



Overcoming Common Objections to Membership

Use the "*feel/felt/found*" method to overcome prospective members' objections to membership. In his book *101 Ways to Get and Keep Your Members*, membership development expert Mark Levin suggests that you listen closely to the prospective member and respond empathetically. See examples below for answers to some common objections to membership:

Objection #1: Dues are too expensive.

Response: "I know how you *feel*. I once *felt* that dues were too expensive, but then I *found* out how much APTA does for me and for the profession. Membership is an important investment in my career."

Objection #2: APTA will continue to protect me and the profession, even if I'm not a member.

Response: "I know how you *feel*. I once *felt* that APTA didn't need my support, but then I *found* out how the legislative process works. The more members APTA represents, the more effective its lobbying efforts on behalf of the profession will be. Currently APTA represents less than 1/2 of all physical therapy professionals. Imagine how much more clout APTA would have if we had all physical therapy professionals as members! APTA needs you to ensure a strong future for our profession."

Objection #3: My co-worker is a member. I can read her publications.

Response: "I know how you *feel*. I once *felt* that membership meant two publications in my mailbox each month, but then I got involved in my chapter and *found* that membership means so much more. Being a member gives you opportunities to sharpen your knowledge and skills, network with other physical therapy professionals, and support the only national professional association looking out for our interests as physical therapy practitioners."

Objection #4: I don't have time to get involved in APTA activities.

Response: "I know how you *feel*. I once *felt* that I had too many demands on my time to consider joining yet another organization that would want me to get involved. Remember that APTA is the *only* national, professional organization representing the physical therapy professional, and your support is vital. I *found* that I could support APTA's efforts by renewing my membership each year, even if I didn't have a lot of time to get involved. I also found that some volunteer opportunities required very little time commitment. I have the choice of how involved I want to be...and either way I'm supporting my professional association. I would encourage you to do the same. The future of our profession depends on it."

Objection #5: I don't agree with the direction in which the Association is moving.

Response: "I know how you *feel*. I once *felt* that the decisions that the Association leaders were making weren't in line with my own beliefs, but then I *found* that I could make a difference. APTA is my professional association, and by getting involved I was able to influence some of the decisions and policies within my chapter. I have a voice in the future of my profession. If you don't agree with some of the policies, get involved and make a difference."

Objection #6: I belong to another Association.

Response: "I know how you *feel*. I once *felt* that I was overcommitting myself by joining too many organizations, but then I *found* that APTA is the only national professional organization representing the physical therapy professional. It's important to me to support the one association that will look out for me and my profession."

Objection #7: My employer won't pay for my membership.

Response: "I know how you *feel*. Once my employer stopped paying my membership dues, I *felt* that I had to seriously reconsider the value of membership. I evaluated the many member benefits and APTA's list of accomplishments and *found* that membership is well worth the investment. I couldn't buy the protection that APTA gives its members and the profession."

Objection #8: I used to be a member.

Response: "How long ago were you a member? APTA has added many new "members-only" benefits since that time and has had many accomplishments that protect our profession. I'd encourage you to take a look at APTA's Year In Review, which can be found at www.apta.org. I think you'll be surprised at all the APTA has accomplished in the past year. APTA is the only national professional association protecting our future."

Objection #9: Let me think it over.

Response: "Thank you for considering membership in APTA. I will follow up with you in about a week to see if you have any questions. Is there a good time to contact you?" or "There is a chapter meeting next week. I'd like for you to join me at the meeting. We can discuss any further questions you have about APTA membership at that time."