



# CHAMBER CONNECTS

2023 CAMPAIGN  
MANUAL

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## Dear Campaign Volunteers,

For the 2023 Membership Campaign, we're continuing with the theme "Chamber Connects." There's no better way to succinctly communicate the power of membership. "Chamber Connects" speaks directly to how joining the Cobb Chamber expands your business network, drives growth for the community and unites us all in a voice for pro-business advocacy. But this year there is a "super" twist. I think our campaign leaders and volunteers are superheroes for Cobb, giving time and efforts to make connections and help the Chamber continue our Mission. We already know what many members discover on their own: The Cobb Chamber is a special place to grow and build relationships that are both professionally and personally rewarding. So we are banded together to help make Cobb the home of the most determined trailblazers and innovators where businesses succeed and people prosper. And when you see the capes flying in the wind, that's your brave 2023 Campaign Division Chairs leading the charge.

We've assembled a team to connect you with resources to meet your individual and team goals throughout the campaign. I encourage you to seek out your 2023 Division

Chairs for advice, troubleshooting ideas, and support on key sales meetings. Here are the 2023 heroic Campaign Division Chairs:



**Al Martin**



**Nurdan Cornelius**



**Patti Schoettler**



**Jason Sleeman**



**John Loud**

This year we're ramping up our closed group on Facebook to keep everyone engaged, informed and, most importantly, encouraged. Make it a point to join the group and use it as a tool to motivate your team and push us all toward the goal. Watch for event reminders too. Everyone is welcome to join the group and contribute content! Please contact Emily Walls at [ewalls@cobbchamber.org](mailto:ewalls@cobbchamber.org) to be added. Social media is a huge connection point for everyone, so let your friends and business contacts know how the Chamber supports your business and post pictures with fellow members and at events—let's boost everyone's production!

Sincerely,

Chris Britton  
2023 Campaign Chair

**"Alone we can do so  
little, together we  
can do so much"**

- Helen Keller

# Chamber Overview

Use the following information to help with talking points as you speak with prospects and renewals.

## Where Ambition Belongs

Becoming a member of the Chamber means that you'll gain access to a host of empowering resources, including professional development programs, our health coverage program, and substantial member savings partnerships. You'll also enjoy invitations to our calendar of engaging events, from inspiring roundtable discussions to easy-going social functions.

But most importantly, membership means joining the ranks of Cobb County's foremost movers, shakers and innovators. Being a Chamber member means that you'll never have to go it alone. Here, you'll be given the opportunity to connect with fellow entrepreneurs, gain valuable prospects and opportunities, and benefit from the perspectives of people with relevant, local experience.

## Member Benefits

Members enjoy access to a wide array of inspiring events, supportive benefits, and thoughtful resources. Whether it's attending a signature event, applying for an award program, marketing your business through sponsorship opportunities, or gaining professional development, our extensive list of member benefits helps companies to make valuable connections with other professionals and local businesses.

In addition, our programs and events offer a diverse set of experiences from discussion in intimate groups to keynote addresses at large-scale events and after-hours networking to classroom-setting seminars. We also help companies save thousands through exclusive cost-savings programs on things like insurance and office supplies. **Many companies find these savings alone pay for their membership.**



## Advocacy

We believe in creating jobs, promoting business, strengthening Cobb, and you. Through our advocacy efforts, we ensure that our county is a healthy place to do business. Activities at the local, state and federal government affect your business. Our government affairs team works on your behalf regarding issues such as economic development, transportation and infrastructure, taxes, education and health care.

The Chamber advocacy efforts extend beyond the Georgia legislative session. Throughout the year, the Chamber hosts various events, trips and leads efforts regarding important local government topics and economic development assets.

## SelectCobb

Devoted to fostering strong economic development in Cobb County, SelectCobb is the Chamber's strategy that works to attract top-tier enterprises and talent. SelectCobb helps drive opportunity home. It is the mission of the Cobb Economic Development team to strengthen our local economy and drive the creation of jobs and investment.

