Recruiting Tips

Many people will be interested in learning how IISE membership could advance their careers through essential professional development and networking. However, you may encounter some objections to membership. Here are some guidelines to help you effectively address the concerns of these potential members:

- **Listen**: While it can be frustrating to listen to negativity, especially if you view it as off base, you need the full picture before you can influence change.

- **Paraphrase**: Repeat the objection in your own words, checking for understanding. “It sounds like as a new professional, you aren’t sure membership is worth the cost for you. Do I have that right?”

- **Respond**: When you respond, remember that you are sharing good news and advancing understanding of IISE membership value. “IISE offers exceptional value to young professionals, including job search resources, professional development and the chance to build connections with more established professionals in your field, along with significant discounts on events and seminars. It also provides volunteer and leadership opportunities at conferences or locally within our chapter.”

- **Anticipate specific objections and how you might address them**: Here are some suggestions:
  - *I don’t see any benefit to joining, so why pay?* “In addition to exceptional career resources and opportunities to build lasting professional relationships on a local and global level, IISE supports programs to benefit the entire profession and increase the value of your degree. In terms of concrete value, some members-only benefits include: free members-only webinars, Industrial and Systems Engineer magazine and deep discounts on conferences and training.”
  - *Why would you like me to join?* “IISE as a whole and our chapter’s successes are based upon our members – their experience and knowledge contributes to the diversity of networking and learning opportunities available. IISE offers fantastic professional development programs, but it all depends on bringing professionals together, and we’d like you to become a part of that community.”
  - *Will IISE meet my specific needs?* “IISE is the global association for productivity and efficiency professionals specializing in industrial engineering, healthcare, ergonomics and other related professions. IISE is where these varied fields come together to advance the industry. Wherever you fall within the profession and within your career timeline, IISE has the resources you need.”

[www.iise.org](http://www.iise.org)

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