



ACCE CONVENTION 2008

INNOVATE

July 30-August 2

Pittsburgh, Pennsylvania

Closing the Sale

Friday, August 1, 2008

9:30 AM

Convention Center Room 310/311

Membership Recruitment: Closing the Sale



Presented by

Mark Levin, CAE, CSP
President, B.A. I., Inc.
& Executive Vice President
Chain Link Fence Manufacturers Institute

ACCE Convention 2008
August 1, 2008
Pittsburgh, PA

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Preparing for Success

This isn't exactly rocket science, but there actually is a skill set that you can develop to anticipate and overcome the most common objections to joining your Chamber. What are some of the skills you'll need, information you'll need, and help you'll need to be an effective "closer?"



Anticipating the Worst

Some objections are almost universal, some a little more specific. What are the most common objections you're likely to hear when approaching a prospect about joining your Chamber?

O.K. This is your big chance. No excuses.

Everyone comes to these programs secretly thinking, "Boy, I hope they're going to talk about _____ because that's always been a tough one for me."

So, fill in the blank. What's the hardest objection for you to overcome when convincing prospects that they should join your Chamber?

Anticipate-Understand-Respond

**Objection
Given**

**What's Really
Going On?**

What Do You Say?

MARK LEVIN, CAE, CSP

Mark has over 30 years of experience working with association and society leaders. This includes service as a local chapter director, National Membership and Chapter Relations Director for a major construction trade association, Membership and Development Director for the Highway Users Federation, and Chief Executive Officer for three organizations (one national and two international).

In his role as a speaker and consultant, Mark's clients include such groups as the Water Environment Federation, the American Medical Association, the Australian Society of Association Executives, the National Education Association and hundreds of other organizations.

His first book, *"Membership Development: 101 Ways to Get and Keep Your Members"* is in its ninth printing, while his second book, *"The Gift of Leadership"*, has been a hit on five continents. His third book *"Millennium Membership"* has been on the best seller list for ASAE (the American Society of Association Executives) for more than four years. His newest book, *"Retention Wars: The New Rules of Engagement"* is now available worldwide.

Mark is the ONLY practicing association executive to have earned both the CAE (Certified Association Executive) and CSP (Certified Speaking Professional) designations.

A graduate of the University of Maryland, Mark served on the faculty of the U.S. Chamber's Institute for Organization Management for 15 years, and currently serves as Executive Vice President of the Chain Link Fence Manufacturers Institute and as Executive Director of the Montgomery Blair Alumni Association.