



Patience is a virtue – except when it comes to growing revenue.

WISH YOU HAD THE SECRET SAUCE FOR ADDING NEW MEMBERS?

It's time for associations to acknowledge that they are in the business of selling...to start implementing and creating a culture that supports the sales process.

SOURCE: EffectiveDatabase.com

62%

Over half of associations report stagnant or declining membership numbers.

SOURCE: [GrowthZone Association Survey](#)

Most prospects join when associations adapt their messages to reflect their specific interests and tailor the communication to them.

SOURCE: [Moery Company](#)

You want to grow. You need to grow. But you're finding it challenging to coordinate the many (many) details related to growing. However, to be successful, you have to manage multiple acquisition campaigns, keep track of the sales process, and organize multi-faceted programs. That's where GrowthZone Association Management Software comes in.

GROW YOUR ASSOCIATION FASTER

With the GrowthZone Association Success Platform, you can move prospects through the recruitment process easier and faster. You'll be able to identify prospects, see where they are in the sales process, automate and track communications, and more. Put simply, you'll have the power of data and efficient processes on your side to help you be more successful at growing your membership.

MARKETING AUTOMATION IS A GAME CHANGER

With the optional **Marketing Automation** module, you can build and schedule customized email drip campaigns and landing pages that ensure vital information goes out to the right audience at the right time intervals. You'll be amazed how much you enjoy marketing once you have the right tools.





Additional features to help your organization grow

GrowthZone is also available with these optional features to help you become more productive at growing your association.

YOU WANT TO:

Create strategic email campaigns that ensure each prospect or member receives vital information, at the right time intervals.

Cultivate and close more sales

WHAT GROWTHZONE DELIVERS:

Marketing Automation

Sales Funnel Management

HOW YOU WIN:

- Build and schedule automated communication campaigns for different segments of prospects or members.
- Control communications and activities while tracking the results and actions right in the software.
- Create great-looking emails and landing pages with the included drag and drop design tools.

- Track prospects through all stages of the sales process.
- Create and track proposals.
- Forecast revenue.
- Manage and process member applications.

NOTE: This sheet contains GrowthZone features specific to bringing in new members. For a complete look at how we can help with increasing member engagement and making you more efficient, visit us online.

ABOUT GrowthZone

GrowthZone Association Management Software is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

www.growthzone.com