

MAKE YOUR CALLS COUNT

*How To Really Make A Difference
With Your Association's Crisis Outreach*



CHAMBER
MARKETING
PARTNERS

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WHY THIS TOPIC?

- Check-in calls during COVID-19 from chambers of commerce
- Vague questions
- What's was the point
- This is an opportunity for an Association to reaffirm its relevance

IS THERE A MORE STRATEGIC WAY?

What are the goals?

- Offer comfort?
- Help businesses survive, recover and thrive?
- Rebuild the local economy?
- Position the Chamber as champion of business?



HOW DOES THIS BENEFIT THE CHAMBER?

- Positions the Chamber as business leader
- Fits with Catalyst, Convener and Champion
- Reinforces relevance
- What's the chamber done for me lately?
- Provides a powerful message

HOW TO GO ABOUT IT?

- Gather data
- Quantify / Analyze
- Identify Trends
- Assess and Convene
- Communicate
- Follow up
- Testimonials
- Tell the Chamber's story

GATHER DATA

Set the stage & connect

- I'm calling from the _____ chamber of commerce and we're working to find solutions to the top 3 challenges our business community is facing during this crisis.

My name is _____. May I ask you a few questions?



SAMPLE QUESTIONS

- What are biggest challenges your business is facing right now?
- How are those affecting your business?
- What have you done so far to solve them or get help?
- How are you adapting?
- What kind of help do you feel you need?



BE EMPATHETIC AND SUMMARIZE

- I am so sorry to hear about your situation (you are not alone).



BE EMPATHETIC AND SUMMARIZE

- From what I've heard you say
 - Your top issues are...
 - They are affecting your business by...
 - You've done the following so far...
 - At this point, the situation is...
 - And you feel you the following might help...



BE EMPATHETIC AND SUMMARIZE

- Does that accurately describe your situation?
- Do you have any questions for me?
- We are working on solution and will let you know how we can help. Thank you for your time.



QUANTIFY AND ANALYZE

- Need to input the answers somewhere
- User fields in member database
- Create a spreadsheet
- Use a tally sheet

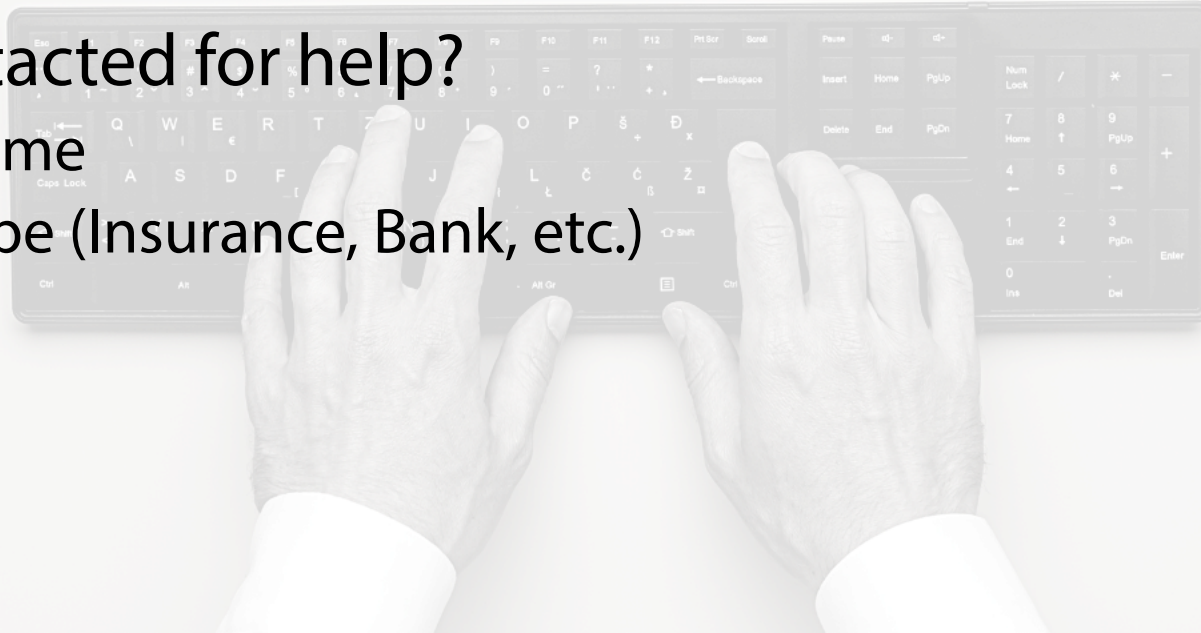


IDENTIFY TRENDS

- Patterns will emerge
 - Unable to open
 - Waiting on PPP
 - Riot damage
 - Denied business interruption insurance
 - Employees making more on unemployment
 - Supply chain broken
 - Rearranging office for social distancing

TRACK SECONDARY DATA IF POSSIBLE

- What has already been done?
 - Applied for PPP
 - Talked with banker
 - Applied for business interruption insurance
 - Etc.
- Who was contacted for help?
 - Company name
 - Company type (Insurance, Bank, etc.)