The teamwork in Cobb, which includes all municipalities, Cobb County Government and the many development authorities throughout the community, provides prospects a full service offering to a variety of location possibilities. Each entity plays a crucial role in not only the recruitment, but also the retention and expansion of Cobb businesses. The Cobb Chamber serves as the single point of contact for economic development initiatives for both new and existing businesses. This arm of the Chamber also focuses on key issues that impact economic development such as workforce and transportation/mobility. SelectCobb efforts have an enormous positive ripple impact on the Cobb business community.



# 2023 Campaign Overview



## Important Dates

| Date                     | Time                   | Meeting                                 | Location                                |
|--------------------------|------------------------|---|---|
| <b>Mon., February 13</b> | <b>11:30 AM - 1 PM</b> | <b>Marquee Monday Campaign Kick Off</b> | <b>Coca-Cola Roxy</b>                   |
| Wed., February 15        | 2:30 - 4 PM            | Campaign University                     | Cobb Chamber                            |
| Tues., February 28       | 11:30 AM - 1 PM        | ENGAGE Luncheon                         | Cobb Chamber                            |
| Thurs., March 2          | 2:30 - 4 PM            | Campaign University                     | Cobb Chamber                            |
| Thurs., March 16         | 8:30 - 10 AM           | Campaign University "Last Chance U"     | Cobb Chamber                            |
| <b>Fri., March 24</b>    | <b>Noon Deadline</b>   | <b>Check In #1</b>                      | <b>*Deadline to turn in production*</b> |
| Tues., March 28          | 11:30 AM - 1 PM        | ENGAGE Luncheon                         | Cobb Chamber                            |
| Tues., March 28          | 4:30 - 6 PM            | Campaign Party #1                       | Brasfield & Gorrie                      |
| Tues., April 25          | 11:30 AM - 1 PM        | ENGAGE Luncheon                         | Cobb Chamber                            |
| <b>Tues., April 25</b>   | <b>Noon Deadline</b>   | <b>Check In #2/Mid-Point</b>            | <b>*Deadline to turn in production*</b> |
| Wed., April 26           | 11:30 AM - 1 PM        | Team Captain Mid-Point Meeting          | Cobb Chamber                            |
| Wed., May 10             | 9 - 10:30 AM           | Meet the Chamber Breakfast              | Cobb Chamber                            |
| <b>Wed., May 17</b>      | <b>Noon Deadline</b>   | <b>Check In #3</b>                      | <b>*Deadline to turn in production*</b> |
| Thurs., May 18           | 4:30 - 6 PM            | Check In #3 Party                       | TBD                                     |
| Thurs., May 23           | 11:30 AM - 1 PM        | ENGAGE Luncheon                         | Cobb Chamber                            |
| <b>Tues., June 20</b>    | <b>Noon Deadline</b>   | <b>Final Check In</b>                   | <b>*Deadline to turn in production*</b> |
| Wed., June 21            | 4:30 - 6:30 PM         | Campaign Victory Party                  | Cobb Chamber                            |
| July TBD                 |                        | Big Trip                                | TBD                                     |

**NOTE:** You can attend one ENGAGE for personal training and an additional one only if your renewal(s) are going to attend.  
Must rsvp to [spainton@cobbchamber.org](mailto:spainton@cobbchamber.org).

## Important Events

### Campaign University | Why should You Come?

- Learn how campaign works.
- Listen to best practices and testimonials from seasoned volunteers.
- Learn about the Chamber's onboarding and retention plan for members.
- Hear about the changes for the 2023 campaign.

### ENGAGE | Why Should You Come?

- Refresh your knowledge of all of the programs and services the Chamber offers to be able to relay to prospects.
- **Invite your eligible renewals** to revisit why they joined (especially if they have not attended one or there is a new decision maker).
- Network with the other members who attend.
- Enjoy a complimentary lunch!

### Meet the Chamber Prospect Breakfast | Why Should You Come?

- Bring **new** membership prospects to hear testimonials that will highlight the value of membership.
- Networking opportunity for prospects to meet key leaders and experience a Chamber event.
- Hear valuable chamber insights from leadership to help solidify and close membership sales.
- Enjoy a nice breakfast!



