

## POSSIBLE OBJECTIONS TO BECOMING A MEMBER/RESPONSES

**O:** What's in for me?

**R:** Everything related to women in the construction industry. For instance, there are our professional education programs, seminars, blue-print reading classes, association liaison contacts, networking opportunities, the NAWIC *IMAGE*... just to name a few! Wouldn't you agree? There's a lot for you when you continue your membership in NAWIC.

**O:** I'm unemployed right now. When I get another job in the industry, I'll let you know.

**R:** That's when you need your NAWIC contacts more than ever! We're here to help you through those tough times, offering moral support and career advice. Even though you're not currently employed, you can join as an Associate member. Why not come to the next meeting? We'll spread the word that you're looking for a job.

**O:** NAWIC membership costs too much. I can't afford it and my employer won't pay my dues.

**R:** NAWIC isn't asking you to give your money away, it's recommending that you invest it in your career and your future. Considering the knowledge and expertise you gain from your membership, the price is low. When you increase your knowledge, you increase your worth and your earning potential! Your membership cost cents a day and in return you get professional education programs, networking and business contacts throughout the year. How can you afford not to be a member?

**O:** There's already someone in my office that's a member. She's going to keep me informed.

**R:** That's great! But there's so much more you can receive by renewing your membership that you just can't get any other way. For instance: discounts on office supplies, rental cars, UPS, UPS Freight, Federal Express, career contacts, networking, plus Chapter and national publications and educational programs.

**O:** Maybe later.

**R:** The construction profession changes so rapidly, you can't afford to be on the outskirts. There's so much useful information you stand to lose by missing one professional seminar, one Chapter program, one copy of the NAWIC *Connection*, or one issue of the Chapter newsletter. I really hope you won't delay this decision that impacts your career growth.

**O:** I just don't have time to attend the meetings.

**R:** I know what you mean. My schedule seems to get more hectic every day. But when I think about not attending, I also think about how important it is to my own career to nourish business contacts. Attending NAWIC meetings is putting me in control of my career. When something's that important, you've just got to find time to take care of your future.

**Remember-**There is no need to answer an objection with a long-winded explanation. That just makes it appear as if you have something to hide. Keep it simple and be honest.