



## **Cornerstone Membership Committee**

# **RECRUIT**

### ***Lee Building Industry Association***

4210 Metro Parkway, Suite 100, Fort Myers, Florida 33916  
P: (239) 936-5525 | F: (239) 936-5839 | E: info@bia.net  
Website: [www.BIA.net](http://www.BIA.net)



## **2008 Cornerstone Membership Committee - Description of Duties**

**Mission:** To team new members with current Lee BIA members so that new members may develop a commitment to the Association. This pairing will provide new members with a vehicle to network within the building industry by promoting and ultimately increasing their business and retaining their membership.

The Cornerstone Committee has been organized into three divisions help serve the members of the Lee Building Industry Association in the following ways:

*[Please check the role(s) that you are interested in and have time to dedicate to.]*

**Recruiting** New Members:

Invite fellow vendors, subcontractors and business partners to get involved in the Lee BIA to enjoy all of the member benefits.

**Welcoming** New Members:

Welcome each new member with an office visit or phone call. Invite new members to attend an upcoming event. Attend meetings to welcome new members and help them to meet other valuable BIA member contacts.

**Retaining** Members:

Make phone calls to encourage active participation, verify contact information and ensure that members are satisfied with their BIA membership. Remind BIA members to continuously take advantage of their member benefits including awards, programs, table top events, *Building Review*, networking opportunities and member discounts.

### **Duties and Responsibilities:**

All Cornerstone Committee Members are required to:

Join one of the three Cornerstone Committee divisions.

Attend 8 of 11 committee meetings annually. When a conflict arises that prohibits attendance, members must contact the BIA prior to the meeting if the absence is to be considered an excused absence. Missing 2 or more meetings may result in dismissal from the committee.

Complete monthly assignments. This may include making phone calls, sending emails as well as reporting results to the BIA office in a timely manner. Please note: when members miss a meeting and do not communicate either their progress or their willingness to continue, their assigned members may be re-assigned at the chairperson's or BIA liaison's discretion.

Assist at the General Membership Meetings at least three times a year. This may include assisting at the membership table and/or welcoming members at events.

*If appointed, I agree to serve on the Membership Committee through December 31, 2008 and will adhere to this job description to the best of my ability.*

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_ Appointed: \_\_\_\_\_



## Potential New Member Lead

[Please fully complete and fax to the Lee BIA: (239) 936-5839.]

Cornerstone Committee Member: \_\_\_\_\_ Date: \_\_\_\_\_

Committee Member Company: \_\_\_\_\_

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### Potential Member Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

(1) What do they do for business? \_\_\_\_\_

\_\_\_\_\_

(2) How did you meet or know them? \_\_\_\_\_

\_\_\_\_\_

(2) What benefits of membership would be of most interest to them? \_\_\_\_\_

\_\_\_\_\_

(3) Who do they target for business? \_\_\_\_\_

\_\_\_\_\_

(4) What were their reservations about joining with you? \_\_\_\_\_

\_\_\_\_\_

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Remember to have them check out:**

<http://www.bia.net/join-us.php> for a BIA membership application



## How to Get a Potential Member to Join

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The personal approach is the most is the MOST effective way to recruit a new member. You understand the benefits of membership better than anyone because you have first hand-experience. Keep it simple by following this five step formula for recruiting new members both over the phone and face-to-face. Be friendly, upbeat, honest and direct, and you've got the perfect script for successful recruiting!

### **How do you get a member to join? Just ask them!**

#### **1. Introduction**

*Introduce yourself and establish rapport.*

"Hello! My name is \_\_\_\_\_. I am a fellow builder (or associate) and a member of the Lee Building Industry Association. We're helping other building industry professionals and there is a possibility we can do the same for you. Could I take two or three minutes of your time?"

#### **2. Focus on the Prospect's Needs**

*Try to identify interests and needs. Determine his/her hot buttons.*

"There is a lot happening in the industry. When are you personally finding the biggest challenge or need these days?"

(Possible responses: staying in business by saving money; increasing expenses, regulations, keeping informed, finding new markets, increasing efficiency, training staff, etc.)

#### **3. Highlight Association Benefits and Services**

*After the prospect responds, highlight BIA services that relate to his or her needs. Give personal testimony on what the BIA has done for you.*

*Explain why you belong and why it is worth the dues you pay.*

"The Lee BIA has helped me save money in a lot of different ways. I get discounts for a lot of our monthly business purchases; for example, through Office Depot, DHL and UPS Shipping, and Bank of America. It keeps me in contact with a lot of suppliers, so I can get the lowest prices on building materials. By going to the educational programs, I am not only learning more cost-effective ways to operate and manage my business. Not to mention the increased business contact I am able to make by attending meetings and programs. It has saved me both time and money, and it could do the same for you."

