Best Practices in Conversational Engagement

1-27-22 Client Roundtable



Consider Open-Ended Questions Occasionally

Drive ACTION From Member	Elicit EMOTION From Member
"Are you planning on renewing your membership?"	"Looking back on your last 12 months of membership, what did you use most and what could we improve for next year?"
"Are you planning on earning a certification this year?"	"What do you need most from us as you prepare to earn your certification this year?"

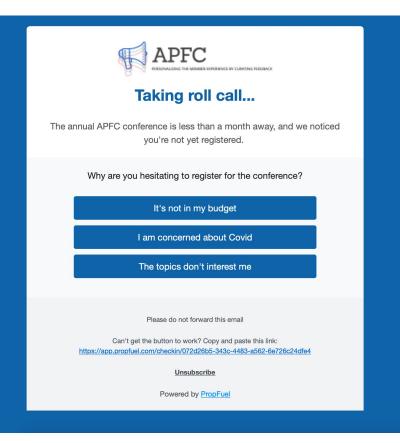


Think Conversationally: Embrace the Human Exchange

Marketing Email	PropFuel Check-In
"Did you know we have a discounted membership program?"	"How would you describe where you are in your career right now?"
	"What problem is keeping you up at night?"
	"What are your goals for this year?"



Don't Be Afraid Of The "No"





Thank You!

That's completely understandable, and it's also why we've instituted Covid protocols across the entire conference, all four days! Here are just a few of the precautions we are taking to keep you safe:

- Hand sanitizing stations throughout the conference center
- Smaller group sessions to allow for social distancing
- Virtual options where possible

You can view a complete list of our Covid protocols here.

There Are Times When a Human Response is Necessary

A personal response could be needed:

- unique situation
- change in circumstance
- additional assistance



Focus On "What's In It For Them?"

What's in it for YOU ?	What's in it for THEM ?
"Why did you attend the conference?"	"Why did you attend the conference?"
"Thank you for your feedback. We will use your answers to improve our future conferences."	"We liked that part, too! Since you said you enjoyed [X] we also thought you might enjoy the upcoming [Y]. You can register here .



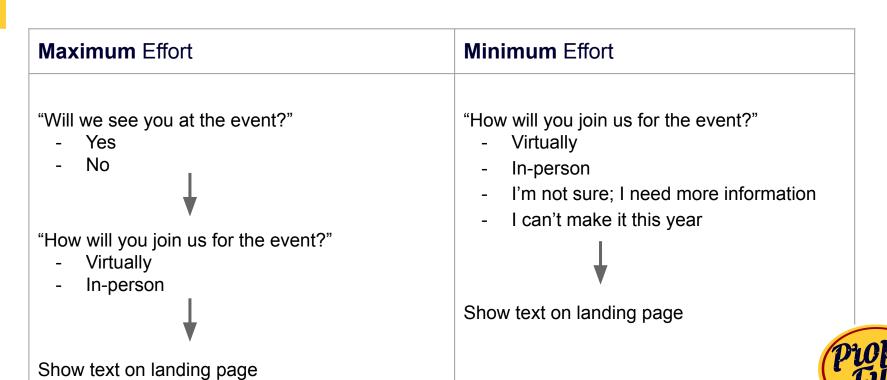
Let Their Answers Guide Your Future Questions

Do this in PropFuel by...

- writing back to your email system or AMS
- using tags
- adding people into another campaign
- building a list of folks that responded a certain way

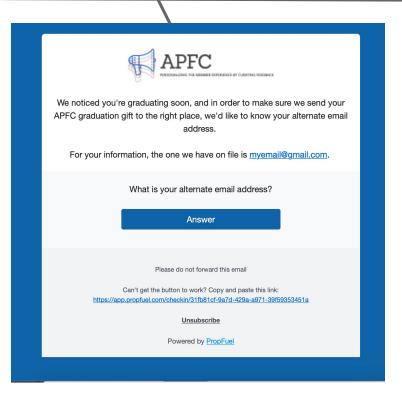


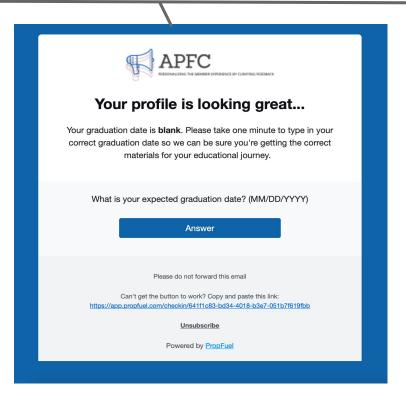
Make It Easy for the Member



Build Profiles Over Time With Automation

Month 1 Month 2





Pretend You Are Talking to a Person... Because You Are!

Your membership expired on December 31st. We don't want to lose you.

"Is there anything we can do to help?"



Don't Ask What You Should Already Know

Good	Better
In which department do you work?	 How would you describe your professional peer group?
Have you filled out your profile?	Is now a good time to check out your profile?



Measure Success Based on Goals: Not All Conversations Are The Same

A successful campaign with a low response rate could include:

- Sponsorship promotion
- Volunteerism
- Consultation services