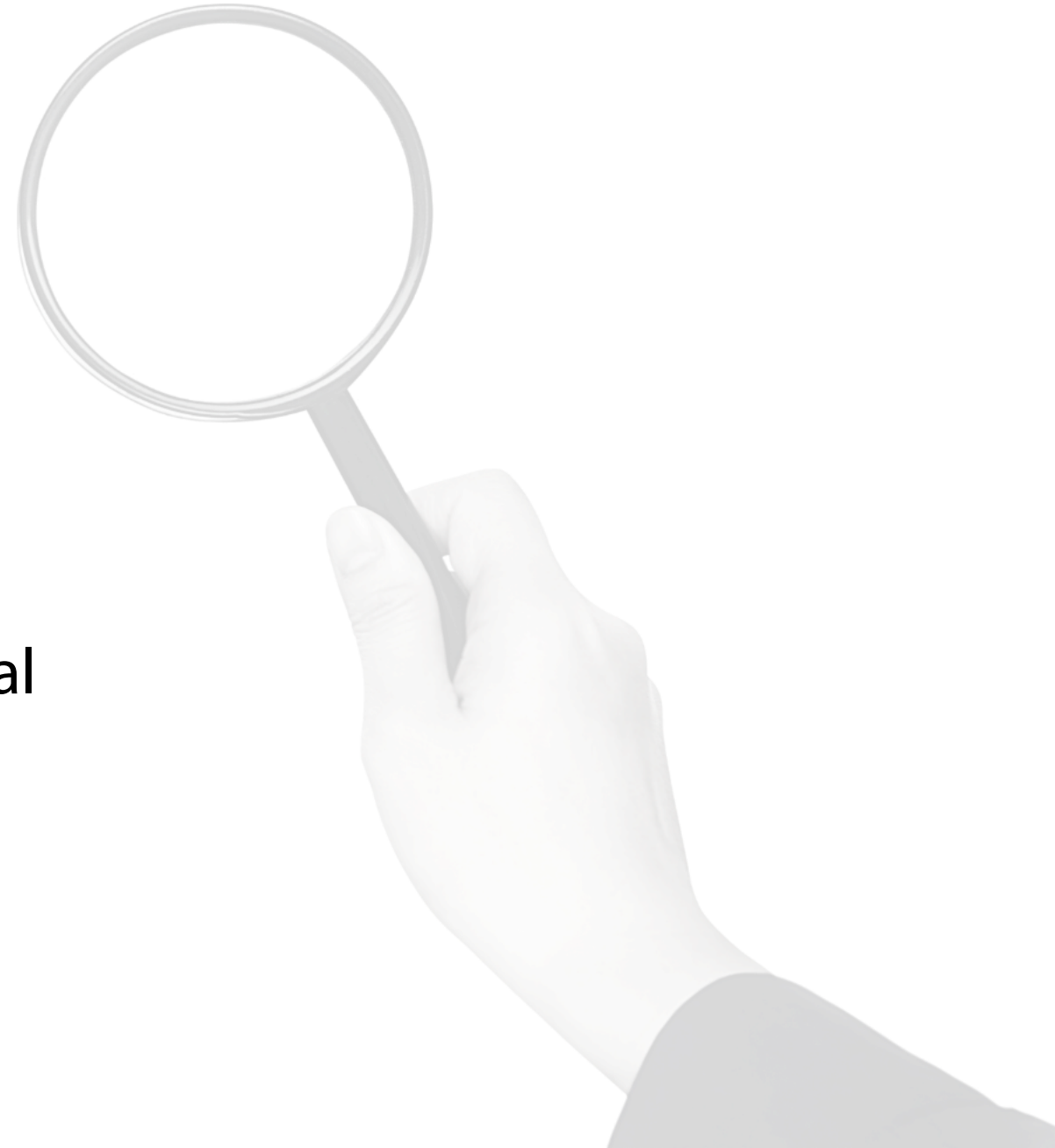


ANALYZE

- Tally the data
- Identify top issues

$$\frac{\text{Category count}}{\text{Total records}} \times 100 = \% \text{ of total}$$

- Pick the top 3



ASSESS AND CONVENE

- What resources do we currently have and what do we need to find?
 - Within membership
 - Board of directors
 - Greater business community
 - Outside area
 - Partners/Vendors

COMMUNICATE

- Why? Visibility.
- Explain top 3 issues and how the organization is helping
- Invite everyone to take advantage of your resources
- Press release / press conference
- Tell everyone!



FOLLOW UP

- Reconnect with people in top 3 categories
- What progress have they made
- Notify of available resources
- Best by phone
- Email second best
- Remind them: "This is Joe Schmoe from the Anytown Chamber of Commerce working to rebuild our economy."

TESTIMONIALS

- My business was facing _____ and the Chamber _____ which helped me _____.
- String the video bites together for a commercial.
- These are the golden nuggets to solidify the Chamber's relevance.

TELL THE STORY

- Press Releases | Press Conferences | On Website | EBlasts
 - Connected with member AND non-member businesses
 - Identified the top 3 issues
 - Convened resources
 - Made resources available to everyone
 - Helped ### businesses survive and thrive
- Use testimonials



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