# Who Makes it Happen?

## Campaign Chair

- Selects Campaign Leadership.
- Leads Campaign check-ins and Victory Celebration.
- Reports to the Chamber Board of Directors.
- Sets and achieves Campaign goals.
- Recruits corporate teams to join the Campaign.
- Supports the Campaign Leadership Committee and all Campaign volunteers.
- Works with Chamber staff to conduct trainings.

## Division Chairs

- Assist Executives and Captains in setting their Campaign goal.
- Recruit corporate teams to join the Campaign.
- Work with your company's team and other teams in their Division to achieve team goal.
- Work with Campaign teams to achieve team goals.
- Manage team production by:
  - Working with assigned team leaders on a regular basis.
  - Actively encouraging executive involvement.
  - Attending leadership and team meetings (when needed).
  - Participating in Campaign Kick-off, campaign check ins and Victory Celebration.

## Team Executives

- Sets team goal with Division Chair and Team Captain.
- Recruits a Team Captain who will be given full responsibility for meeting the team goal.
- Gives Team Captain support and encouragement.
- Communicates support to each team member and encourages them to do their very best.
- Supports Team Captain and team members by providing internal incentives where appropriate.
- Participates in Campaign Kick-off, Campaign check-ins and Victory Celebration with your team.

## Team Captains

- Understand how campaign works.
- Listen to best practices and testimonials from seasoned volunteers.
- Learn about the Chamber's onboarding and retention plan for members.
- Support team members in sales efforts to ensure team meets goal commitment.
- Encourage team members to attend campaign events.

## Team Members

- Understand how campaign works (Attend Campaign University!)
- Listen to best practices and testimonials.
- Learn about the Chamber's onboarding and retention plan for members.
- Work to recruit membership and advertising to reach team goal.

## Chamber Staff

- Supports all volunteers in sales efforts through training, materials and events.
- Always available to answer all volunteer questions.
- Meets our Chamber team goal.
- Recruits prizes to reward volunteers for their efforts.

# Teams, Goals & Prizes



Team dollar and new member goals are pre-determined by Campaign Leadership in conjunction with the Team Captain and Team Executive.

**Everyone who produces will earn a prize based on production. Minimum team goal is \$10,000.**

All Team Captains who meet their team goal of \$30,000 or more by the final turn-in may earn "The Big Trip" in July.

- Teams may have one team captain for every \$30,000 of their goal.
- One team captain qualifies for each \$30,000 in production.
- For teams with only one person acting as Team Captain, Team Executive and Sole Producer, if \$16,500 in production is reached, they are eligible to go on the Big Trip as their only prize.
- **If the team captain cannot go on the trip they cannot transfer their spot to someone else.**

**NOTE: There are no adjustments to goals or team captains after February 13, 2023.**



2022 Campaign

# The Big Trip | July 2023

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Join Campaign Leadership and other community volunteers on a four night trip to a to-be-determined tropical location. This a wonderful opportunity to hang out with old and new friends alike – and there is plenty of time to do your own thing, too. The trip includes round-trip airfare, transfers, accommodations, taxes and fees for **two**.



**Team Members** – Earn your spot by selling \$16,500 in new members, eligible renewals (2021 & 2022), ads and ad renewals by June 20, 2023. If you cannot go on the scheduled dates, you must choose another prize.



**Team Captains** – Earn your trip spot automatically by meeting your team goal of \$30,000 or more by the final turn-in. You will not choose the Big Trip as your prize for individual production, but you are eligible to choose another prize. If you cannot go on the scheduled dates, you must forfeit the trip. If a team has more than one team captain, one team captain qualifies for each \$30,000 in production.



**Individual Producers with over \$16,500** – \$16,500+ in production earns individuals not only the big trip, but also a **“Campaign Achievement Award,”** which will be given at Annual Dinner. \$25,000+ in production means you can choose a prize off the board in addition to the Big Trip.



**Sole Producer Team** - For teams with only one person acting as Team Captain, Team Executive and Sole Producer, if \$16,500 in production is reached, they are eligible to go on the Big Trip as their only prize.



