April 1, 2017 through August 18, 2017

## Building the future of our association ... together!

Most members say they are likely to refer membership to their trusted colleagues, so this is your opportunity! A growing FPDA membership base means greater recognition for Distributors in the Fluid Power industry, more resources for members, and a louder voice in Washington and in state capitols across the country.

# **Recruitment Tips**

- Tell the story about why you're a member. The FPDA provides lots of value and many to you. Why did YOUR Company join?
- Provide examples. A positive testimonial can be one of the strongest tools when recruiting new members.
- Use visuals: the FPDA Member Value Infographic (*BELOW, 2<sup>nd</sup> pg*) explains some of our key benefits.
- Focus on their needs. Ask questions about their career goals, and based on their answers, identify and highlight the benefits of greatest value. This makes the conversation feel more like colleagues sharing solutions, and less like a sales pitch.
- Close with a plan of action. Offer to email them instructions for joining online or give them a hardcopy membership application. Be sure they have your name so they can include it on the application!
- Follow up. Touch base in a few weeks to see if they joined or have any questions. If they haven't joined, this follow-up can serve as a gentle reminder. And if they have, it's a nice opportunity to welcome them to the FPDA.
- Take the time to say thanks. Send them a short message thanking them for considering FPDA membership and supporting our Fluid Power Distributors.
- While we are offering a complimentary Summit registration for companies on the edge of considering FPDA, we have found far more success by "leading" with stories of FPDA Value.

# **Additional Resources**

- How To Participate
- Link to the FPDA member Value Infographic
- Distributor Membership Application
- Associate Membership Application
- Need suggestions for Recruiting? Email for Prospects Database

### **Business Networking**

Strengthening distributor-supplier relationships with special interest groups. Low cost employer recruitment, training and retention, resources and scholarships.

Education

#### Public Policy

Protecting and advancing the invaluable role of distribution with NAW and other industry alliances.

# Credibility

Membership in a recognized professional association can enhance your branding in the industry.



# Discounts

FPDA member discount programs saves you \$ year-round!

BENEFITS

**MEMBERSHIP** 

**EXCLUSIVE** 

## **Benchmarking Tools**

Discover new trends, strategies and techniques through our reports and surveys.

## Communications

Member focused eNewsletter, bulletins, economic reports and social media channels Leadership for your industry news.

Step into a leadership by joining a FPDA committee, task force or Board of Directors.