

IAMCP Inspire Partner Conference, July, 2018

Talking Bullets for IAMCP volunteers – feel free to adjust to your own style, use this flow of questions and information.

<intro> I'm _____ with International Association of Microsoft Channel Partners.

<Q1> **Are you a member of IAMCP?**

If YES Great! What chapter do you belong to?

Ask how things are going at their chapter. If there are problems, tell them you are sorry to hear that and someone will follow up with them. Then take their name and contact info and pass to Donna Hegdahl to find the right follow-up response.

If NO Do you know about The International Association of Microsoft Channel Partners?

Association members are Microsoft Partners, Dynamics Partners, ISVs or Registered Partners but you must JOIN the association. You are not automatically a member just by being certified.

Our mission is to maximize the business potential of our members. We help our members CONNECT with other partners, LEARN how to leverage Microsoft marketing programs, and GROW your business.

<Q2> Would you like to join today? Get them started online under Join Us using a surface / laptop (paper applications are available if the line is too long for the laptop) or pass them to someone more experienced to answer more questions about joining by saying, "Let me introduce you to _____ who can answer all your questions about joining IAMCP and help you complete an application right here!"

<Sorry there is no giveaway for joining at the show this year. We have in the past, so people may expect that. Just say you are sorry. The benefit is membership in a great organization.>

To help someone join, ask... Is your company a Channel Partner, Dynamics Partner or Registered Partner? What is your role with the company?

If they are eligible to join, walk them through the application, so they know where to sign and which category to select. Applications will be passed to their local country to process the application. Each country will handle with their normal processing in their own currency, etc. For US, we want them to complete the credit card information. If they complete their credit card information assure them that we will protect their confidential information.

If they chose not to join or want to think about it, and you think they are a good prospect to join... scan their card into the system if you are in the booth and have a scanner, so we follow up with them after the show. If you do not have a scanner, just capture their contact information on the lead sheets provided. Everyone who visits the booth will get an email and the name will be passed to the local chapter.

Thank them for stopping to learn more about IAMCP. Point out both the US website www.iamcp-us.org and International website www.iamcp.org. or www.joiniamcp.org We also have handouts with local chapter contacts and board contacts. I usually circle the name they are interested in before I hand it to them.

Thank everyone for stopping to learn more about IAMCP.

IAMCP Booth Script

