

ON

**kyle**SEXTON



// MARKETING STRATEGIST

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# Members vs. Investors



**kyle**SEXTON

# The Investor Paradox

Transactional members need more benefits than Stakeholders

Stakeholders want something different than transactional members

\$



\$



\$



# TRANSACTIONAL MEMBERS

- Trade cash for stuff
- Would trade/barter if they could
- Try to get the most for the least
- Fickle
- Transient
- Satisfaction isn't loyalty

# ASPIRATIONAL INVESTORS

- Want to get something done with you
- Invest at a level higher than the sum of the transactional benefits
- Don't care about the details
- Partner
- Trusted Advisor relationship
- Loyal

# MENU: LESSONS LEARNED

[MAKE A NAME FOR YOURSELF]

Category	Item	Price
MEMBERSHIP	Individual	\$440
	Family	\$1,320
	Corporate	\$2,200
	Life	\$10,000
	Life (Spouse)	\$10,000
	Life (Child)	\$5,000
	Life (Grandchild)	\$2,500
	Life (Nephew/Niece)	\$1,250
	Life (Friend)	\$1,250
	Life (Sponsor)	\$10,000
SUPPORTER	Individual	\$100
	Family	\$300
	Corporate	\$500
	Life	\$2,500
	Life (Spouse)	\$2,500
	Life (Child)	\$1,250
	Life (Grandchild)	\$625
	Life (Nephew/Niece)	\$312.50
	Life (Friend)	\$312.50
	Life (Sponsor)	\$2,500

**HELLO, I AM Invested**  
IN YOUR SUCCESS TODAY

**NATIONAL STUDY:**  
Consumers 63% More Likely to Buy From Chamber Members

The recent history of the economy has shown why your membership is so important. It's not just about the price of your membership, it's about the value of the connections you can make through the Chamber.

**MEMBER BENEFITS:**

- Access to 60+ networking events annually
- Exclusive access to Chamber Park, newsletter, Chamber Radio Show, mailing list and more
- Continuity event sponsorships of the Annual Dinner, Golf Event, Business After Hours, Business Boot Camp, AM Advocacy and more
- Grow your network at 60 events annually - over 2,000 contacts
- Crime Alerts by email
- Member Introduction at Business After Hours and Board of Directors Meeting
- Committee Service - Serving on a Chamber Committee + Make Contacts
- Apply to Ovationa Community Leadership Academy, ten month leadership development and community awareness program
- Notary Public - Notary on Staff
- Certificate of Origin - International Shipping Origin Stamp
- Employee Recruitment Materials - Professional Community Sales Materials for Your Use
- Reserve a conference room for your meetings
- Low-cost for equipment usage

**BRAD MEIER**  
President & CEO

**VISIONARY TRANSFORM ADVANCE SPOTLIGHT**  
MEMBER BENEFIT TRADITIONAL

\$9,000+  
\$4,800+  
\$2,400+  
\$900  
\$529  
\$440

*"I'm excited to work with chamber members, leadership, key stakeholders and regional partners to build on the chamber's reputation as the preeminent membership organization for business."*

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President & CEO

## NEW OPPORTUNITIES THROUGH RELATIONSHIPS

### TRADITIONAL \$440

VALUED AT MORE THAN \$900 ANNUALLY

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

#### TO GET CONNECTED:

1. Join today
2. Schedule an orientation with our membership concierge
3. Attend your first event and meet others business owners just like you

**JOIN TODAY!** Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.

#### CONNECTING YOU TO OUR REGION

- Business referrals exclusively for members
- Search-engine-optimized business listing on Ovationa.org helps your Google rankings include business description
- Invitation to connection events
- Learn how to access the business of your membership at our Member Orientation Luncheon
- Member Door Decal - list the community profile featured in Ovationa
- Accept Chamber Gift Certificates (\$75,000 annually throughout Ovationa)
- New members receive an Ambassador visit with a private presentation and photo - shared on Ovationa.org and in the Ovationa People's Press
- News and Updates Business Brief newsletter, airport advice, press releases, new members, Ovationa.org Tools
- Business advocacy and representation at regional governmental meetings
- Rights to advertising and visibility in Chamber Park, newsletter, Chamber Radio Show, mailing list and more
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750 memberships & not available to corporate of 20 employees or more



