



# Nmncargc Kck`cpEngagement 潜在会员的参与

## Gpmsagh 介绍

Rf gnp-umi nptgbcqil mu jebec rf\_rqs nmpqrfe cvncpgl rgjje\_d g e rf\_ru gji\_r i c  
 nj\_ac g rf c jg c qcqgnl q\_r Ajs` MllacpRp\_d g e, @vank njerc e g\*vm u gj` c nrcn\_xb m  
 n\_prgn\_rc g bgas qgnl q\_l b \_arg gq qu gf d jmu ajs` mllacp Rp g g dnpk \_rgl u gj` c  
 srgjcb` srl mnpqcl reb g rf c qcqgnl, 此准备工作表提供了将在分会执委培训现场  
 进行的支持体验式学习的知识。完成后, 您将准备好参与与分会执委的讨论和活动。  
 这些信息将被利用, 但不会在当天呈现。

## Rkc Gtcqkcl r投入时间

- 1. m4. k g s req

## Gpmsaghq 操作指南

- /, Ank njerc rf c Os cqrnl qrmAnl qhpc&cjmu' 完成要考虑的问题 (以下)
- 0, Pc\_b Nmncargc Kck`cpHs pl cw\_l b ank njerc rf c os cqrnl q&cjmu'  
 阅读潜在会员之旅并完成以下问题 (如下)

# QcggilhqmAhhqbp完成要考虑的问题

?l qu cprf c dhjmu g e os cggil q 回答以下问题8

/, Fmu bmnnpncarg c k ck` cpqdh b wns pajs` =潜在会员如何找到您的分会?

- 1.会员的介绍
2. FB page 宣传

0, Ufwbmnnpncarg c k ck` cpqlhlg wns pajs` =为什么潜在会员会加入您的分会?

- 1.秉持创会理念，一个企业家的演讲平台。

1, Uf\_rbncqwns pajs` bmmqs nnnprl cu k ck` cprf 您的分会如何支持新会员?

- 1.提供五星级的舒适演讲环境
- 2.安排作业辅导员予新会员
- 3.举办破冰活动，让新会员很快破冰并建立友谊
- 4.

2, Uf\_r\_pc rf c k npr nms j\_pem\_jqndwns pk ck` cprf 您的会员最受欢迎的目标是什么?

- 1.三冠王

3, Fmu bmcqwns pajs` af cai g ml l cu k ck` cpqg rfc dgr 4. b\_wq=您的分会如何在前60天登记新会员?

1. 用槟中总青商团国际讲演会入会表格给潜在会员填写

4, Rf g i g e `ms rwns pajs` pmrcp\*uf\_r\_pc qnk c qk gi pggq\_k ml e k ck` cpf=想想您的分会会员名册, 会员之间有什么相似之处?

1.大部分是年轻企业家、创业家。

## Prospective Member Journey 潜在会员之旅

Read the following descriptions of the phases and give personal examples that you have experienced with a product or service. 阅读以下阶段的描述，并给出您在产品或服务方面的个人经历。

**Awareness** – During this phase, a prospective member is aware of challenges or opportunities in their life that they need help with. They are looking for products and/or services that will address their needs and wants. They will search for products and services and be receptive to offers on social media and dig into brands. 意识—在此阶段，潜在会员意识到他们生活中需要帮助的挑战或机遇。他们正在寻找能够满足其需求的产品和/或服务。他们将搜索产品和服务，接受社交媒体上的报价，挖掘品牌。

**Evaluate** – During this phase, a prospective member needs to gain confidence that Toastmasters and your club can really help them achieve success. 评估-在此阶段，潜在会员需要获得信心，相信演讲会和您的分会能够真正帮助他们取得成功。

**Join** – In this phase, the prospective member receives the offer to join and goes through the process of joining. 加入-在此阶段，潜在会员收到加入邀请并完成加入过程。

**Support** – After a prospective member has transitioned into membership, they will need support in understanding how to achieve their goals, maximize the opportunities that your club offers, and help in pushing through any obstacles in continuing their journey with your club. 支持-在潜在会员转变为会员后，他们将需要支持，以了解如何实现自己的目标，最大限度地利用分会提供的机会，并帮助克服继续与分会合作的任何障碍。

1. **Awareness.** Describe a need or a want that made you search for a product or service. 意识。描述让您搜索产品或服务的需求。

1.可以认识不同生活圈子的企业家，创业家。

2. **Evaluate.** How have you tested products or services to make sure that they fit with what you were looking for? How was this useful? 评估。您如何测试产品或服务，以确保它们符合您的需求？这有什么用？

1.给会员填写会员兴趣表格，帮助了解会员感兴趣的学习目标及想要完成的期望。

2.可以跟不同行业的生意人做思想沟通交流。

- 1, Hhg , Bcqpge c\_l cvncpgl ac u fcl wns u cpc eng e rm`sw\_ nprbs ar npqcp tgc\*` s r wns beagfcb l nr rm` ca s qc g u\_ q mmds qrp rg e rm`sw 加入。描述一个您打算购买产品或服务的经历，但您决定不购买，因为这太令人沮丧了。

会员会有填会员兴趣调查表，如果会员没有写，会给会员作业辅导员做辅导，嘉宾会觉得环境舒服，没有压迫感。

- 2, Q nnnpr, Uf\_r` p l bqeg c rf c` cqr as qmk cpqs nnnpr g wns pmg gnl =Uf\_rbmrf cwbm u cij= 支持。您认为哪些品牌提供了最好的客户支持？它们擅长什么？

诚信，尊重个人，服务会友，追求卓越