

EFFECTIVE PITCH COMPONENTS

TIPS FOR A SUCCESSFUL MEMBERSHIP PITCH

1

SHORT & SWEET DOES THE TRICK

The length of your pitch is important. If it's too long, there's a good chance the agents will lose interest. Follow the rule of three; stimulate interest, transition the interest, and share the vision. A great pitch can take 60 seconds or less.

2

LESS PITCHING

More engagement - The term "pitch" often conjures up images of a person, talking at prospects rather than inviting conversation and discussion. Ask your audience questions. Get them to relate. Help them picture being part of a group that will help them grow professionally beyond their wildest dreams.

3

POTENTIAL MEMBERS NEED TO COME FIRST

Once you've engaged your audience you can start to form a conversation based around the needs of these agents. The importance of showing that you understand the agents needs cannot be stressed enough as it helps build trust.

4

SOLVE THE PROBLEM

One you understand their needs, you next need to show them the benefits of joining and how these benefits will address their needs.

5

TELL A STORY TO CREATE A CONNECTION

Any successful pitch can benefit from telling the story of your experience. Tell them what the designation and the organization has done for your career to create a stronger connection between you and the agents. This connection is often based on the fact that they can relate to your journey on a personal level, giving them even more reason to join.

6

ASK FOR THE JOIN

The next step is to give your audiences clear instruction on what they need to do next to join or get more information.

7

DON'T FORGET TO FOLLOW-UP

The conversation doesn't stop at the first attempt. Don't be shy to ask for business cards or event roster to follow up. Even if they're undecided that day, there's a chance of you hearing back from your prospect after several follow-up attempts.