# Dues & Don'ts

YES be organized with your features and benefits

NO selling from columns and rows

YES use images to evoke emotion, inclusion

NO more than one image per page

YES use testimonials in your menu

NO headshots when portraits tell a better story

# [MAKE A NAME FOR YOURSELF]

Description	Business	Companion	Premium	Executive	President's Diamond Circle
	\$1,201	\$170	\$358	\$686	\$1,228
	\$295	\$650	\$1,200	\$2,500	\$5,000
<b>Bringing You More Business</b>	Cost	Value			
Listings in Business Directory		200			
Directory Listings on Salemchamber.org and BuyInSalem.com		200			
Link to your company's Web site from the Chamber's on-line directory		125			
Business referral services exclusively for members		80			
Member Savings Program (coming soon)		75			
Eligible for Buy in Salem Gift Certificate redemption		50			
<b>Creating Better Connections</b>					
Member Orientation Luncheon		15			
Membership plaque, virtual membership plaque and window sticker	7	15			
Greeters and other networking event participation					
Complete Membership Directory with A-Z listings and contact names	5	13			
<b>Making You More Visible</b>					
Press releases published in Business News		75			
Ribbon Cutting Ceremonies and access to "How-to" tips for grand opening events		125			
Display marketing materials for the Chamber lobby		15			
Eligible for sponsoring events and programs					
Eligible for advertising in Business News, Directory, or Salemchamber.org					
Members-Only Pricing for Special Events					
<b>Helping You Work Smarter</b>					
Get heard through e-polling on key business issues					
Chamber representation at government meetings on local, state and federal levels					
Subscription to Business News, the monthly newsletter from the Chamber	8				
Weekly Online Updates (official online newsletter of the Chamber)					
SCORE Business Counseling Services					
<b>Joining Bonus</b>					
Recognition as New Member on chamber website and Business News		45			
Complimentary event pass to Forum Luncheon		15			
<b>Free and discounted advertising</b>					
South Salem Post - 2 color 1/4 page display ad		144			
KBZY AM 1480 - One minute Business Check-In		175			
KOCS AM 1220 - One minute Business Check-In		300			
KYKH AM 1430 - Twenty minute Business Check-In		300			
Chamber Angel Radio - First minute Business Check-In		500			
Chamber website listings		45	45	45	45
Chamber website link to web site (coming soon)		150			
Chamber website invitation		10			
Chamber website listings		300			
Small Business Development Center Review		100	100		
<b>Packaging and Advertising</b>					
Chamber website and Advertising, 3 months on card in BN, online billboard on salemchamber.org		504			
Choice of 2000 Showcase Pigs (1/8 pg in directory, \$625 value)			23	121	
Business Evening - Pair of Forum Season tickets and Business of the Year Banquet				128	310
Small Business Development Center: Opportunity Knocks (Check availability)			100	150	
Small Business Development Center: Business Health Check-Up			50	75	
Annual rental of the chamber's conference room				100	200
Special membership decal and certificate holder / Plaque that identifies your tier			15	25	
Breakfast with the President (coming soon)				20	
Public Policy updates (coming soon)					
Invitation to roundtable discussions with Chamber governmental affairs staff (coming soon)					
Special recognition in chamber publications					
Executive Leadership Council membership				40	800
Employee Screening (coming soon)				150	200
Reserved seating at chamber events					
Branch Memberships included				150	375
Discount on chamber mailing labels or disk					
Personal Account Representative					
Chamber name tags (similar to the chamber staff)				10	15
CEO or Company Profile on Web Site and membership directory					47
Website - Free permanent logo on home page and link to member website					1200
Annual President's Diamond Dinner					70
One complimentary golf team at Annual Golf Tournament					400
Sponsorship recognition at bi-monthly Member Orientation lunch					300
Recognition in the Chamber's lobby on special investor plaque					
Five Chamber lapel pins					25
First right of refusal for new Chamber sponsorship opportunities					50
Recognition in Annual Report and Annual Membership Directory					
Value	1201	3650	4495	5915	9335
Price	295	650	1200	2500	5000
Variable Costs	30	170	358	686	1228
% of Price	10%	26%	30%	27%	25%
Commission: 20%	\$59	\$130	\$240	\$500	\$1,000
Override: 10%	\$30	\$65	\$120	\$250	\$500
COGS	\$119	\$365	\$578	\$1,436	\$2,728
Yield	\$177	\$285	\$482	\$1,064	\$2,272
Margin	60%	44%	40%	43%	45%

MEMORANDUM

HELLO, I AM  
Investor  
SALEM AREA CHAMBER OF COMMERCE

## NATIONAL STUDY: Consumers 63% More Likely to Buy From Chamber Members

WASHINGTON — A national study by The Schapiro Group, an Atlanta-based market research firm, reveals some important findings about how consumers and business owners perceive the local chamber of commerce and its member businesses that are their members. For example:

- When consumers know that a business is a member of the local chamber, they are 63% more likely to think favorably about the business.
- Consumers who are told that a business is a chamber member are 51% more likely to buy from it, and 57% more likely to think positively about the local reputation of the business.
- Consumers are 33% more likely to buy from a business and services in their area from a business they believe is a member of the local chamber of commerce.
- Consumers are 33% more likely to buy from a new business if they are told that the business is a chamber member. They are 33% more likely to think positively about the business, 33% more likely to be highly aware of it, and 33% more likely to think positively about its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also found a positive perception for the local chamber itself. Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.



