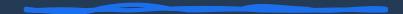


Membership: Nurturing the Relationship Beyond the Sale



Welcome

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What had happened was...





A Successful Post Sale Journey!

Importance of Membership

The Value of Membership

It's not just transactional.

It is an investment.



Beyond the Sale

Moving Beyond the Transaction

It ONLY <u>begins</u> with the transaction. How do we cultivate a longterm relationship?



Building Lasting Connections

How do we build lasting connections?



Consistency is Key!Regular communicationPersonalized Interactions

Create a Member-Centric Organization





Understanding Member Needs



Knowing Your Members

Our Members are diverse and so are their needs.

How do we know what they need?



How do we know what they need?

Let's ask them!

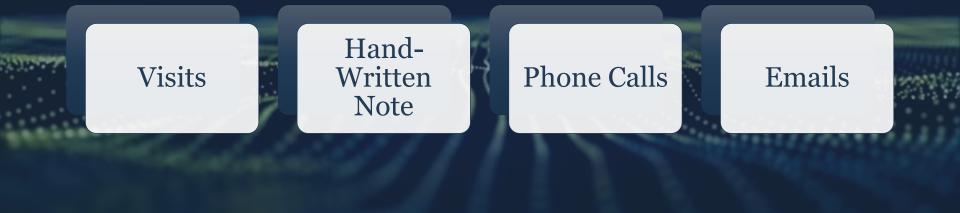
- One-to-One Meetings at the time of the sell and beyond.
- Surveys

Staff should also stay updated on industry trends.



Nember Communication

Types of Member Communication



leveraging lechnology

Leveraging Technology





Virtual Meetings



Bancatonal Opportunities



Educational Opportunities

WORKSHOPS

SUMMITS OR CONFERENCES

LUNCH & LEARNS



Recognition & Appreciation

Recognition & Appreciation

Recognition:

Member Features
Weekly, Monthly, Quarterly Recognition Programs
Appreciation Programs and Events

Awards



Collaboration & Networking

Collaborative Networking

- Platforms for Networking
- Share Networking Knowledge
- Quality over Quantity
- Building Relationships





Testimonials

Next Steps

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Questions?