



Private Club Membership Sales Process

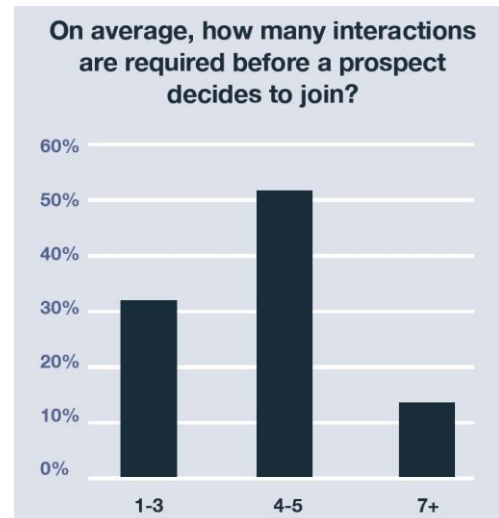
Trends & Analysis

Private Club Membership Sales Process Trends & Analysis Report PCMA and Clubessential have a partnership guided by seeking opportunities to provide solutions to our niche of the private club industry. Our most recent collaboration was initiated due to the importance of infrastructure within the membership sales process. A common theme from research and conversations with private club membership and marketing professionals is that they are feeling maxed out - namely due to lead generation and time management challenges. In response to these prominent commonalities, we put together a report featuring survey data and professional interviews with the intention of showcasing benchmarks and best practices for a results oriented and time efficient membership sales process.

Our recent study confirms that 96% of participating clubs operate under the best practice of featuring a lead capture form on the public side of their website. We go on to explore the benefits, opportunities and applications of lead capture forms in our full report.

Nearly 90% of research participants confirmed it takes at least 4 touches to close a membership sale! And, club tours are considered to be the most effective tool in convincing a prospect to join. Learn how this high number of touches combined with the importance of touring correlates to prospect rankings and developing midline prospects by reading the full report.

As membership sales professionals we spend a lot of time in meetings explaining our circumstances and progress. In conducting this research we learned that 75% of participating professionals submit weekly or monthly reports. We detail six best practice reports that show club leadership proof of membership sales efforts within the full report. PCMA members



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