#### **4. Invite to Join**

*Invite the prospect to join and address his/her concerns. In countering objections express understanding, and then get the prospect talking and finding out where he/she is coming from. Present your case but don't be defensive. Keep comments brief.*

"Have you ever thought about becoming a member?"

"Do you think you'd like to become a member?"

If the prospect responds to your invitation by saying, "We can't afford to join... we are trying to cut back on our expenses."

Possible replies:

"Everyone is cutting back and so are we."

"Think of your dues as an investment in your business that can earn you a far greater return."

"We think the BIA's value exceeds the annual dues. The dues are extremely affordable. Membership will pay for itself over the course of the year."

"What would you pay for? What is important to you?"

"If you had to buy the individual services that the BIA offers, it would cost you much more."

[See **How to Answer Objections to Joining** – for more suggestions]

#### **5. Close and Follow Up**

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

"I have a membership application for you. If you'd like to write a check or give me your credit card information, we can get your membership started today.

"It's important to make well-informed decision. Let me leave these materials with you and I will follow up before the end of the week."



## Top Tips on Recruiting New Members

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### ***1. Remember...***

- (1) People do things for 2 reasons – to gain a benefit or avoid a loss.
- (2) Look at everything through the eyes of the recipient.

### ***2. When you represent you BIA, you ARE the building association.***

The builders association is made up of business people like yourself and the organization easier. It's your organization and you want to see other good people involved. That's why you are working on recruiting new members.

### ***3. Be sincere.***

In your contact with prospects, don't mention that you are involved in recruiting new members or a membership campaign to "sign up lots of members." You can indicate that there is always emphasis on membership development, but do not give the impression that you want to sign them up to "help you out" or "reach a quota." They want to and should be treated as special; not like a herd.

### ***4. Be enthusiastic about the Association!***

### ***5. Make appointments.***

Plan personal visits by making appointments. Your prospect will be waiting for you if you make appointments in advance. When setting the appointments ask "Which time would be better, Tuesday at 10am or Wednesday at 2pm?" (You are giving a choice of times, not a yes/no option.)

## ***6. Consider the interests of each prospect.***

Analyze each situation... consider the interest of each prospect if you them, and place emphasis on those interest. Be prepared to answer questions regarding the particular field your prospect is in.

## ***7. Speak with confidence.***

Always talk like you expect an appointment or membership. A confident voice is influential; it makes refusal difficult.

## ***8. Establish rapport.***

Try to make the prospect feel good; establish rapport before making your sales presentation. Presentation should be brief and to the point. Introduce yourself and your firm and be sure they know you are volunteering time for your association.

Keep the interview as simple as possible. Let your prospect do the talking to identify needs. Don't argue any point, but emphasize the association's stand.

## ***9. Try this for an opener...***

"I was looking through my local Lee Building Industry Association Directory and I was surprised I did not see your company listed as a member of the association. I'd like to sponsor your membership today." Take it from there, but keep in mind you want him/her to join today!

## ***10. Ask questions.***

You don't have to time to tell the prospect everything about the association. Find their HOT BUTTONS. Show them how the association can help them and close. Answer any open-ended questions you have the answers to.

## ***11. Listen.***

When you have made the proposal, stop talking and wait for a reaction. Do not hurry the prospect. He/She might speak first just to break the silence, thus

leading you to another closing opportunity. Meeting objections with some positive reasons for investing in the association can be an effective close.

### ***12. Be persistent.***

Be persistent in your efforts and don't give up too soon... remember, "no" is a conditional reflex. Expect it and continue the conversation until you receive a "definite no."

### ***13. Don't let a "No!" get you down.***

Be prepared to face rejection... never make a telephone or personal call without assuming that the prospect could say "no."

### ***14. Don't rely on the phone to close a sale.***

"The check is in the mail" line usually won't work. Further follow up will probably be necessary.

### ***15. ALWAYS ask for the membership.***

Nothing happens until someone asks for something to happen. If the prospect wants time to think it over, remind him/her that you will call back on a given date and ask if this is satisfactory.

### ***16. Overcome objections.***

Learn to *challenge* those who say "No" or "Sorry not interested." Structure your challenging statements so that they can receive positive responses. It can be done casually and is probably the most effective means of preparing to close. It is accomplished by making the point that the objection stated is the only one and if you can overcome it, your prospect will invest.

**Example:** "The local Lee BIA is a clique run by big business. I am just a small local company."

**Answer:** If I understand you correctly, you feel the BIA is run by big businesses and if it wasn't you would join today. Is that correct? The prospect should agree and you may fill in the application as you explain our makeup.



## TOP 10 REASONS TO JOIN THE LEE BIA TODAY!

### **1** Three-For-One Membership

When you join your local Lee BIA, you receive the benefits of three memberships. You automatically become a member at the state (Florida Home Builders Association) and national level (National Association of Home Builders) – that's three memberships for the price of one.

