



Greater Iowa City Membership Drive Training

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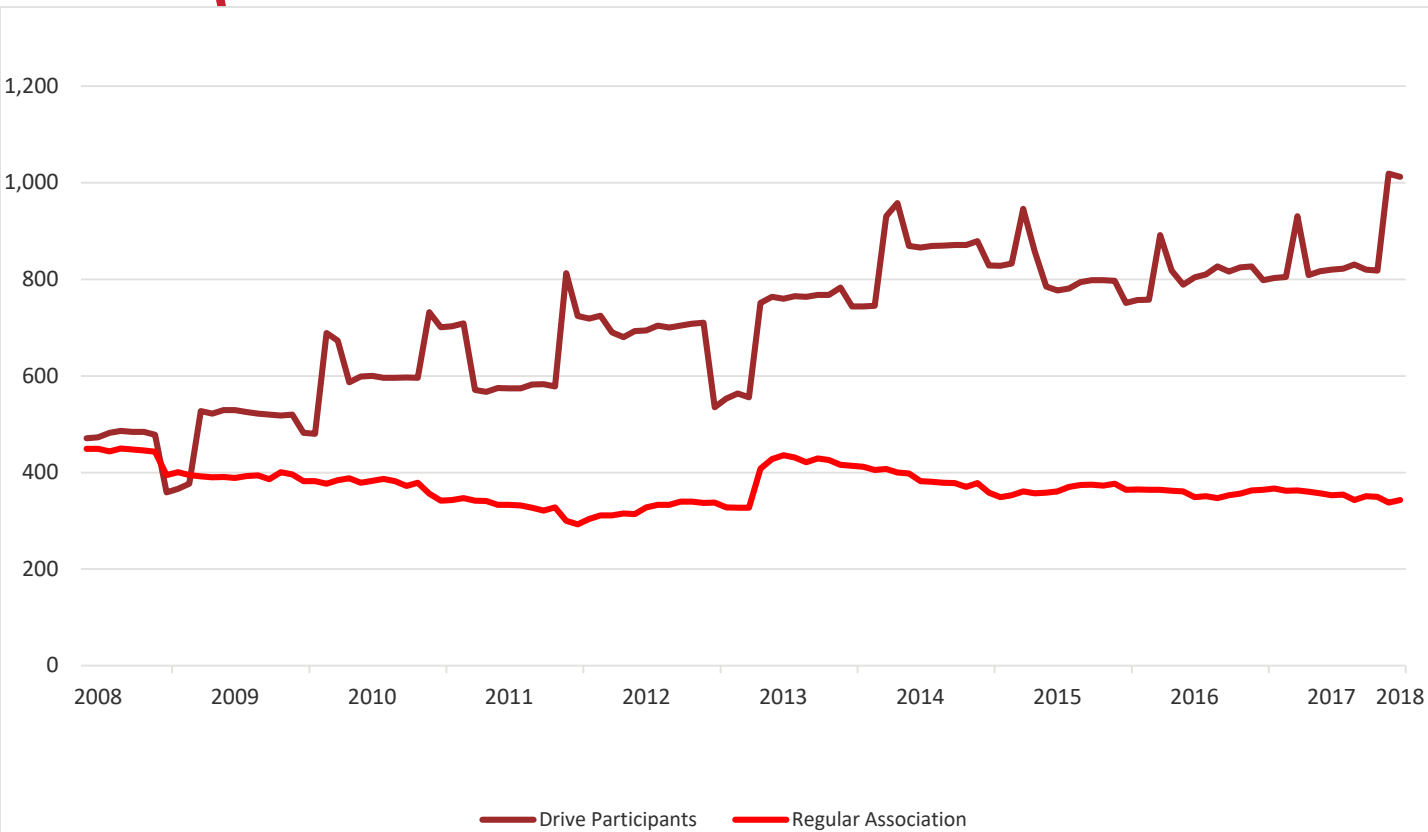


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Agenda

- I. Membership Drive Details
- II. Value Proposition
- III. Making the Ask to Join
- IV. Overcoming the No
- V. Next Steps

Why do we drive?





Start your engines

Date

- Sept. 24-25 virtual

Incentives

- Advertising
- October event
- NAHB swag

Prizes

?

SKS: Builder Member Competition

- All inclusive trip to Napa Valley with a guest
- Top nine Builder members who sign up the most NEW members from Sept. 1-Oct. 30, 2020
- Compete against others from HBAs in their size category (small, medium, large)
- Winners will visit the new Signature Kitchen Suite Experience and Design Center



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LG

Life's Good





Value Proposition





Uncover your value

How can the HBA...

Meet a need ?

Solve a
problem?

Help them
achieve their
goals?

Save them
time or
money?

Protect them
from risks?

3-in-1 Membership



NAHB was at the forefront in calling DHS to designate residential construction as 'essential infrastructure business'



Know your product

How can the HBA
help you grow
your business?



Know your product

How can you
save money as an
HBA member?



Know your product

How does the HBA
make things
happen for its
members?



Making the Ask



1. Refine your prospect list.
Who should *you* call?
2. What can membership
make happen for *them*?
3. Tell them the *story* of the
value of membership.
4. *Now* is the best time
to join.

Getting to YES



Yes!

- I don't have time
- I can't afford it

Your Next Steps

Warm your leads

- Review talking points & practice pitch
- E-mails, calls - start mentioning it now
- Share prospect lists with teammates

Show up

- Be confident and TRY
- Share your personal story
- Have fun and beat goals!

Thank You

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We Build Communities