



# RECRUIT

*HBA of Metro Orlando*  
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### Potential New Member Lead

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Return completed form to Fax: (407) 691-2198 - E-mail: [Adrienne@HBAofMetroOrlando.com](mailto:Adrienne@HBAofMetroOrlando.com)

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

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### Potential Member Contact Information

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

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

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

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

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

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

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1) What do they do for business?

\_\_\_\_\_

2) How did you meet or know them?

\_\_\_\_\_

3) What benefits of membership would be of interest to them?

\_\_\_\_\_

4) Who do they target for business?

\_\_\_\_\_

5) What were their reservations about joining?

\_\_\_\_\_

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Remember to have them check out:  
[www.HBAofMetroOrlando.com](http://www.HBAofMetroOrlando.com) for a membership application!



## How to Get a Potential Member to Join

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The personal approach is always 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 have the perfect script for successful recruiting!

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

#### 1.) **Introduction**

*Introduce yourself and establish a rapport.*

"Hello! My name is \_\_\_\_\_. I am a fellow member of the HBA of Metro Orlando. We're helping other building industry professionals and there is a possibility we can do the same for you. Could I take two minutes of your time?"

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

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

"There is a lot happening in the industry. What 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 HBA services that relate to his or her needs. Give personal testimony on what the HBA has done for you. Explain why you belong and why it is worth the dues you pay.*

"The HBA 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, UPS and DHL Shipping. I've also gained business contacts by attending HBA meetings and events. 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 or her concerns. In countering objections, express understanding and then get the prospect talking to find out where they are 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 would 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 greater return."

"We think the HBA's value far exceeds their annual dues. The dues are affordable and 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 HBA 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 would like to write a check or fill out the online application located at [www.HBAofMetroOrlando.com](http://www.HBAofMetroOrlando.com), we can get your membership started today!"

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



# 16 Tips to Get a Potential Member to Join

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

People do things for 2 reasons – to gain a benefit or avoid a loss. Look at everything through the eyes of the prospect!

## **2. When you represent your HBA – you ARE the building association!**

The HBA is made up of business people like yourself! It's your Association and you want to see other 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 lots of members up." You can indicate that there is always emphasis on membership development, but don't give them the impression that you want to sign them up to "help you out" or "reach a quota." Treat them special – not like a herd of cows!

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

## **5. Make Appointments**

Plan personal visits to their office by making appointments. Your prospect will be waiting for you if you make an appointment in advance. When setting the appointment ask, "Which time would be better – Tuesday at 10am or Wednesday at 2pm?"

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

Analyze each situation. Consider the interest of each prospect and place emphasis on their interests. 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 a Rapport**

Try to make the prospect feel good. Establish a rapport before making your sales pitch. Presentation should be brief and to the point. Introduce yourself and your firm and be sure they know you are a volunteer for the HBA. Keep the interview as simple as possible. Let your prospect do the talking to identify their needs. Don't argue any point, but emphasize the associations stand.

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

"I was looking through my local HBA Membership 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 them to join TODAY!"

## ***10. Ask Questions***

You don't have time to tell them 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. They 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 HBA 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 the sale***

"The check is in the mail" line usually doesn'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 them that you will call them back on a given date.

## ***16. Overcome Objections***

Learn to challenge those who say "No" or "Sorry not interested." Structure your challenging statements so they can receive positive responses. 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 HBA is a clique run by big businesses. I am just a small local company."

**Answer:** If I understand you correctly, you feel the HBA 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 structure.



## **Quick Facts about the HBA of Metro Orlando**

### **Overview:**

Established in 1953, the Home Builders Association of Metro Orlando is a professional trade organization comprised of more than 900 member businesses throughout Orange, Osceola and Seminole Counties. Headquartered in Maitland, the Association also has a satellite office in St. Cloud to better serve members doing business in Osceola County.

### **Mission Statement:**

The Home Builders Association of Metro Orlando is recognized as the voice and leadership of the housing and building industry in Central Florida.

Our purpose is to represent and promote the industry, monitor and take a proactive role in governmental and regulatory activities that impact the industry, educate the public and provide programs and services that enhance our members' ability to do business in a professional and competent manner.

We support the free enterprise system and seek to create a balance between the economic needs and the social and environmental needs of the community.

### **2009 Membership Dues:**

Membership dues are due annually, one year from the initial start date. Out of each members dues, a percentage is given to FHBA and NAHB to secure their membership with the state and national associations. A potential member must join their local association in order to become a member of the state and national associations.

Builder/Developer Remodeler Member:	\$740.99
Associate Member	\$595.99



## How to Answer Objections to Joining / Renewing

Possible Objections	Suggested Response
<i>It's too much money.</i>	Our company thought the same thing to begin with. However, by taking advantage of the many benefits of the HBA, within a few months of membership, our dues paid for themselves. Through the Florida Home Builders Association, we can obtain discounted insurance through FHBI (Florida Home Builders Insurance). In addition to the insight and edge our company gained by connecting with the heart of the building industry, the HBA of Metro Orlando. You are always kept up to the date on hot issues the governmental affairs department addresses. (Mention tangible benefits... For example: 1) Subscription to the FHBA Magazine, HBA News, NAHB Builder Magazine. 2) Discounts on daily office supplies and services; 3) Discounted entrance to IBS and SEBC 4) Free samples contracts available at FHBA's website and 24 hour legal service at NAHB.
<i>I'm too busy – I don't have the time</i>	Work smarter, not harder! The HBA keeps you informed on building industry issues and reduce the time you need to be kept up to date on industry issues
<i>I'm too small of a company – I can't compete with the bug guys.</i>	Did you know that 70% of our builder members construct less than 25 units a year, just like you?
<i>The Association and or NAHB do not meet my needs.</i>	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, (insert HBA services here.)

<p><b><i>I belong to every Association under the sun. I do not have time to belong to another one.</i></b></p>	<p>You are obviously successful. Would you be opposed to spending \$ (insert their dues here) 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 HBA membership! It's not necessary to attend all of the meetings, but those that you do attend will give great ideas and a chance to network with members you are looking to target. I used to feel exactly like you and asked myself what I needed. When it came right down to it, I needed the Association to fight on issues I couldn't spend time on nor extra costs.</p>
<p><b><i>I was a member once. Something happened and my views weren't really represented.</i></b></p>	<p>The HBA needs people like you! Your leadership abilities are evident. Could I propose that you could come in to discuss how we can get you involved?</p>
<p><b><i>I mostly do remodeling - my issues are different than the large or production builders</i></b></p>	<p>Many builders are diversified and do remodeling. We have long time builders who only do remodeling. In fact, we have an Remodelers Council that meets throughout the year to discuss topics Remodelers face.</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>As a member of the HBA you would have more of your interests represented. When the building industry is strong, you gain stronger business and greater profits. Also as a member, you will have an inside track on the latest building news via local, state and nationwide.</p>

<p><i>You meet at night. That is the worst time for me.</i></p>	<p>We do hold some membership meetings at night, but the majority of our events are morning and daytime meetings so we can accommodate your schedule. Plus, it is a company membership and any employee of your business may attend a meeting if you are unable to attend.</p>
<p><i>We aren't interested.</i></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><i>Send me some information</i></p>	<p>We will be happy to send you more information and have the membership department follow up with you. (Take their name, company, address, phone and email – We will then mail them a membership packet)</p>