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**BRAD MEIER**  
President & CEO

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At the Chamber, find a room full of... can share your sto... salespeople for yo... it is to get connec... who can help you... why we are on a m... connector of busin...

#### TO GET CONNECTED

1. Join today
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3. Attend your first business owners ju

JOIN TODAY! Get... to feel capable... relationships with... often become life-

#### CONNECTING YOU

- Business refer
- Search-engine rankings include
- Invitation to c
- Learn how to membership a Luncheon
- Member Doo community yo
- Accept Cham (\$175,000 ann

# Member or Investor?

Total Annual Revenues  
- Grant/Contract Revenues

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= Adjusted Annual Revenue  
/ Number of members today

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= **INVESTOR BENCHMARK**

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Category	Item	Price
MEMBERSHIP	Individual	\$440
	Family	\$1,320
	Corporate	\$2,200
	Life	\$10,000
	Student	\$100
	Young Professional	\$200
	Senior	\$1,100
	Executive	\$1,650
	Emeritus	\$1,100
	Life Emeritus	\$10,000
ADDITIONAL SERVICES	Business Referrals	\$1,000
	Search-Engine Optimized Business Listing	\$500
	Invitation to Connection Events	\$100
	Member Door Decal	\$50
	Community Profile Included in Ovation	\$100
	Accept Chamber Gift Certificates	\$75,000
	Notary Public	\$100
	Certificate of Origin - International Shipping Origin Stamp	\$100
	Professional Conference Sales Materials for Your Use	\$100
	Reserve a conference room for your meetings	\$100

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The recent history of the economy has shown why your membership is so important. It's not just about the price of your membership, it's about the value you receive. The Chamber of Commerce is the most trusted organization in America, and your membership is a key to unlocking that trust.

**MEMBER BENEFITS:**

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**\$4,800+**  
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**\$440**

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**Dozen**

**Daily**

**Dilemmas**

GET SOMETHING DONE

**VALUE SIGNALS**

Talent & Workforce  
**Economy**  
Regulations

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**SERVE & LEAD**

Leadership Development  
**Positioning**  
Succession Planning

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Learning & Best Practices  
Connecting Fundraising

**MAKE ME FAMOUS**

**CULT OF HUGGERS**

GET SOMETHING FROM

Compliments of



**kyle**SEXTON

**Identifiers**

1. Name five of your members in each quadrant  
What common business problems do we solve for them?  
What do these members buy from us?  
Do they prefer to buy a la carte or bundled?  
How are we reaching these members?

**core functions**

1. Networking Functions  
2. Social Events  
3. Programs  
4. Other Functions and Activities

**communicating our value**

1. What media channels do we own? Which work best?  
2. How are we reaching our members?  
3. How do we raise awareness about products/services?  
4. How do we help members evaluate our value proposition?  
5. How do we support members after purchase?

**Strengthening the Local & Regional Economy**

**Representing the Interests of Business in Government**

**Promoting Our Community and the Businesses Within**

**Connecting & Learning Opportunities**

# GET SOMETHING DONE



# GET SOMETHING FROM

# **COACHING PROGRAM BEGINS NOVEMBER 11TH**

- ChamberThink Blueprint: 8 Months
- Learn with a group of your peers
- Your staff are invited to participate
- Includes my 40-page Blueprint Workbook
- Includes the Million Dollar Menu Template

**Email me for information:  
[kyle@kylesexton.com](mailto:kyle@kylesexton.com)**

# MMA

Mississippi Manufacturers Association

“MMA is driving the policies that promote our growing economy in Mississippi. Our membership options bring new opportunities to engage in our program of work.”

**JAY MOON**  
President/CEO



**ANCHOR \$15,000+**  
**PRODUCER \$7,500**  
**OPERATOR \$3,500/4,500**  
**BUILDER \$2,000/2,500**  
**MEMBER BENCHMARK \$1,734**  
**MAKER \$500-1,500**

