

## How National Chains Are Affecting Your Chamber

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## Agenda

- Profile of a Big Box Manager
- Challenges of Engagement
- Strategies for serving “big box” stores and retailers
- Survey Data

## Profile: Big Box Managers

- College Educated? Not usually
- Started at Entry Level
- Motivation - Up and Out  
(Wal-Mart interview)

## Challenges

- Turn over in Management
- Financial Cutbacks
- Late renewals
- “Corporate policy” or decision maker at corporate level
- Don’t see the value
- Avoid the meeting, avoid the close

## Value Proposition: Improving the The Bottom Line

- Develop and share unique intelligence
  - Create opportunities for members to develop their own information
- Direct Sales Promotion
  - To community leadership
  - Accessing chamber businesses and employees
  - Exposure through chamber sponsorships & advertising
- Public Policy
  - As the region grows so do sales
  - Fighting for business at all levels
  - Personalizing legislative issues

## Strategies

- Define YOUR value propositions clearly (Tiers recommended)
- Involve them in the work of the chamber
- Develop and maintain relationships with store manager and employees
- Personal Visits
- Gift Certificate Programs
- Testimonials from Managers

## Testimonials From Managers

"Belonging to the Chamber of Commerce improves sales and profits at JCPenney. The Chamber works hard to reduce counterproductive government rules and regulations, we find more value in public policy through the Chamber than with our state lobbyist."

"The Chamber provides forums that no other community organization can, that present me with the opportunity to talk to decision makers and community leaders."

"Able to make key business contacts at monthly Chamber meetings that have a positive affect on my business through out the year."

"The Chamber allows me to be involved in my community."

## Survey Results

### Highest Rates of Membership

Wal-Mart	94%
RE/Max	89%
Century 21	80%
Sam's Club	79%
Wells Fargo	76%
Office Depot	75%
Verizon	72%
Bank of America	70%
Staples	68%
McDonald's	66%

## Survey Results

### Used to be Members

Sears	37%
K-Mart	32%
Albertson's	26%
JC Penney	26%
Pizza Hut	23%
Domino's Pizza	22%
Home Depot	22%
Krispy Kreme	22%
Target	22%
FedEx/Kinko's	20%

## Survey Results

### Won't Join: Corporate Decision/Policy

CVS	35%
Barnes & Noble	33%
Kohl's	31%
Bed, Bath & Beyond	30%
Pier One Imports	27%
Circuit City	25%
Radio Shack	24%
Payless Shoes	24%
Dollar General	24%
Dollar Tree	23%

## Survey Results


### Won't Join: Don't See Benefit

Big Lots	10%
Dollar Tree	9%
Home Depot	9%
AutoZone	8%
Ross	8%
Sonic Drive-In	8%
Dollar General	7%
Family Dollar	7%
Target	7%
Mervyn's	7%

## Survey Results

### Not a Member - Don't Know Why


Tom Thumb	91%
Von's	90%
Sunglass Hut	90%
Robinson May	89%
Ralph's	89%
Peet's Coffee	89%
MasterCuts	86%
Sam Goody	86%
Long's Drug	86%
Super Valu	86%



## Survey Respondents

Membership Dues Based On:


Number of Employees	93%
Tiers or Packages	20%
Value of Assets	11%
Annual Revenues	7%
Other	13%



## Survey Respondents

Chambers' Total Income:

Under \$200,000	10%
\$200,000 - \$499,999	31%
\$500,000 - \$1,000,000	34%
More than \$1,000,000	25%



## Survey Respondents

Chambers' Membership Totals:

Fewer than 500	12%
500-999	40%
1000-1499	26%
1500-2500	14%
More than 2500	8%



## How to Use This Data

- Non-Members With a High Rate of Membership Nationally: New sales approach for membership
- Members With a High Drop Rate Nationally: Change your service approach NOW
- Members With Low Joining Rate Nationally: Get testimonial quotes and letters from them and SHARE



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All resources for this presentation at  
[morechambersales.com](http://morechambersales.com)