

**GROW the  
NETWORK!**



**JOIN the  
NETWORK!**

## **TIPS FOR RECRUITING**

The more Green industry Service Provider (GISP) members you recruit, the greater the rewards to you and the entire PLANET network of green industry professionals. Recruiting new PLANET members can be rewarding both professionally and personally.

Here are some recruiting tips to assist with GROW the NETWORK & JOIN the NETWORK campaign recruiting efforts:

- **Be familiar with the many benefits PLANET offers to GISP members.**
- **Recommend PLANET to your peers with a positive story about your own membership experiences!** — Show your enthusiasm and tell first hand accounts of how your PLANET membership has been a great investment. Prospective members will be much more likely to join PLANET if you tell your story with excitement.
- **Identify the best candidates for PLANET membership** — The key to successful recruiting is asking the right people to join – those people interested in professionalism of the industry, education, certification, and growing their business. They will appreciate that you have gone out of your way to provide them with access to PLANET’s extensive resources to help them with their responsibilities and careers.
- **Invite prospects to attend the Green Industry Conference (GIC)** — When they attend this conference, they immediately realize why they should be a part of this organization.
- **Follow-up with prospective members** — Remind your prospects that PLANET hosts the industry’s annual conferences, delivers exceptional educational sessions, publishes an outstanding magazine and electronic newsletters, and provides business, legal, safety, human resources, and other resources.
- **Send an e-mail or note thanking them for considering PLANET membership and your hope that they become a member.**
- **Contact prospects both locally and across the country.**

### **JOIN the NETWORK Talking Points**

#### **Events and Programs**

- Major meetings for education, business management, recruiting, legislative lobbying, and leadership, including the educational event of the year, the Green Industry Conference (GIC)
- One-on-one business mentoring and consultancy programs
- The industry’s most extensive safety programs and documentation

- Prestigious awards recognizing hundreds of members and industry contributors
- Numerous member discounts on PLANET events and publications, and supplier products and services

#### **Industry News and Information**

- Monthly print and online magazine
- Regular e-newsletters and updates
- Member-only informational Web site

#### **Government Affairs**

- Continuously monitor and inform on legislative issues
- Proactive advocacy
- Legislative fly-ins and lobbying

#### **Educational Publications and Reports**

- Business management and operations
- Technical manuals
- Safety training, policies, and procedures
- Industry trends

#### **Professional Certification**

- Industry-specific professional certifications
- Multiple specialty areas