

## FPDA's Member Get a Member Campaign

*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 hard-copy 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](#)

