



What's Trending?

New Member Orientation Programs – Focusing on Relationships

A fundamental focus within any club's new member orientation program should be on *relationships*. Your orientation program is an opportunity to strengthen a new member's connection to the club, which will result in membership engagement and participation – both key components for driving revenue.

Techniques for solidifying the connection between new members and the club during the club orientation process follow:

1. “I’m kind of a big deal...People know me” – Ron Burgundy, Anchorman.
 - a. Your new members should feel **valued**. One of the easiest ways to show them they are important is to put SOPs in place so your team members can recognize them by name from the very beginning.
 - b. Additionally, new members should feel **expected**. If they have an appointment at the club, there should be parameters in place so team members can anticipate their needs and await their arrival.

2. Focus on storytelling...
 - a. To get involved new members must feel **comfortable** at the club. Connect with them emotionally by telling stories about the club that correlate with their interests and demographics.
 - b. Additionally, new members should feel **informed**. Communicate club parameters in a positive and inviting way. Be sure to share examples and situations that are relevant to them specifically as you go through the “rules” to keep them interested.

3. Be creative...
 - a. Make new members feel **special** through personalization. Surprise them with something you have learned about them – For example, if they are foodies, give them a dining certificate and club cookbook that includes a signed note from the executive chef.
 - b. Identify opportunities to **showcase** the great service your club can be relied on to provide them. An example might be to offer them complimentary car detailing from the valet staff during their first visit to the club.