

CONVERSATION FLOW

WHO

WHAT

HOW

ASK

WHO

*Introduce TMA! Explain **who** we are and who can be involved.*

- Don't assume your audience knows who TMA is and what we do
- Be brief with this information, especially if they indicate they do know about TMA
- Start with the basics:

"TMA is a physician-led organization focused on advancing the interests of the medical profession through advocacy, and enhancing the professional effectiveness of doctors through education and leadership."

WHAT

*Hit the high points of **what** TMA does. Focus on tangible benefits.*

- Many physicians are aware of TMA, but aren't aware of the breadth of our benefits and services:
- TMA **offers** legal guidance on emerging rules and regulations impacting medicine
- TMA **trains** physicians to be leaders in their work and community
- TMA **gives** physicians a platform to have their voice heard
- TMA **partners** with businesses to provide practice resources and professional support

HOW *Illustrate **how** they fit into the organization. Emphasize what they gain personally when they join.*

- The most compelling reason for any member to join is a clear ROI. Focus on **“what’s in it for me?”**
- The needs of physicians vary based on their career stage:
 - **Younger physicians** care more about education, networking and advocacy. Tell them about career resources available through TMA, or how they can get plugged in through their local medical society. Highlight advocacy programs they can take advantage of (Doctor of the Day or Day on the Hill).
 - **For older physicians**, highlight leadership training and governance. Emphasize how they can use their experience to influence the direction of organized medicine or mentor younger physicians.

ASK *Invite them to become a member with a direct ask.*

- You don’t have to be a salesperson to recruit a TMA member. You won’t get everyone to join, but no one will join **unless** you ask them.
- Keep things **conversational**, listen to their needs and respond appropriately.
- Make it **genuine and personal**. Tell them why you first joined TMA and the **value** you receive from your membership.
- When met with an objection, refer to this toolkit to help counter it. Not every physician will find the same value in membership, being **nimble and responsive** shows you are willing to listen to their concerns.
- Understand when to walk away, but leave the door open for future communications. If you get a hard “no,” don’t get discouraged. Find opportunities to highlight TMA’s value in future interactions without making it all about joining. **Your dedication and personal endorsement of TMA go a long way in convincing others.**