

Session Title and Description:

Building Relationships to Build Memberships

Lance Allison, Murray-Calloway Chamber of Commerce, Murray, Kentucky

Relationships are the key to member retention. Sometimes it is learning how the dots are connected or it may be learning how to make those connections. This presentation will explore how to build relationships in order to retain members. It's great if you can get 50 new members but you have to be able to keep them! Topics Include: Understanding personalities, understanding relationships, communicating one on one, making the connection with better relationships, persuasive communication and the power of words, you say more than you think (non-verbal cues), the power of empathy-connecting through stories.

Speaker Biography

Lance Allison, Murray-Calloway Chamber of Commerce, Murray, Kentucky

Lance Allison is President/CEO of the Murray Calloway County Chamber of Commerce. Prior to joining the Chamber in May of 2008, Lance spent 20 years in Photography first as a photographer and later as owner/photographer. With an extensive background in small business, Allison has geared programming for the Murray Chamber towards business development. Lance holds a B.S. & M.S. in Organizational Communication from Murray State University and specializes in: Communication in Organizations, Leadership Development & Training, Relationship Building, & Networking. Lance is currently serving his first term on the KCCE Board of Directors.

Speaker Information:

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