**Top Producer** – The top producer of the overall campaign will receive an upgraded Big Trip room!

At the Victory Celebration, volunteers receive individual prizes for production. These prizes range from trips and tickets for sporting events to electronics and gift certificates to various restaurants and stores.



## You can still win your spot on the Big Trip without producing \$16,500!

**Big Trip Individual Drawing** – Anyone who sells **at least three new members** will have their name put in the Big Trip drawing, which will be awarded at the Victory Party. Each new member after three will allow your name to go in the drawing an additional time. Your name may go in the drawing as many times as you earn.

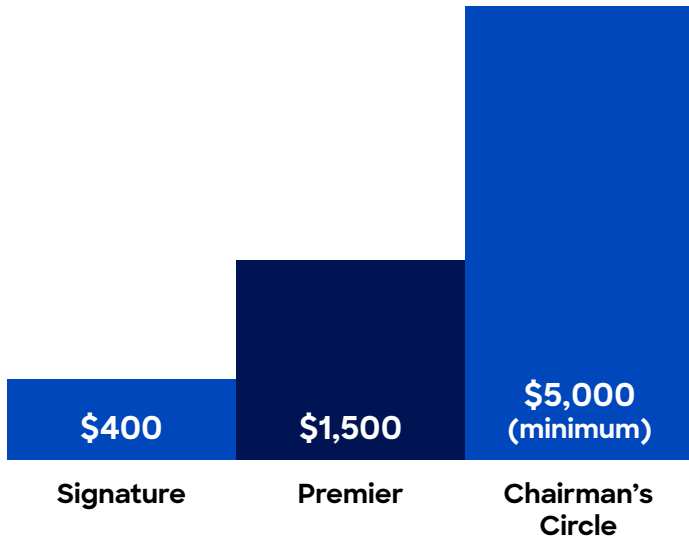
**Big Trip Team Drawing** – Teams with a goal of at least \$10,000, but less than \$30,000 who meet their goal are also placed in a separate drawing. It is up to the winning team to determine the individual member that gets to go on the trip.

**NOTE:** Due to IRS regulations, all Big Trip attendees must receive a 1099 Form.

# New Membership Sales

2010 Campaign

The Cobb Chamber offers three membership levels for for-profit businesses, as well as separate rates for non-profits and sole proprietors.



- Non-Profit (501c3 only) Signature . . . . . \$250
- Non-Profit (501c3 only) Premier . . . . . \$750
- Non-Profit (501c3 only) Chairman's Circle . . . \$2,500
- Sole Proprietor Special Rate . . . . . \$250  
(must be a one-two person business)

Breakdown of membership level benefits and other supporting resources available at [cobbchamber.org/membership-campaign](http://cobbchamber.org/membership-campaign).



### WHY JOIN?

Becoming a member of the Cobb Chamber means you gain access to a host of empowering resources and opportunities. Through our wealth of programs and partnerships, we unite the region's most innovative and informed movers and shakers to help organizations flourish, and Cobb's business community remain strong. Join today to take advantage of these key benefits.



#### NETWORKING

People do business with people they know. Enjoy member pricing to over 400 events each year and start forging lasting connections.



#### LEADERSHIP

Members gain an edge on the competition through access to professional development programs like CEO Roundtable, Cobb Executive Women, Cobb Young Professionals and more.



#### VISIBILITY

Stand out and market your business through complimentary ribbon cuttings, online directory listing, advertising, sponsorship, member blog and more.



#### DRIVE GROWTH

Our Economic Development team is working hard for you, bringing more businesses, clients and prosperity to Cobb.



#### A VOICE FOR YOU

Through our advocacy and initiatives, we ensure that our county is a healthy place to do business. Be a part of our advocacy efforts and have about legislation that affects your business.



#### BUILD COMMUNITY

Creating a strong local economy increases our quality of life. Be a part of our mission to bring the community and its leaders together to make Cobb flourish.



#### DISCOUNTS

Increase your purchasing power through our Member Advantage Programs and members-only offers.




#### CREDIBILITY

Being a Cobb Chamber member raises your reputation within your community. Customers value businesses that are ambitious and invest in their community.

