

NY Alliance

NY Alliance Member Success Guide

Please use this sheet as a resource to contribute to your success as a member of the NY Alliance. Each of these 6 areas offers you an opportunity to maximize the ROI of your membership.

Events

- Bring meaningful guests to both Alliance events and invite members of the Alliance as guests to organizations that you are involved with, i.e., charity dinners, golf outings, etc.
- Bring suggestions to the events committee for social events that you think would be a draw for members and guests, such as the upcoming cocktail function.
- Show up to events. Nothing happens if you don't show up! Some of the best opportunities have come from socializing with one another. That's where trust is built, and ideas come to life.

Respect/Responding

- Please be respectful and respond in a timely and effective manner.
- Everyone's time and schedule is important and it is hard to effectively make plans when people are lacking in response.
- Treat everyone in the room as if they are your most important client.

Speakers

- *Recommend Speakers* - If you're at an event or conference where you hear a speaker who could be helpful to the Alliance (see suggestions below), please suggest that person to the Speaker's Committee.
- *Great way to impress a client* - All of us are trying to provide value to our clients. Consider inviting a client to attend as a guest. You may be surprised by how appreciative they will be for the invite.
- *Topics* - The room always appreciates hearing from speakers who can offer tips for improving sales or how to grow and improve our businesses. However, inspirational speakers or someone who has a unique expertise about a new or emerging trend (e.g., AI, green and renewable energy, biotech/healthcare innovation, E-Commerce and online marketplace, cybersecurity, virtual or augmented reality, fintech, etc.) are also sought after.

Attendance

- We affectionately refer to membership in the NY Alliance as being "*In The Room*" - attending meetings in person is not only fundamental to having success in the room, it is how we define being in this organization.
- Being at a meeting helps you to pick up on things that might get missed from reading a slack post or an email.
- Having us all in one place is more important than ever. You may see a member and realize you haven't connected with that person in a while (or ever!), it's a great way to set up house calls with members outside of your 'normal group'.

House Calls

- House calls help build strong member relationships and uncover business opportunities.
- Schedule house calls in a professional setting, do your research before the meeting, engage with members you may not initially align with, and treat them as you would your clients.
- Set yearly house call goals and don't forget to engage with associates!

Guests

- Who is a good guest? Clients, influencers, potential members (as long as they do not conflict with current members).
- What does a guest get out of coming to a meeting? Meet great people/contacts. Potentially business!
- What does the Alliance member get out of bringing a guest? You get to help your fellow members and members may get a better understanding about your clients.