

## Membership Day Talking Points

During Membership Day, we will be leveraging the concept of value – and the new [NAIFA solutions center](https://solutions.naifa.org) (solutions.naifa.org) is a sure-fire way to demonstrate the value of NAIFA to the following three prospect categories: past members, “in the pipeline” prospects and new prospects who haven’t been contacted.

The goal is to shift our focus away from a “Please Join” recruiting approach to a more value added approach “Join Now! – It’s a smart business decision”. We can do this by introducing the solutions center to prospects and encouraging them to subscribe. With that being said, here are ways to approach different kinds of prospects with a value added approach by pitching the new NAIFA Solutions Center.

### Past Members

- “Look what’s new” approach – NAIFA is continuously finding new ways to create value for members. Use the solutions center as an example to show a past member new ways NAIFA continues to add value to the overall member experience.
- Invite past members to subscribe to the solutions center updates. That way, we will be able to continuously provide value to them by sending them newly posted content. It’s less pushy than a “rejoin NAIFA now” conversation, and it’s a zero commitment way to re-establish a relationship with NAIFA.

### “In the Pipeline” Prospects, previous contact

- The Solutions Center is a great way to strike up a conversation with a previously contacted prospect. Here are some ways you can leverage the solutions center to add value to “in the pipeline” prospects:
  - If they want to join but aren’t quite ready to do so, introducing them to the solutions center will help further engage them and will likely shorten the sales cycle i.e. how long it takes them to join
  - If they’re unsure (or even negative) about joining, the solutions center is a great place to end the conversation. At very least, you can introduce an advisor to a free resource center that will help add value to their career – which also adds value to the NAIFA brand
  - If they haven’t mentioned wanting or not wanting to join, the solutions center is a great segue into getting them more engaged and get them think about NAIFA membership in terms of career value
  - Invite them to subscribe the Solution Center (it’s free!) so they’ll never miss something that might help their career

## **New Prospects, no previous contact**

- The Solutions Center is a great way to start a conversation with someone who has never heard of NAIFA. Frame the solutions center as a free resource that provides valuable advice and content focused on helping agents further develop their skillset.
  - From here you can start to introduce the additional benefits of NAIFA on a national, state and local level
  - The Solution Center is a great way to start the “Tip of the Iceberg” conversation
  - Invite them to subscribe to the Solution Center updates so they’ll never miss a great resource that can help their career