For more information about membership, contact our Membership Development team.

1000 Cooke Pl. Ste. 1000  
Atlanta, GA 30309

770-960-2000  
[info@cobbchamber.org](mailto:info@cobbchamber.org) [cobbchamber.org](http://cobbchamber.org)



### MEMBER BENEFITS


|  | SIGNATURE      | PREMIER         | CHAIRMAN'S CIRCLE |
|--|----------------|-----------------|-------------------|
| Dues Investment  | \$400          | \$1,500         | \$5,000           |
| Value  | \$2,790        | \$5,635         | \$55,500+         |
| Access to marketing opportunities, Advertising, Award Programs, Community Calendar, Blog, Coupons and more                   | -              | -               | -                 |
| Access to exclusive Member Advantage Programs to save money on office supplies, workers comp insurance, and health insurance | -              | -               | -                 |
| Access to member pricing for Chamber events, such as Marquee Monday, Area Councils and more                                  | -              | -               | Complimentary*    |
| Complimentary admission to Cobb Connections, Business Builders, Business After Hours and Cobb Young Professionals Society    | -              | -               | -                 |
| Complimentary Admission to Area Council  | -              | -               | Unlimited         |
| Listing on Cobb Chamber Online Business Directory  | -              | -               | -                 |
| Complimentary Website Listing for new businesses   | -              | -               | -                 |
| Listing in the Online New Member Directory for 30 days   | -              | -               | -                 |
| Digital Photo Member logo  | -              | -               | -                 |
| Invitations to CEO/AG Luncheon   | -              | -               | -                 |
| Access to professional development, leadership programs and committee participation  | -              | -               | -                 |
| Discount for Chamber room rentals  | -              | -               | -                 |
| Subscription to Georgia Trend Magazine   | -              | -               | -                 |
| Membership with the Cobb Chamber Foundation (Businesses with 10 employees)   | -              | -               | -                 |
| Certificates of Origin Contribution  | Discounted     | Discounted      | Complimentary     |
| Complimentary premium website category ad on Cobb Chamber Website  | 3 months       | 6 months        | -                 |
| Opportunity to advertise in Chamber communication products   | -              | -               | -                 |
| Upgraded Online Business Directory listing (Business Profile and best score)   | -              | -               | -                 |
| Additional Business Category Listing in Online Directory   | 3              | Unlimited       | -                 |
| Multiple Locations Listed in Online Directory  | -              | -               | Unlimited         |
| Discount on Cobb Don't Wait Program tuition  | \$50 off 1st % | -               | Comp 1st %        |
| Discount on Cobb Roundtable membership   | \$75 off 1st % | \$100 off 1st % | -                 |
| Complimentary Admission to Chairman's Circle Reception prior to Marquee Monday   | -              | 2               | 1                 |
| Complimentary Reception to Marquee Monday  | -              | -               | -                 |
| Complimentary Exclusive Events with Key Business Leaders   | -              | -               | -                 |
| Invitation to attend monthly Board of Directors meetings   | -              | -               | -                 |
| Economic development updates from Cobb Chamber leadership  | -              | -               | -                 |
| Online Chairman's Circle Directory   | -              | -               | -                 |
| Logo on Online Business Directory listing  | -              | -               | -                 |
| Complimentary 1st Year Cobb Executive Women dues, upon acceptance  | -              | -               | -                 |

\*These offers and benefits are subject to change without notice. Member offers are limited to one offer per business. Some offers may be subject to availability. All other members of the organization eligible for benefits at member rates.

For more information about membership, contact our Membership Development team at 770-960-2000.

1000 Cooke Pl. Ste. 1000  
Atlanta, GA 30309

770-960-2000  
[info@cobbchamber.org](mailto:info@cobbchamber.org) [cobbchamber.org](http://cobbchamber.org)



### CHAIRMAN'S CIRCLE

The Chairman's Circle, our most exclusive membership level offers our Chairman's most committed and engaged members even more opportunities to develop, connect, and help chart Cobb's course. They are the key supporters and leaders in economic development and strategic initiatives. Since its inception in 1993, the Chairman's Circle has grown into one of Georgia's most influential CEO-level, business networking organizations. Members represent a wide array of industries and experiences from financial institutions to retailers, and from local players to global corporations. The annual investment fuels the Chamber's mission to strengthen the economy, help your organization flourish and keep Cobb a remarkable place to work and live.

