



ReMember Your Friends-Recruitment Tips

- **Be prepared**
Have on hand current information about membership benefits. Download an application and our one-page "cheat sheet" to remind you of all the benefits to help you communicate the value of NANNP. Give this information to your peers at work, at networking events, and at educational programs.
- **Reflect on the primary reason you first joined, and why you continue your membership**
A personal anecdote, relating how NANNP has helped you, is often most compelling.
- You know the value of membership-the challenge is to communicate it to your colleagues.
- **Be prepared to answer questions**
It's a good idea to have some resources at hand when you are talking to a colleague. A list of the member benefits would be a good start.
- **Listen to colleagues**
Once you've determined your colleague's needs, tailor your message to address those needs, showing specifically how NANNP can help.
- **Another way to deal with objections is the "feel, felt, found" method**
For example, if someone tells you that membership is too expensive, you can reply:

"I know how you feel. I felt the same way before I became a member. Since then, I've found that membership pays for itself-from discounts on publications and national conferences to invaluable networking opportunities and practice resources, I received more than double my \$124 annual dues."

OR

"You're right, it can be expensive if you're not receiving any value in return. I felt the same way before I became a member. What I found, though, is that membership is a professional investment in myself. By belonging to NANNP, I get the education I need to go further in my career. I also get valuable networking opportunities with my counterparts and additional education by attending local meetings that I can't get anywhere else. I gain critical knowledge, and I have used that knowledge to show my employer that NANNP membership is a worthwhile investment that provides a significant return."

These are just examples. You can give it your own personal touch.

- **Follow up with your prospect**
Inquire if they have additional questions or contact the NANNP membership office at 800/451-3795 and request that staff follow up on your behalf. Generally you have to reinforce and reiterate the reasons for joining NANNP at least once.
- **Take credit for your efforts**
Make sure that you put your name on application forms, or ask those you have recruited to include your name whether they use a paper form or sign-up on the NANNP website.
- **Encourage recruitment**
Serve as a contact for the new members you recruit and encourage them to recruit others.