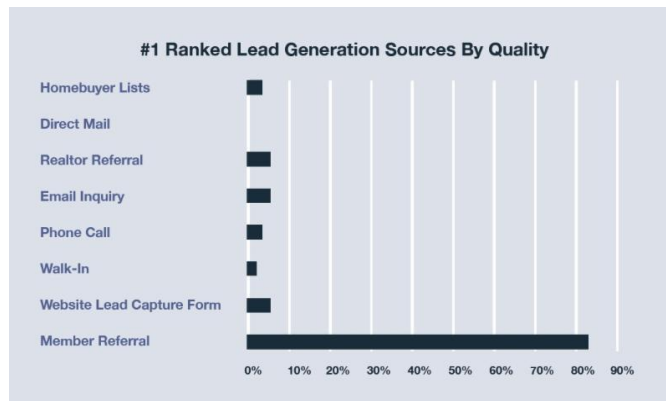




Membership Referrals

Planting The Seed

Member referrals continue to be the most preferred source for well-qualified new members, confirmed by more than 80% of respondents in a recent membership sales process analysis. And, in taking a closer look at this trend, it's possible that the new member segment of your membership base might offer the most valuable insight and reliable referrals.



Examining new member commonalities gives you a chance to confirm club relevancy and value through the eyes of your current market. Clearly understanding why people choose to join through the questions they ask, the priorities they share and objections they present helps you cleverly position your approach to closing membership sales.

A recommended best practice for a fruitful new member referral experience is to plant the seed of significance early. Depending on your club assimilation process you should strategically determine opportunities to provide education on the importance of member referrals in securing a sustainable future. You might begin with a discussion on the positive impact member referrals have on club operations. Then, follow-up with a series of correspondences, with the first maybe reminding your new members to be brainstorming possible referrals, followed by a direct request for prospective member contact information.

Because you have planted the seed early on in the onboarding process, new members understand the importance of their role, they recognize referring potential members as their responsibility, and they are prepared to offer you names.