

Lee BIA Retention Call Sheet – SCRIPT #1

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

Cornerstone Committee Member: _____ Date: _____

Committee Member Company: _____

Retention Call Company: _____

Spoke with: _____ Phone: _____

These calls should be made 90/120 prior to renewal. Please keep the call short and on purpose. Remember, this call is NOT asking for money. Ask for primary contact.

(1) Hello _____, my name is _____ and I am calling on behalf of the Lee Building Industry Association, do you have a minute?

(If Yes, continue. If not make an appt. for a follow up call or find out when would be a good time to call.)

(2) I am helping the Lee BIA staff update the database and we wanted to make sure that we have your company information correct.

Confirm: (Check those that are correct)

<input type="checkbox"/> Company Name	<input type="checkbox"/> Contact Name	<input type="checkbox"/> Mailing Address
<input type="checkbox"/> Billing Address	<input type="checkbox"/> Telephone Number	<input type="checkbox"/> Cell Number
<input type="checkbox"/> Fax Number	<input type="checkbox"/> Website Address	<input type="checkbox"/> Email Address

Notes on possible updates: _____

(3) Are you receiving event communications from the BIA either via, email, fax or mail throughout the year? YES / NO (Circle One)

(4) Are you receiving the Lee BIA Building Review newspaper monthly? YES / NO

(5) The Lee BIA and I would like to sincerely thank you for your membership over the past year. I see that your membership renewal will be coming up in _____ (date) and we would like to thank you in advance for renewing your membership.
(Pause, leave it open for their response.)

(If the response is positive CHECK HERE _____. If negative, please see SCRIPT #2)

(6) (If positive) Before I go do you have any questions? Our next meeting/event is scheduled for _____. We look forward to seeing you soon. Also, for the most up-to date information about the BIA, Member Benefits, and Events, check out the BIA website at www.BIA.net. Thank you for your time, goodbye.

Notes: _____

Lee BIA Retention Call Sheet – SCRIPT #2

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

Cornerstone Committee Member: _____ Date: _____

Committee Member Company: _____

Retention Call Company: _____

Spoke with: _____ Phone: _____

If the member does not intend to renew or is uncertain, please complete the following small survey.

(1) ***I am sorry to hear that you are uncertain about (or) not planning on renewing. May I ask you why?*** (Please note reasons...)

(Depending on the member's reasons, please refer the Membership Benefits list attached to try to change their decision. Remember: The BIA's goal and purpose is to be of help and benefit to our all of our members.)

How to Handle Objections against renewal: (Also see Handling Objections list attached)

1. "I do not have time to attend."

Your Response: Your participation, no matter how small is valuable. One of the benefits of your membership is membership identification. Being a Lee BIA sets you apart in the community and in the industry.

2. "I am not getting anything out of my membership."

Your Response: The Lee BIA provides legislative strength by monitoring legislative activities, both on the local and state level. The Association keeps local government officials apprised of the industry's position on issues and it keeps its' members informed about pending governmental action. Lee BIA is here to protect our industry from over government regulation.

Your Response: Are you or have you considered attending a BIA meeting or event? These meetings provide you with the opportunity to get in front of a specific audience that you want to do business with. These meetings provide you with a wonderful source of networking opportunities and referrals! Our members pride themselves on doing business with fellow members.

3. "It is too expensive."

Your Response: We offer payment plan options. Would you be interested in learning more? Yes / No I will have a BIA staff person contact you to discuss these options with you further.