

## Overcoming Objections

When creating a plan to acquire new members, it's important to be prepared to respond to objections. You will most often be presented with similar objections, so having answers to these objections helps you pave the way for your prospects to say "I want to join!"

Below is a list of common objections you may face as you begin reaching out to peers to join your chapter. We've provided sensible answers to the most common objections you'll receive.

### **Our budget has been cut!**

#### **All our expenses are going up and we're looking at areas to trim our budget!**

##### *Network:*

- The economy is indeed struggling. And in a down economy, it's even more important to focus on shoring up your professional network. If you are out of work or if you fear you'll be out of work, having access to a professional network is critical for research and finding a new job. Budgets are always being trimmed and cut; however, your commitment to your career should never be a function of budgets.
- A strong and vast network is critical to finding smart solutions; it's how you find out what's really working. And IPMA-HR gives you instant access to this network. The access to this network alone pays for your membership dues.

##### *Resources:*

- Budgets are, in fact, tight; however, membership in IPMA-HR easily pays for itself because the programs and resources you'll be tapped into will help you work smarter—saving time and money.
- In a struggling economy it's even more important to keep up with the profession and to find out how others are dealing with the same issues you are. The (CHAPTER NAME) Chapter of IPMA-HR has <weekly> <monthly> <quarterly> publications that keep you connected to what's going on in the profession.

Suggest that he or she splits the cost of membership with his or her employer. It's a reasonable compromise.

Negotiate, negotiate, negotiate!

**It's too expensive!**

Everyone's watching their budgets now. Yet, you have to admit that \$(YEARLY CHAPTER DUES) is fairly inexpensive when compared to the value of membership. For pennies a day you'll be connected to the profession—you'll stay up to date on important issues and get real-world solutions. Membership in IPMA-HR is an investment in your success.

**I'm too busy/I don't have time!**

Time is the new currency. That's what's great about membership in the (CHAPTER NAME) Chapter of IPMA-HR, You can be involved as much as you want—or as little as you want. But you still get all the access to information, resources, best practices, and to the vast network of public sector HR professionals. You'll be amazed at how many valuable tools there are—all to make you more successful.

**I'm already a member of (SHRM, NPELRA, etc.)**

Most of us have memberships in associations such as SHRM, NPELRA, and others. IPMA-HR, however, is targeted specifically to the public sector. The other organizations can't really address the unique needs of our community. IPMA-HR's education, networking, resources, and publications are all directed to the public sector—the issues are similar, but the solutions are very different. That's why IPMA-HR provides the best value for public sector HR professionals.

**I can't convince my boss to support my membership!**

Your boss is missing an important opportunity. By supporting your membership in IPMA-HR, he or she is giving you real tools and real solutions. Access to IPMA-HR's vast resources will translate into your own success AND your agency's success. For as little as \$(YEARLY CHAPTER DUES), you will have proven tools and resources that drive success in public sector HR agencies. And, employers must be as committed to your success as you are. It's smart business.

- Suggest that her or she splits the cost of membership with his or her employer. It's a reasonable compromise.
- Give the prospect a full listing of IPMA-HR Chapter Member Benefits to give to his or her boss and show how membership in IPMA-HR will help the prospect succeed.

**I was a member of IPMA-HR years ago and really didn't get much out of it!**

IPMA-HR is essentially a new organization! With the boomers retiring and the workforce changing, IPMA-HR has never been more relevant and never more important. You really need to give IPMA-HR another try.