



# Membership:

## Nurturing the Relationship Beyond the Sale



# Welcome!

# What had happened was...

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# 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 begins  
with the  
transaction.

How do we  
cultivate a long-  
term relationship?



# Building Lasting Connections

# How do we build lasting connections?



Consistency is Key!

- Regular communication
- Personalized 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?

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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.

# Member Communication

# Types of Member Communication

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Visits

Hand-  
Written  
Note

Phone Calls

Emails

# Leveraging Technology



# Leveraging Technology



Video



Social Media



Virtual Meetings

# Educational Opportunities

# Educational Opportunities



WORKSHOPS



SUMMITS OR  
CONFERENCES



LUNCH &  
LEARNS

# Recognition & Appreciation

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## Recognition:

- Member Features
- Weekly, Monthly, Quarterly Recognition Programs

## Appreciation Programs and Events

## Awards

# Collaboration & Networking

# Collaborative Networking

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



# Testimonials



# Next Steps



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# Questions?