

As a roundtable leader, you spend a great deal of time trying to convince individuals of the value of membership. But, more than anything, it will be your personal experiences that show a prospective, new, or inactive member proof of how membership can make a marked difference to one's life and career.

The following six segments are talking points to help you accurately express the value of CSCMP membership.

1. Introduce yourself and establish a rapport

Find common ground to build a bond with a potential member. Open up the conversation with "safe" topics: family, occupation, recreation, and motivation (recognition, networking, giving back, etc.). Be sure to avoid topics such as religion and politics.

2. Focus on your prospects immediate wants and needs

Listen for his or her "hot button." A "hot button" represents an issue requiring immediate attention. Whatever that need is, there is a program, product, service, or connection with another member that will be of immediate and long-term interest. Supplement the discussion by sharing how participation in roundtable activities, as well as connections with other members, has made a difference for you and your career.

3. Highlight the long-term value of membership benefits

It's easy to be overwhelmed by all that CSCMP has to offer. Showing how the association can be of immediate benefit is essential, but it's not enough. It is also critical that you take some time to explain how CSCMP programs, products, services, and connections to other members can help them achieve any long-term goals and aspirations.

4. Extend an invitation; avoid a sales pitch

Be enthusiastic and genuine when extending the invitation. Instill in potential members that they are not just a number; CSCMP is interested in their professional development. By providing these individuals with connections, development, and education, they become a part of a professional community.

5. Answer questions, neutralize objections, and reinforce the value of membership

Expect some skepticism. There are a multitude of reasons an individual may not want to join an association (*see the back page of this handout for examples*). Reinforce that membership in this organization is unlike others by sharing some unexpected yet positive experiences you've had throughout your membership.

6. If more time is needed to decide – summarize the conversation, extend the invitation again, and set a convenient time to reconnect

Close the conversation with a few important facts that pertain specifically to the individual along with a recap on the benefits of joining. Emphasize that he or she has been specially selected to join because of who he or she is, what he or she has accomplished, and how he or she can contribute to the profession.

Reach out again as promised, answer any remaining questions, and reiterate that you'll help him or her make that important first connection.

Quick list of programs, products, and services

- Annual Conference
- Award Recognitions
- Become a Volunteer
- Career Center
- Local Roundtables
- Member Directory
- Mentorship Program
- Online Courses
- On-Site Education
- Research and Publications
- SCPro™ Certification
- Supply Chain Quarterly magazine

Responses to top 3 common objections

Using a Relation-Centered Approach

"I belong to too many organizations already."

I found myself in the same position. I hadn't asked myself which of these organizations was truly interested in my professional success. When I finally stopped to consider which association was going to be my professional home, I knew that CSCMP was that place. At CSCMP we focus not only on important supply chain issues, but we're also focused on you as an individual. As a part of our membership community, it is our goal to ensure you are getting what you need to increase your performance and advance your career. The strength of our membership community is built on a foundation of helping one another; as others help you, you will have the opportunity to help fellow members. 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. For less than \$1 a day, you will be a part of a community with access to research, connections, and opportunities that you won't find anywhere else. Here, everyone speaks supply chain – everyone knows what you're talking about – making the advice and solutions immediate and relevant. The more you get involved and communicate your interests and needs, the more ROI you will receive.

"I have no time!"

It is a common misconception that participation will mean more time, but, in actuality, it makes better use of limited time. (e.g., sharing a frustrating issue at a roundtable meeting provides immediate connections to people and resources that can be of support). Plus, as a member, you'll have exclusive access to CSCMP's skilled and friendly staff and online member directory that gets you connected to the right people more efficiently than trying to connect online. As technology improves and businesses move faster, CSCMP helps you get the answers you need and the solutions you want, saving you time and money.

Building a Vibrant Roundtable Community

Associations are a great place for individuals to benefit personally and professionally. Unfortunately, and for some very understandable reasons, potential members can hesitate when making a commitment to join.

It is necessary to approach prospective, new, or inactive members from a relation-centered, member-centric perspective and spend time listening for key wants and needs. Only then can you match them to existing programs, products, and services, along with contacts within the association that can be of immediate assistance.

Successful recruitment not only offers individuals access to professional resources, but also engages them in the membership community. Providing them with immediate connections shows that your interest in their involvement is more about *their* success than anything else.