



Cross-Referencing 101 – How to Recruit a New Member

Step 1 – Collect the Following Item

- Vendor Lists

Step 2 – Identify Non-members (Prospects)

- Identify a company from your vendor list.
- Access the Online Buyers Guide or Membership Directory
 - www.atl-apt.org.
 - Membership ⇒ Find A Member.
 - Must be logged in to access the Membership Directory.
 - The Online Buyers Guide only lists vendor members.
 - The Membership Directory includes full members – management companies and vendors.
- If the company is not listed, you have identified a prospect.
 - **Invite prospects to the Ambassadors Socials and the AAA 101 classes.**

Step 3 – It's Time to Join!

Contact the prospect and ask them to visit www.joinaaa.org for information on becoming a member.

- Compile a personalized prospect pack and send it out to your prospective members (Contact your Team Leaders/AAA Membership Team for more information).
- Notate the following information:
 - Prospective new member's company name.
 - Date initial contact was made.
 - Plan and schedule to follow up with your prospect in **7 days**.
- Contact AAA's Membership Team and/or check with your Team Leaders before the next Reporting Meeting to see if your prospect(s) has joined.

Step 4 – Show Me the Money!

- Enjoy that cool cash you will receive at the Payday Party for sponsoring a new member!