

RECRU1T



GOT YOUR PROSPECTS?

Time to target them! Follow these 5 steps when reaching out and successfully accomplish your end goal: a new member.

1. **Introduction.**

Introduce yourself and establish rapport.

2. **Focus on their needs.**

Try to identify prospective member's interests and needs.

3. **Highlight the benefits.**

Assert why membership is worth more than the price of the dues. Share a personal testimony on what the HBA has done for you.

4. **Invite them.**

Invite the prospect to join and address any concerns. Express understanding, present your case, but don't be defensive.

5. **CLOSE. OR FOLLOW UP.**

Get agreement to either join and send in dues or talk again after reviewing recruitment materials.