#### Investment Benefits

Enjoy all the benefits of Signature and Premier Membership, plus:

#### Exceptional Connections

- Complimentary admission to all Marquee Monday events and VIP receptions.
- Complimentary admission to all Area Council meetings.
- Invitations to special VIP events throughout the year.
- Complimentary quarterly events with key business leaders.
- Invitation to attend monthly Board of Directors meetings.

#### Market Your Business

- Unlimited business locations listed in the online Business Directory.
- Upgraded online Business Directory listing, including logo and business description.
- Inclusion in Chairman's Circle exclusive online directory.

#### Exclusive Offers

- One complimentary premium website category ad for six months.
- Complimentary Cobb Executive Women dues for first year, upon acceptance.
- Complimentary enrollment in Drugs Don't Work for first year.
- Exclusive legislative lunches and receptions.
- Discount on CEO Roundtable.
- Economic development updates from Cobb Chamber leadership.
- Special discounts and offers from other Chairman's Circle members.

For more information about membership, contact Emily Wells at [emwells@cobbchamber.org](mailto:emwells@cobbchamber.org)

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770-960-2000  
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**NOTE: It is crucial that you quote accurate fees. Refer to the membership dues information for proper quotes. No memberships under \$400 will be accepted (unless Non-Profit or Sole Proprietors).**

## Completing the Application

- Make sure new members fill out the application completely.
- Obtain a check payable to the Cobb Chamber or credit card information. We accept VISA, MasterCard, American Express and Discover. If necessary, have the new member mail the check and application directly to the Chamber or complete the **online application**.
- Help members determine the proper category where the business should be listed – refer to category listings on cobbchamber.org. Remember, Premier and Chairman's Circle members receive multiple category listings.
- **Be sure to put YOUR name and company on the "Who helped you join?" line.**
- If a member is joining online, be sure and ask them to indicate your name.

## After a Membership is Sold

- Chamber staff works to get your member involved. The member is provided with a 30/60/90 day action plan as a guide.
- A letter of welcome from the President and CEO, Sharon Mason, is sent to express our appreciation along with their membership decal, member ID and password, and cost savings information.
- A welcome email is sent with the Member ID and password for the Members Only website section.
- Each new member is invited to the next ENGAGE: a private event for new members. At this event, they will meet other members, learn more about their benefits, and hear about ways to get involved.
- The new member is placed on the Chamber email distribution lists.
- The new member will be added to the Membership Directory on our website, cobbchamber.org.
- A Chamber Ambassador will call the new member to help them take advantage of benefits.



## Prospects

- **Please notify the Chamber campaign staff if working on a prospect for membership or advertising.** Notes are kept in a database and if another volunteer inquires about the company, they will be told another volunteer is already speaking with them.
- As not all volunteers share information with the Chamber, Chamber staff cannot always protect the prospect from being pursued by multiple volunteers. We respectfully ask that if a volunteer knows someone else is already speaking to the prospect, that prospect does not get pursued by multiple volunteers.
- **If a volunteer walks in the check, or the membership application comes in with a volunteer's name on it, they are the ones who will receive the credit.**

**NOTE: If 60+ days go by and you have not spoken to the prospect again, we cannot prevent someone from contacting them.**

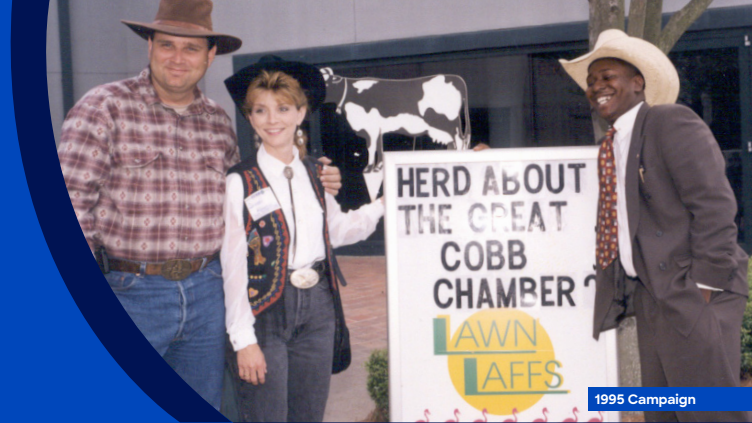
**Please continue to update Chamber staff on progress.**

