5 Ways to Manage Your Prospects with ChamberMaster/MemberZone

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1...Update your Database with Prospects
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- In Person Meetings
- Event Attendees
- Staff App
1...Update your Database with Prospects

• Update Prospects from Event Guest List
1...Update your Database with Prospects

- Staff App
  - Add New Organization
  - Add Reps
  - Add Notes

- WIKI: ChamberMaster/MemberZone Staff App
2.....Define your Sales Stage Steps & Assign Staff
2... Define your Sales Stage Steps/Assign Chamber Reps

- 2% of Sales are made on first contact
- 3% of Sales are made on second contact
- 5% of Sales are made on third contact
- 10% of Sales are made on fourth contact
- 80% of Sales are made on fifth to twelfth contact

*National Sales Executive Association*
3...Track Important “Sales Funnel” Information
3...Track Important “Sales Funnel” Information

• WIKI: Custom Fields
  • Lead Source
  • Sales Temperature
  • Probability of Win
  • Date of Initial Contact

• WIKI: Custom Member Report
4...Develop a Touchpoint Program
4... Develop a Touch-point program

• Touchpoint... a voicemail, email, or live conversation

• There’s plenty of evidence that suggests response rates rise with each subsequent outreach attempt

• Make at least 5 attempts with each and every prospect, and mix up your approach
4... Develop a Touch-point program

• Create Reminders to ensure you are following your touch-point program

• WIKI: Create a Reminder
5...Review Prospect Reports
5...Review Prospect Reports

• The Prospects and Communication by Rep: Detail report provides a detailed list of Sales Representatives and all of the prospective members associated with them.

• WIKI: Prospects and Communication by Rep: Detail
5...Review Prospect Reports

• **Prospects and Communication by Rep; Summary:** provides a list of Sales Representatives and the total number of prospective members associated with them, with the average number of days since the Rep's members have been contacted

• **WIKI:** [Prospects and Communication by Rep; Summary](#)
5...Review Prospect Reports

- The *Prospect Conversion by Date* report lists the prospective leads that have been converted to members between a specified date range, sorted by Sales Rep or Groups.

- WIKI: [Prospects by Conversion Date](#)
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- 5 Ways to Manage Your Renewals
- 5 Ways to Manage your Over-due invoices
- 5 Ways to Generate Non-dues revenue
- 5 Ways to Enhance Your SEO
- 5 Ways for Better Custom Reports
Thank You!

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