Recruiting and Retaining Industry Members

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Target
Prospect
Member
Industry Affiliate Program Development

Marketing

Awareness

Interest

Desire

Action

Target

Prospect

Member
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**Sales**
- Find champion
- Develop Proposal
- Make the ask
- Close the deal

**Marketing**
- Awareness
- Interest
- Desire
- Action

Center for Sensorimotor Neural Engineering
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**Sales**

- Find champion
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- Make the ask
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Sales

Find champion

Develop Proposal

Make the ask

Close the deal

- Identify company
- Research company
- Identify champion
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Sales

Find champion

Develop Proposal

Make the ask

Close the deal

• Identify company
• Research company
• Identify champion
• Make contact
• Listen to the customer
• Define value proposition
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Sales

Find champion

Develop Proposal

Make the ask

Close the deal

- Identify company
- Research company
- Identify champion
- Make contact
- Listen to the customer
- Define value proposition
- Align expectations
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Sales

Find champion

Develop Proposal

Make the ask

Close the deal

- Identify company
- Research company
- Identify champion
- Make contact
- Listen to the customer
- Define value proposition
- Align expectations
- Make the ask
- **Business approval**
- **Legal approval**
- **Transfer of funds**
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Target

Prospect

Member
Industry Affiliate Program Development

Target

Prospect

Member

Partner

Advocate
IAB recruiting examples

Example 1: Letter of support
Champion churning
1 - Left to join our Center!
2 - Came on strong and disappeared
3 - Researcher with insufficient pull
4 - Regional manager distractions
5 - Business unit leader

Success
Moving into deeper engagements

Lessons:
  Find the right champion
  Be persistent
Example 2: **Letter of support**
Attempts to negotiate a side deal
Skirmishes with legal pit bulls
Champion called off the pit bulls
**Success**

**Lessons:**
Focus on the champion, not on legal
Be persistent
IAB recruiting examples

Example 3: Letter of support
Champion turnover
Poor communication
(Hot, cold) x 5
Got close with legal
Champion stopped responding
FAIL (so far)

Lessons:
Actions talk louder than words
Try to get face to face meetings
Sometimes you have to cut bait
IAB recruiting examples

Example 4: Letter of support for no cost membership
Changes to program structure
Visit and value proposition presented
Diligence discussions
Success

Lessons:
Letter is only a starting point
Be persistent
IAB recruiting examples

Example 5: Business development dead ends
Hijack a Grand Rounds visit
Champion is outstanding
Success
Moving into deeper engagements

Lessons:
We found the perfect champion
Letters of support

May contain useful info and contacts
Are out of date
Are probably not enforceable

Lessons:

- Look at the who, what, why of the letter
- Hope for the best but have a backup plan
- Follow steps for general recruiting
Questions?