



# CHAMBER MEMBERSHIP OBJECTIONS

AND HOW TO RESPOND



Question  
**1**

Do you pay taxes here?



Question  
**2**

Do you use the schools & public services?



Question  
**3**

Are employees educated in Baldwin County?

If you live here, then you are part of this community & have a stake in our quality of life for you and your employees.

# The Problem

“We don’t do business in this area.”

# THE PROBLEM

“MONEY IS TIGHT.”

# THE RESPONSE

Compared to other things you could be doing to get name and brand recognition; Chamber presence is extremely affordable and one of the best values for your business.



The Chamber is a great way to get the word out and make new contacts



Making one new business contact can result in 10 new referrals for your business.



If you are a first time business owner, the Chamber has resources to assist you.

# The Problem

“We are a new business and not established yet.”

## THE PROBLEM

**“YOU’RE GOING TO KEEP  
DOING WHAT YOU ARE  
DOING WHETHER I  
JOIN OR NOT.”**

## THE RESPONSE

A diminished Chamber with less resources will only be able to provide a fraction of services and advocacy.

The more resources the Chamber has the more they can do for you and your business.



Response

1

Cutting the opportunity to stay connected to information, networks & sales prospects could hurt the ability to re-gain market share lost.



Response

2

In difficult times, opportunities to learn about potential deals, an undiscovered customer or lower cost supplier are critical.



Response

3

Chamber membership matters to customers. When a small business is a member of a chamber, the public is 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the business.

# The Problem

“Business is declining.”