



Membership Toolkit

This toolkit was designed to help you seek support for NACM North Central membership from your employer. This document includes:

- Sample email requesting support
- Tips to make asking for approval easier
- How to overcome objections

It is best to start your planning early, before your company's annual budget is finalized.

Please adapt the contents of this kit to suit your individual needs. If you have any questions about NACM North Central or the suggestions in this toolkit, contact Deborah Kessler at dkessler@nacmnc.com. Good luck!

Sample Email Requesting Support

[Supervisor's Name]:

I am seeking approval to join NACM North Central.

NACM North Central helps business credit professionals and their companies drive results by providing the best education, networking, tools and information to excel and make smarter, more profitable credit decisions.

Benefits of becoming a member include: free and discounted educational webinars and events; online community forums; online resource library containing thousands of commercial credit articles and books; and news, trends and other information affecting B2B credit professionals. Membership includes access to resources from both the National Association of Credit Management and NACM North Central.

The cost of membership is [\$Amount]. An investment in this membership can easily pay for itself with just one better decision based on the information learned via the many resources and benefits we would be able to access.

I appreciate your consideration of this request and look forward to your response.

Sincerely,

[Your Name]

Tips to Make Asking for Approval Easier

1. Start early. Develop a plan for requesting approval that includes adequate time for budgeting and evaluation by your supervisor.
2. Do your homework. Understand how membership will help you, your department and your company.
3. Educate influencers (supervisor, HR manager, training department, etc.) about the value of NACM North Central.
4. Tie the benefits of membership back to your personal, departmental and company goals. Explain to your supervisor how membership will help make you more effective at your job and help decrease your company's risk.
5. Know your company's budgeting process and request money be allocated for membership dues.
6. Practice your pitch before discussing membership with your supervisor. Explain to a colleague or spouse why you want to become a member. Practicing the conversation will make you more comfortable and confident for the actual discussion.
7. Offer to provide regular updates to your supervisor and/or department about how membership is benefiting the department and the company.
8. Be persistent. If your request to join was denied, try to address the reasons for the refusal in your next proposal. Just because you were turned down once doesn't mean you will be turned down again.
9. Ask for help. A member of the NACM North Central staff will gladly meet with you and/or your supervisor to answer questions and provide additional information about membership.

How to Overcome Objections

This section highlights possible objections and suggested responses to use when your employer is hesitant to support your request.

Membership is too expensive.

- The value of the information gathered from membership is greater than the cost of joining. Membership will more than pay for itself if the information gathered helps us make better decisions when extending credit to just one company, prevents one bankruptcy or alerts us to one potential fraudulent account. .
- Membership provides valuable educational and networking opportunities exclusive to B2B credit professional.

What will the company gain from your membership?

- Because memberships are corporate, rather than individual, an unlimited number of employees can take advantage of benefits.
- Membership will help me make smarter credit decisions that decrease the company's risk.
- Membership will help me improve my knowledge and gain insight into how other people who do exactly what I do overcome on-the-job challenges.
- The best practices and tools we'll gain through membership will help us operate more effectively and efficiently, maximizing staff resources.
- The information and resources available through NACM are unavailable anywhere else.

It will set a precedent requiring approval of other employees' membership requests.

- This is an investment that will benefit the company, the department and me.
- Allowing membership shows the company's commitment to not only my professional development, but also to ensuring I have access to the resources I need to do the best possible job.
- Compare membership to other (more expensive) opportunities for which you are not seeking approval.