### Powerful Advocacy

Everyday, NAHB, FHBA and the Lee BIA fight to defeat excessive regulations that are driving up the cost of housing. That puts money and time back in you pocket! On a local level, we keep you informed promptly and provide opportunities to make a difference. For example, meetings are held monthly between our Executive Officer and city and county staff to keep channels of communication open between the industry and those who develop and enforce building regulations. These meetings are open for any member to take part in.

### **3** Access to Critical News & Information

Knowledge is your best defense in this rapidly changing industry and association membership is the single, most-authoritative source of housing information. Your membership ensures that you'll be in-the-know. With timely news alerts, the Lee BIA's Building Review, NAHB and FHBA magazines, special-interest newsletters and publications, plus 24/7 access to [www.BIA.net](http://www.BIA.net) and NAHB and FHBA's members-only website – you get the latest building information as soon as it's released. And, only a phone call away is a professional staff member at the Lee BIA, FHBA, and NAHB to help you find the information you need.

## **Invaluable Networking Opportunities**

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As a alliance of local members, 17,000 state company members and 215,000 plus national company members from all areas of the industry, association membership is a one-stop networking Member mixers and monthly membership meetings to state and national conventions, committees, and other special events, there are hundreds of ways for you to meet – and build relationships wit fellow professionals, customers and suppliers.

**5**

### **Opportunities to Market your Business**

Sponsorships, adverting, Parade of Homes™, print and online membership directories, and exhibitor space.... There is something to fit your marketing needs and budget. And all opportunities age exclusive to association members!

## **Access to Expert Advisors**

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Wouldn't it be great to have a team of industry experts at your disposal to address your specific business questions for free? When you become a member, you get instant access to NAHB's distinguished economists, legal research staff, financial experts, librarians, and regulatory and technical specialist. Free legal advice on such issues as builder liability, contracts, zoning, impact fees, and the environment.... Technical assistance on wetlands issues, sewer, water regulations and safety regulations.

**7**

### **Exposure to the Latest Building Products and Services**

As a BIA member, you can attend FHBA and NAHB's tradeshow and expositions at a low member price and get a first-hand look a tall the latest products and services. FHBA's Southeast Building Conference (SEBC) draws over 600 exhibitors and 7,000 delegates annually. NAHB's annual International Builders Show™ (IBS) has over 70,000 attendees, 1,000 exhibits and the International Commercial Construction Expo (ICCON™), the Senior Housing Show™, the Multifamily Trends Conference™ and more.

## **Fun, Fun, Fun!**

All Work and no play makes for a dull association. The Lee BIA offers a variety of social events such as annual Fishing tournaments, Spring and



Fall Golf Tournaments, Member Mixers and Tradeshows, like our Contractors Showcase. All are great ways to have fun and get to know your fellow BIA members.

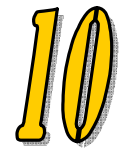


## **Member Discounts**

Lee BIA members receive a discount card with special discounts on a wide variety of business products and services through the NAHB. Discounts include 5% to 60% off of participating hotels, car rentals, office products, computers, overnight delivery, and many more. Through FHBA's Insurance Programs, members can participate in specialized insurance programs specifically for the Florida Construction Industry.

## **Do Something Good for Your Community**

Make a difference by participating in one of the Lee BIA's many community activities. One such program is the Lee BIA's Builders Care.



Builders Care provides construction services at no cost to needy and deserving elderly and disabled homeowners who cannot obtain home repairs through traditional means. The Lee BIA Builders Care goes to great lengths to show the local community just how much builders care.



## **Quick Facts about the Lee Building Industry Association**

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### **What is a BIA?**

A Building Industry Association is a group of people involved in every aspect of the building industry who are concerned about improving the area in which they do business and consequently their businesses and are willing to do something about it.

A BIA's strengths lie in the number and diversity of its membership. Both large and small businesses with many different interests are represented and influence the association. THE MEMBERS ARE THE ASSOCIATION. Collectively, the Association members can accomplish what a single business or individual cannot do alone.

A Building Industry Association does the following:

- Furthering social interaction and business opportunities among members and community leaders.
- Represents and advocates the rights and needs of the building industry with the media, local and state and federal regulatory bodies and other organizations. In turn, improving the public perception of the industry.
- Serves as a resource for information and education for its members
- Works in partnership with the 21,000 member companies of the Florida Home Builders Association (FHBA) and the 250,000 member companies of the National Association of Homebuilders (NAHB).

### **About the Lee Building Industry Association:**

For its more than 1,000 firms, the Lee Building Industry Association is much more than a trade organization. This non-profit association is a powerful voice for the building industry in the regulatory arena in southwest Florida. It is a resource for technical assistance, information and educational services. The BIA is a visible force in the communities where its members live and work. The Association has enhanced the image of our industry professionals as the concerned, involved citizens they truly are.

