



Overcoming Objections

Renewal Objections

- ***“My company is not interested in renewing.”***
 - If the company is still doing business with the multifamily industry, remind them that many of the management companies prefer to do business with other members and that even if they don't plan to be active, the management companies appreciate the Associate's financial support. By working together through AAA, the members can:
 1. Receive the representation and education needed.
 2. Meet others involved in the industry.
 3. Stay informed of the changes that could affect our business.
- ***“I didn't receive any benefit from my membership.”***
 - Let the member(s) know that AAA is working very hard to promote that members prefer to do business with other members, but that it is also very important that they take advantage of AAA events and networking opportunities to develop business relationships. Tell them the benefits you received and what your experience has been! As an industry, WE NEED THEIR SUPPORT!
- ***“We can't afford it.”***
 - We realize that for some small companies, this is truly a problem, but in many cases what they mean is “I don't think it's worth the amount of the dues investment to join.” For companies on a tight budget, AAA offers the most affordable way to reach the multifamily industry. The Online Buyers Guide and Membership Directory alone can save small businesses hundreds of hours trying to identify the companies they would like to do business with.

Recruitment Objections

- ***“I don't have the money to join.”***
 - “AAA is here to help our members make money and grow their business. Your membership dues is an investment to strengthen your relationship with current companies with whom you are currently doing business and gain exposure to hundreds of others. It is the least expensive avenue to reach the multifamily industry!”



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- ***“I need some time to think about joining”***
 - “I understand because I like to think about investment decisions, too, but I hope you will make this investment. It will help you strengthen your relationships with your current multi-housing accounts and provide you with information and exposure to hundreds of others. I want to make sure you join in time to be listed in the membership directory. When should I call you back?”

- ***“That’s a lot of money for a small business to spend”***
 - “We like to think of membership as an investment. As a small business, it is imperative that you invest your marketing dollars in the best way possible. By joining, you will not only secure the business you already have, but you will also have the opportunity to attract new business from other Association members. Remember, AAA members prefer to do business with other members! Joining reflects your commitment to our industry.”

- ***“Joining AAA doesn’t do me any good”***
 - “If you get any portion of your business from the multifamily industry, AAA is working for you. No other Association represents the multifamily industry on a legislative level, and if the multifamily housing industry is one of your target markets, there is no better way to reach it than through an AAA membership!”

- ***“I don’t have the time to get involved”***
 - “I understand that many people have constraints on their time these days, but you don’t have to spend a lot of time to benefit from your AAA membership. AAA operates to do the things that you don’t have the time or resources to do. Just receiving a copy of the Membership Directory can save you hundreds of hours in trying to identify the companies involved in our industry.”