

Introduction to Membership Tiers

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Selling a membership is very different than selling a tangible product.

"Stuff" creates emotion more effectively than "membership." For members of your association or chamber of commerce, creating greater value is the emotion-generator from which they will buy. The best practice in membership is to turn your benefits into a quantifiable list of emotional reasons from which to base a buying decision.

Switching your dues-based organization to a tiered investment strategy is the smart way to demonstrate value to your membership.

ChamberThink began out of the many requests from chambers of commerce to simplify their conversion process from traditional dues to tiers.