## Prospecting Tips

- Any business or professional firm is eligible for membership; the Cobb Chamber has members throughout Cobb and other counties.
- Think about clients, vendors, neighbors, etc. who may benefit from membership.
- **There are more than 46,000 businesses in Cobb County – the Chamber only has 2,600+ members.**
- Before beginning, check to see if your prospect is already a Chamber member by using the [cobbchamber.org](http://cobbchamber.org) Business Directory, or by calling the Member Development Department at 770-980-2000.
- When you first start talking to a prospect, please ask if they have already spoken to someone about membership. Conflicts will be handled on a case-by-case basis.
- Former Chamber members must have been dropped for at least six months to be sold as new members again.
- The Cobb Chamber has sales representatives on staff. When you are signing up a new member, YOU make the sale. Please don't ask the prospect to call the Chamber main number to get the sales pitch. If you need assistance from Chamber Campaign staff for specific questions, reference our directory on page two.

**Please visit [cobbchamber.org/membership-campaign](http://cobbchamber.org/membership-campaign) for more sales resources and tips.**

# Credit Guidelines



## New Members

- No promised memberships will be credited, only checks in hand.
- All membership sales count year-round toward Campaign production. Any membership sold by June 20, 2023, will count toward your team's 2023 production.
- Any membership sold after June 20 will be credited toward 2024 production.

**NOTE:** Only full payment of Signature memberships will count. Quarterly or semi-annual Signature membership payments are not permitted.

All changes to team member credit awarded by the Team Captain to team members MUST be made in writing by 2 p.m. on Friday, June 16. No exceptions.

## Renewals

- **Only 2021 and 2022 renewals are eligible. Advertising renewals do not expire.**
- If an individual leaves their team, ownership of their renewals remains with the team.
- If a company forms a new team, then all eligible renewals purchased by this specific company will go with the company's new team (If the team is formed prior to the February kick-off).
- No discounting of dues is accepted. If amount turned in is lower than the invoiced base renewal amount, you will not receive credit.
- Invoices are mailed one month prior to anniversary date. All membership renewals due April, May, June and July will be mailed an invoice in early March. All ad renewals will be mailed an invoice in March.

**NOTE:** Some 3rd year renewals may have a July renewal date, so make sure to get your renewals in by the June deadline.



# Print Ad Sales & Web Partnerships



## Print Ads

The Cobb Chamber has two print ad sales opportunities–Business Guide and Insight Visitors Guide.

**The Business Guide** is a full color publication used for recruitment of business and general economic development prospects. Each year 7,000 copies are distributed.

**The Insight Visitors Guide** is a full color publication provided to newcomers to Cobb via the Chamber, real estate professionals and schools. Each year 5,000 copies are distributed.

**NOTE: Copies are posted on the Cobb Chamber's website, which has 41,000+ views monthly, and is emailed to members (13,000+ distribution).**



## Selling Ads

- Ads may be sold to Cobb Chamber members only! Please check the Business Directory on [cobbchamber.org](http://cobbchamber.org) or with the Membership Department if you are unsure of a company's membership status.
- A completed and signed contract and full payment are required to receive credit for ads.
- If the ad is under a different name from the purchaser, please note it on the contract. For example: Cousins Properties might purchase an ad for The Avenue East Cobb.
- Please check with the Chamber campaign staff about availability before selling ads.

## Information for Ad Purchasers

The Chamber can now create artwork for an additional fee.

