

APICS Southeast District Meeting
Charleston SC
Oct 23 -24, 2009



Selling APICS Door-to-Door



Mike Russo, CPIM
Appalachian Chapter

Advancing **performance**, **innovation**, and career **success** worldwide.



Membership Communication

- **How do you reach new members and ensure a solid retention?**
- **Have you considered the door-to-door / cold call approach?**

Warm up your cold call

Early “Door to Door” Companies

Electrolux – Global Leader in Appliances

Avon Products – Markets in over 100 Countries

Fuller Brush Company – Since 1906

Encyclopedia Britannica Inc. - 1771

A Brief History of APICS Communications

Personal Contacts

Monthly Mailings – Who got the Stamps?

Calling Committees

E-Mail – “Instant Communications”

Have we lost our personal touch?

Selling APICS Door to Door – Your Sales Force - Part I

*“A page from the book of O. Wayne Woods,
CPIM, CIRM, C.P.M.”*

Who is your sales force?

Unemployed BOD members

Retirees

Solid members

Selling APICS Door to Door – Your Sales Force - Part II

***“A page from the book of O. Wayne Woods,
CPIM, CIRM, C.P.M.”***

What’s in it for me?

Networking

Stimulus

Cold call

Non-Member Companies / Contacts – by area

Brainstorm Your Board of Directors Greeneville

Cooper Standard – Dewy Maynard
423 345-2383

Jarden Industries – Al Giles
423 639-8111

PSI, Inc – Scott Salla
423 787-7711

The Cold Call

Know your contact - position / staff
Research the company and location
Business model
Competition

What APICS has to offer
Objective – schedule “30 minutes”

The Interview – 15 Minutes

What is their company all about?

Compile a formal script
Manufacturing environment
Information systems
Strengths / weaknesses

The Pitch – 15 Minutes

Make APICS Work for You – Tool Kit

Education
Networking
Webinars
APICS literature
Membership

Add contact to chapter communication

Follow – Up

Invite contact and staff to a PDM

Board of Director introduction

Membership pitch

Membership Retention / Contacts – by area

Brainstorm Your Board of Directors Johnson City

Active and Inactive Member Companies

Kennametal – Debra Metcalf

423 638-2540

American Water Heater – Rick Shuppert

423 270-3752

King Pharmaceutical – Kevin Cooper

423 989-8000

The Retention Pitch / Interview

What is the chapter doing for you?

**PDM's
Education
Member / Company Recognition**

What can you do for the chapter?

**Board of Directors
APICS instructor
Involvement**

Conclusion

Utilize the excess time Board Of Director

Know your contacts

Know you chapter

**Add APICS door to door sales to your
Marketing and Strategic Plans**

Thank You

Mike Russo, CPIM

Appalachian Chapter

rusike303@yahoo.com

423 620-3514