have someone from our membership department call and process your membership today? It's been a pleasure talking with you, I'll send you a follow-up e-mail and include my contact information, so that when you are ready to get engaged in our local community, you will know how to reach me.

Answer No: I understand, but would like to invite you to our next roundtable event so that you have an opportunity to experience CSCMP for yourself. (share event information, ask if you can send a registration link and obtain/confirm e-mail address) It's been a pleasure talking with you, and I'm going to send over the event announcement and registration link today. Feel free to share this information within your organization/network. I'll include my contact information in the e-mail, in case you have any questions. See you on (date of the event).

COMMON OBJECTIONS

"I belong to too many organizations already."

I found myself in the same position. I asked myself which of these organizations is truly interested in my professional success? When you look for an association to be your professional home, I believe that CSCMP is that place. We are distinctive because first – we focus specifically on the issues important to supply chain professionals. And second, because our focus is first to make sure you are getting what you need from the organization and the membership community to address your immediate needs. And finally, our community also believes that the profession gets stronger when we help one another. As others have helped you - you will find yourself in a position to help a fellow member. We're more than an organization representing the supply chain profession, we're a professional community working collectively to advance our discipline.

"I can't afford it."

Being a member doesn't cost, it pays. Yes, there is a financial investment to be part of our community. Consider it a business development expense. The information, connections and opportunities that you get far exceed the cost of the dues. The more you communicate your interests and needs, the more you will find the information, knowledge, tools, and connections that will be of most value. Here, everyone speaks our language and everyone knows what we're talking about making the advice more tailored and the suggestions and solutions more directly applicable. Where else can find that for less than \$1 a day?

"I have no time!"

We all start out thinking that participation will mean MORE time. What happens for most of us is that we discover that it becomes a better use of our time. Our roundtable meetings become places where you can bring your most frustrating issues – and find someone or something that can be of support...or meet someone who may be interested in pursuing a new idea or concept with you. And if not, then connecting with CSCMP's highly competent and incredibly friendly staff will help you to get even more than what you hoped would be available. Chances are you won't find this kind of support alone in your office...or trying to connect on the Internet. We all share the same time pressure. CSCMP helps us learn how to negotiate the time we have to gain greater advantage for what we want and need to accomplish.