



# Where Did My Members Go? Get More Members and Keep Them!

**Monday, March 8, 2010  
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## **Content Leader:**

Shari Harley, The Harley Group International,  
Candor Matters

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## Where Did My Members Go?

What are members satisfied with? \_\_\_\_\_

What could members be more satisfied with? \_\_\_\_\_

What services are members using? \_\_\_\_\_

What services could members use more? \_\_\_\_\_

People have a tendency to talk \_\_\_\_\_ you, not to you.

99% of member turnover is \_\_\_\_\_.

**Information is power. Power is control. No information, no power and no control.**

**Take control of your results by getting more information.**

Ask members for feedback and give them \_\_\_\_\_ to say what they need to say.

### **Tell Your Members:**

“We want a great relationship with you. If we do anything that violates your expectations, frustrates you or causes you challenges, please tell us. We promise we will say thank you.”

**Differentiate yourself by asking the questions others don't.**

### **The Speaker:**



Shari Harley runs The Harley Group International, a Denver-based training and consulting firm helping people use questions to get and keep the right customers and employees. Shari takes the mystery out of working with others.

One of Shari's favorite testimonials: “I learned more from Shari in an hour than I have in my whole career.” Amy Burger, Adams County Government

Shari is the author of the forthcoming book *Where Did My Customers Go?* She teaches leadership at the University of Denver and has helped The Project Management Institute, The Colorado Human Resources Association, The American Legal Association, OppenheimerFunds, Experian, Great West Life, Colorado State University and many others make business relationships work by asking more questions and assuming less. Shari's almost alarmingly engaging style makes it impossible to nod off in her programs. Participants will be laughing while they're learning, and will walk away with tools and techniques to transform any relationship.

**Learn more about Shari and see her in action at:** <http://www.shariharley.com> and <http://www.youtube.com/shariharley>.

## Where Did My Members Go?

### What Do Members Need?

- What are your short and long term business goals?
- What is challenging in your business this quarter?
- What keeps you up at night?

### Relevant?

- Why did you join this association?
- What were you hoping the association would provide?
- What are you getting that you need?
- What would you like more of?
- Why did you renew your membership?
- What would have you not renew your membership?

### Ask for Feedback and Mean It

- What is the association best known for?
- What is the association not known for?
- What's the best thing about our service?
- What's something about our service that you wish was different?

### You Need to Know

Have you recommended the organization to others? If not, why?

What's it like to:

- Register for a meeting
- Renew your membership
- Call with questions
- Find resources on the website

Human beings get \_\_\_\_\_ when they get feedback.

To get more feedback \_\_\_\_\_ for it and promise you'll say \_\_\_\_\_.

### Start a member call campaign.

Call your \_\_\_\_\_ members and your \_\_\_\_\_ members.

Take members to lunch. Don't confuse written surveys with member service.

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