You must inform the ad purchaser of the following:

- Artwork is due on or before the August deadline for the Business Guide and Insight Guide.
- If artwork is not of suitable quality, a fee may be charged to improve it enough for use.
- Publisher will only accept artwork in camera-ready, digital formats. See ad contract sheet for more details.

## Website Sponsorships

- Website sponsorships have a separate contract! Please make sure you use the correct one.
- Sponsorships are available in multiple locations on the Chamber website. See contract for location choices.
- Payment is due in full with the signed contract.
- Website sponsorships are valid for one year.
- Please check with the Chamber campaign staff about availability before selling ads.



# Overcoming Objections

## **“Our budget is tight... We can’t afford it.”**

- Not only does the Chamber have many valuable resources to help your business grow, but it also continuously works to attract and retain businesses in Cobb. Every membership fuels the Chamber’s efforts to bring in more jobs and strengthen our economy, especially during this time of recovery.
- You can’t afford not to join. You need to market your business to increase your sales and the Chamber is one of the most affordable ways to do that.
- Utilizing the Chamber’s Member Advantage Programs can essentially pay for your membership. Many companies find that the discounts they receive on office supplies and insurance often covers their membership investment.

## **“Send me some information.”**

- Briefly summarize benefits over the phone.
- Offer to bring materials available by and spend 15 minutes talking about the information.

## **“We’re not interested.”**

- Can we briefly discuss all of the benefits so you can make a more informed decision?
- Would you like to just join me at our upcoming Meet the Chamber Breakfast and see if anything resonates with you?
- Did you know once you join your whole company is a member? The chamber offers ways for individuals at every level of your organization to get involved and build valuable relationships.

## **“We’re a branch office.”**

- The Chamber works to strengthen this market, and the stronger the market is, the better your branch.
- Although your head office may be located elsewhere, your branch is affected by local regulations and taxes, you draw your workforce from the local population, and you share interests with locally-owned businesses.
- Taking advantage of networking and marketing opportunities will only increase your branch’s sales.

## **“I don’t have time to participate.”**

- Many benefits require no investment of time. Some examples include economic development, pro-business advocacy efforts working on your behalf, marketing benefits, cost-saving programs, and having a listing on our online business directory for members.
- Spend a few minutes a month reviewing the newsletter, and get involved when you have the time.
- We have gatherings at all times of the day and evening. If one of these opportunities could help your business, could you find the time?
- Once your company joins, everyone at your organization becomes a member and can participate. If you don’t have the time, could you engage someone else on your team?

## **“I was a member before and I didn’t get anything out of it.”**

- The Chamber is a dynamic organization. It constantly changes to respond to the needs of the business community. Although our mission remains the same, our programs are different from just a few years ago
- Imagine if there was not an organization to advocate for businesses to elected officials, or actively recruiting new companies to move into this market.
- Ask questions about their involvement; i.e. “What were your goals when you joined the Chamber in the past?,” “Did you get involved at all?,” “Did you attend any events?,” and most importantly, “Did you or your staff members attend functions which present good opportunities for your business?”

## **“We’re members of other chambers.”**

- The Cobb Chamber is one of the largest county-based chambers in the state.
- The Cobb Chamber is one of the key economic development agencies for Cobb County.
- The Cobb Chamber lobbies at the county, state and national levels, which benefits your business.

## **“We don’t do business here.”**

- Do you pay taxes here? Do you live here? Do you use the schools and public services? Do you hire employees who were educated in Cobb County or Marietta City schools or one of our colleges?
- If the answer to any one of these questions is “yes,” then you are a part of this community, and you have a stake in our quality of life, for yourself and your employees.

## **“It’s just for big business.”**

- In fact, more than 80 percent of our members have less than 50 employees.
- Many of our programs focus specifically on small business.
- Each year the Chamber names the Top 30 Small Businesses of Cobb County and the Small Business of the Year.

## **“We’re a new business... not established yet.”**

- That’s exactly why you need the Chamber – to “get the word out” about your business and make new contacts.
- We offer great exposure with our new business ribbon cuttings.
- If you are a first-time business owner, the Chamber can help you develop the new skills you’ll need to run your own business, and you can get advice from other business owners through one of our targeted programs.





**2023 Membership Campaign**