

TIPS FOR RECRUITING



- **Make sure you have a solid understanding of the benefits of membership on the local, state, and national level so you can educate your prospect. Have questions? Contact the TBBA staff.**
- **Be considerate of the prospective member's time. Consider introducing yourself with a letter or email and following up by phone to make an appointment to share information about the association.**
- **Check out the schedule of events at your local association for opportunities to invite prospects to see the association first hand. Introduce them to as many people as possible to set the foundation for a meaningful connection.**
- **When talking to a prospect, be sure and listen closely for their needs. Do they need more business? Are they having trouble with the administrative side of their business? Mention NAHB's business management resources and other valuable industry resources, such as material available at the FHBA website.**
- **Overall, be positive and share your own experiences. The more excitement and sincerity you share with the prospective member the more they'll be able to envision the same success for themselves.**