



Partners In Profit

Helping Your Organization Grow & Succeed



We create programs to help you find the right members and retain them

No matter how noble or important your organization's mission & goals are, you need the right members to meet them.

It is always **critically** important to know what your member's and your potential member's interests, needs, and wants really are. Your members decide which organizations to join based on who they feel are closest to their interests, while best filling **their** needs and **their** wants. Since everyone is different, you need to decide **exactly** who your target member is, and then work hard, and, **smart** to best fill their needs and wants.

Partners In Profit will help you **pinpoint** exactly what the needs and desires of your chosen target members are. Without guesswork! Helping you find the right people to meet your goals & fulfill your mission. Helping you work **smarter**, not harder.

Does Partners In Profit do more than just help me ask my members questions?

There are three steps in a **Partners In Profit** Customer Relationship Marketing (**CRM**) program.

Find 1.) We help you gather your member's information and their feedback on general and on specific issues.

Save 2.) We help you store this information in a way that makes it easy to communicate with your members.

Use 3.) We help you use this information to promote yourself to your members in ways that increase their satisfaction

What types of information can Partners In Profit help me find out about my members?

We help you find out the important basic information of exactly who your members are, and exactly why they joined. How do you find out information about your members? Just ask them! Your members will be glad to tell you exactly what they want.

We are sure you have your own ideas already about what additional member information is valuable to you. You know your organization and it's needs best ! Tell us, and we will help you **find**, **save**, and **use** that information.

Using membership information to stretch your valuable resources. Customize your message.

When you have enough information about your members, and have it available in ways that let you easily divide your member base into special groups with similar interests and needs, you can selectively contact just those members with information that is relevant to them. Why use your limited resources sending information to all members, when sometimes only some of them will feel that information is valuable to them. Save those resources for later use, when you really need them. Contact us, tell us about **your** organization, and we will offer you examples of programs to meet your needs and budget.

How do I Turn a Birthday, Anniversary or the holidays into a membership retention opportunity?

Keeping track of member information can not only help your organization do more with less, but can also be used to increase membership retention. Sending out personal greetings makes your member feel good about your organization and shows how much you value them as a person. A member who feels appreciated and valuable is more apt to renew their membership. We would be glad to work with you to create examples of how this program could work for you specifically, risk free.

How does Partners In Profit help me do this?

You decide what information you want from your members, we help you gather and use that information to fit your organization's needs and your budget. Sometimes you already have all the information you need, you just need help gathering it into a format that lets you easily use it. We will help you do that.

With your input, we create the simple member information cards and databases. There are many ways to get the member to fill out the cards. Member satisfaction surveys. Contests offering winners free merchandise, services or membership identity items may be the incentive to get them to give you the information. Who doesn't like the word **free**? Local businesses often will help you by donating items as a way to promote themselves to your members. Or offer a prize of free membership extensions. Inexpensive customized promotional identity items are readily available. And those who don't win may appreciate the opportunity to purchase the customized identity products at a cost that can subsidize the contest prizes. And if a few wish not to participate, that is just fine too. They are the member.

After the information is filled out using simple pen and paper, the information is entered into the databases designed for your specific program. We can host the databases on our equipment, or set it up on yours. You can take care of the data entry, or we can. You can make use of as much or as little technology as you are comfortable with.

If you want to do mailings, we can handle the mailings completely for you, or you can do it completely yourself. Or, anywhere in between. The choice is yours. We will design the complete solution to meet **your** needs and budget.

Now that you know what **Partners In Profit** will do for you, and how we will help you better use your valuable resources and increase member satisfaction & retention. While offering Affordable Solutions. ... Why wait?

Call us Today and set up your first Free consultation !

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