### **2008 Membership Dues:**

*Membership dues are due annually - one year from the initial start date. Out of each member's due a percentage is given to FHBA and the NAHB; to secure their membership with the state and national associations. A potential member must join their local association (Lee BIA) in order to be a member of state and national associations.*

Associate Member.....	\$560.00
Builder Residential/Commercial.....	\$640.00
Developer.....	\$875.00



## How to Answer Objections to Joining

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Possible Objection	Suggested Response
<p><b><i>It's too much money.</i></b></p>	<p>Our company thought the same thing to begin with. However, by taking advantage of the many benefits of the BIA, within a few months membership more than paid for itself. Through the Florida Home Builders Association, we can obtain discounted insurance through FHBI (the Florida Home Builders Insurance). In addition to the insight and edge our company had gained by connecting with the heart of our industry, the BIA. [Mention tangible benefits... For example: (1) Subscription to Florida Homebuilder Magazine and the Lee BIA's Building Review; (2) Discounts on daily office supplies and services; (3) Discounted entrance to IBS, SEBC, and Lee BIA-member only trade shows and educational programs]</p>
<p><b><i>I'm too busy – I don't have the time.</i></b></p>	<p>Work smarter, not harder. We keep you informed and reduce the time you need to keep up with the industry.</p>
<p><b><i>I'm too small of a company – I can't compete with the big guys.</i></b></p>	<p>Did you know that 70% of our builder members construct less than 25 units a year, just like you?</p>
<p><b><i>The Association and/or NAHB do not meet my needs.</i></b></p>	<p>Can you be specific, what needs? (Listen for response.) Allow me to tell you about some of the association services and benefits that may be of interest to you. For example, (offer BIA services here).</p>

<p><b><i>I belong to every association under the sun. I do not have the time to belong to another one.</i></b></p>	<p>You are obviously successful. Would you be opposed to spending \$ <u>(their dues here)</u> a year to employ a full time law firm to be on Capitol Hill, looking after the future of your career? That's what you get with your Lee BIA and in turn, NAHB membership. It is not necessary to attend all the meetings, but those that you do attend will give you great ideas and a chance to network with those you are looking to target. I use to feel exactly like you, so I sat down and asked myself what I needed. When it came right down to it, I need NAHB. After all, it is my career we're are talking about.</p>
<p><b><i>I was a member once. Something happened and my views weren't really represented.</i></b></p>	<p>The Association needs people like you. Your leadership abilities are evident. Could I propose that you could come in discuss about how we could get you involved?</p>
<p><b><i>I mostly do remodeling – my issues are different that the big builders.</i></b></p>	<p>Many builders are diversified and do remodeling. We have long time builder members who only do remodeling. In fact we currently have a Commercial Contractors Council that meets throughout the year to discuss topics that would be of similar interest to a remodelor. For example, the concept of Green Building is now in demand more than ever; the CCC host educational events that update builders and remodelors about how to go green.</p>
<p><b><i>Now is not the right time, maybe later.</i></b></p>	<p>Later may be too late. You really cannot afford to delay in being informed with the fast changes in the industry. Your support now will ensure that we continue to represent all facets of the industry.</p>

<p><b><i>I have my own association that represents my specific interests.</i></b></p>	<p>(1) Who do you primarily do business with – Commercial or Residential builders? The Lee BIA offers fantastic opportunities to network with these individuals at our [General Membership Meetings (GMM), Commercial Contractors Council (CCC) Meetings, Tradeshows – Reverse Table Top; Contractors Showcase]</p> <p>(2) As a member of the Building Industry Association you would have more of your interest represented. When the building industry is strong, you realize stronger business and greater profits. Also, as a member, you'll have an inside track on the latest building news – national, statewide and locally.</p>
<p><b><i>You meet at night; that's the worst time.</i></b></p>	<p>We may have our general membership meetings after hours but once you join, you'll learn that there are many other activities that do not occur during the evening. We also have luncheon meetings throughout the year. Plus, any employee of your business can attend a meeting in your place.</p>
<p><b><i>Not right now. Maybe later.</i></b></p>	<p>May I ask why? (Handle objection)</p> <p>Later may be too late. You can't afford to delay in being informed with the fast changes in the industry. Your support now will ensure that NAHB continues to represent your facet of the industry and anticipate your needs.</p>
<p><b><i>We're not interested.</i></b></p>	<p>Our company felt the same way when we were first asked to become members. We then looked at the benefits of membership and found that it was a profitable business decision. Your investment is only \$_____ per year. The business contacts alone are worth that.</p>
<p><b><i>Send me some more info.</i></b></p>	<p>We will be happy to send you more information. However, there is a lot of material in the membership packet and I realize your time is valuable. To save you this time, I can briefly summarize the benefits.</p>