

**Membership: Nurturing the Relationship Beyond the Sale**

**Notes: US Chamber Institute Webinar | December 18, 2024**

**A Successful Post Sale Journey!**

**Importance of Membership**

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**Beyond the Sale**

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**Building Lasting Connections**

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**Understanding Member Needs**

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**Member Communication**

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**Leveraging Technology**

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**Educational Opportunities**

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**Recognition & Appreciation**

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**Collaboration & Networking**

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**Testimonials**

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**Next Steps**

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