

APDO provisional member calls

Introduction

You will be part of the team responsible for making provisional member calls: to implement a call, which would give strong value to both the member and APDO by providing ultimate engagement and leading to member retention.

Objective

A call offered (leave voicemail/ email if not in) to all provisional APDO members, ideally at around month 6 from commencement of membership, and again at around month 10. This call aims to give a warm friendly voice and personality to the association and to give a new dimension which will encourage interaction with the association in terms of both social media and paid services (such as mentoring, training days and the annual conference) ultimately increasing loyalty, membership retention and overall growth of the association

Duration of call: 15-20 minutes (NB this is NOT a mentoring call).

Action / Call Content- any or all of following:

- Introduction as volunteer fellow APDO member
- Discovery: brief enquiry re how business is going
- If member aims for Full membership discuss relevant compliance needs.
- If member is not ready for Full membership to mention open door policy- they can re-join at any time using their email/ username & password
- Signpost to Training days
- Encourage membership of the closed FB group because that's where the most useful and lively conversations take place.
- Encourage connecting with members informally or at Regional meet-ups
- APDO welcomes new ideas and initiatives so get in touch if you have suggestions on how to improve or promote our association

Next Steps

- Provisional Member calls to begin.

- Provisional Member volunteer to keep a record on Excel sheet of name, business name and what date they have done the call so we can refer back if there are ever questions. Provisional Member volunteer to develop this sheet.
- To review after a year how it has gone, how many calls and if people have found it helpful.
- If anything comes up in this welcome call, Provisional Member volunteer to contact/email Head of Membership as first contact so things can be resolved/sorted out.