



CHAMBER Partnership Program

ENROLLMENT FORM

Contact	Company
Address	City, ST Zip
Phone	Email

Yes, we would like to participate in the Chamber Partnership Program, where we will promote our choice of the following products/services through my Chamber and receive 20% of the revenue the Michigan Chamber receives on those purchases. Please check the ones you are interested in. Details at www.michamber.com/products-services.

PRODUCTS & SERVICES

Business Supplies
 Marketing to Your Members
 Tracking

Business Supplies: This best-in-class business supply group purchasing program with Staples Business Advantage® helps deliver Timmediate savings. Shop in-store or online and get free delivery for orders over \$50.

MARKETING TO YOUR MEMBERS
 We will send you an e-newsletter every other month highlighting a limited-time discounted product, training or service. You have several options for communicating these to your members: (1) Paragraph in an e-newsletter, (2) Customized email, (3) Print piece for events and/or direct mail, (4) Call by MCC staff on your behalf.

We provide details/contact information on the michamber.com/chamber-partnership-program webpage, as well as a list of all products, training and services available for you to choose from.

TRACKING
Promotion/Source Code: For your Chamber to get credit for purchases, your members must supply your unique source code when they purchase a product, register for a seminar/webinar or participate in a service. *Please provide code in all of your marketing.*

Please email this completed form to Abigail Williamson at awilliamson@michamber.com or fax it to 517-371-7233. For questions, please call Abigail at 517-371-7675.

CHAMBER *Partnership Program*



FREQUENTLY ASKED QUESTIONS

Q: Should I share my membership list with you?

A: That is completely up to you. You would do your own direct mail and email marketing. However, if you shared your list, it would only be used for the specific, agreed-upon call campaign – typically posters or publications –and would not be imported into the Michigan Chamber’s database. You would provide a new, updated list each time a new agreed-upon call campaign started. We find that calling definitely generates more sales, which would result in a greater revenue stream for you.

Q: If we share our membership list, what information do you need?

A: We would need the primary contact name and title, company name, address, email and phone number. Ideally, if you have multiple contacts for one company, we’d like those as well since they may be the more appropriate contact for the product being sold. (For example, a human resource manager versus the owner for the Employment Law Handbook.)

Q: Do you use strong telemarketing tactics?

A: Our callers work from a very professional script that is typically no longer than 45 seconds. The script is not a hard sell and our callers are not coached to overcome objections. If the initial response to the offer is no, the callers respectfully thank them for their time and continue on to the next call.

Q: Is membership required to purchase products and services from the Michigan Chamber?

A: Your Chamber must be a member of the MCC to participate in the partnership, but your members do not need to be members of the MCC to purchase or participate in the products or services you choose to promote.

Q: What if MCC already is selling products to one of my members; would my Chamber receive the revenue from this sale?

A: Our data base is very robust so the possibility does exist that we currently serve some of your members. However, if your member enters in your special Chamber code upon purchase, you will still be credited with the sale and receive the revenue-share.

Q: Will I be notified before you begin marketing?

A: You will send out any relevant direct mail pieces and emails. For phone calls, we will share the script with you ahead of time and notify you when the calls will begin.

Q: What marketing material can we expect?

A: We will provide the program marketing text and graphics for you to place on a new page on your website. We will also provide a CPP graphic you can put on your homepage and link to your web page. This same graphic can be used – along with standard text – in standard e-newsletters you send out. We can also provide co-branded flyer pdfs for any solution you want to promote to your members that you can print off as needed or attach to an email.

Q: Can you provide any assistance with email?

A: One-time assistance can be provided to set up email templates for training and products, within your existing email program. From that point on, when there is a newly-released product or upcoming seminar or webinar, we will send you the marketing text and graphics that you can place within your email template and then share with your members.

Q: How often would my Chamber receive the revenue earned from sales

A: Any shared revenue generated is paid quarterly.