

# **Membership Strategies in These Turbulent Times**

Membership continues to be the lifeblood of Chambers of Commerce and Associations. However, our strategy and techniques to membership sales and retention must be honed during these challenging times. We must also change how we think about and approach membership sales and retention. (75 – 90 minutes)

## **Some of topics covered in this workshop include:**

- The importance of retention
- Methods to gauge member satisfaction
- How to determine what members and potential members want and need
- Sales and Retention Techniques
- Marketing the organization
- Customer service basics