**Objective**

The objective of the Marketing Contractor is to focus on increasing revenue from increased registrations from Membership, Sponsor or Exhibitor registrations.

**Position**

* A request for marketing services will be prepared by the SAWE Executive Director, requesting resume’s from interested providers (hereon referred to as contractors)
	+ Candidate must be a Lifetime Member, Honorary Fellow, or Fellow of SAWE in good standing
* The Executive Director will conduct interviews, and make a recommendation to the SAWE President, Executive VP and Senior VP.
* The position would be treated as an independent contractor, and not an employee of SAWE
* The Executive Director would be responsible for managing the marketing contractor’s activity
* Executive Director or Marketing Contractor can terminate the arrangement without stated reason with 30 days written notice prior to termination of the arrangement.

**Percentage of Sales**

The percentage of sales typically allocated to inspire salespersons can vary widely depending on the industry, company size, and specific sales strategies employed. In many cases, companies budget anywhere from 1% to 10% of their total sales revenue for sales incentives, including commissions, bonuses, or other motivational programs to inspire their sales team. However, there's no one-size-fits-all answer, as some companies may allocate more or less based on their unique circumstances and goals. It ultimately boils down to what motivates the sales team effectively while remaining financially sustainable for the company.

Recommended amount: 15% of revenue gained from newly targeted:

* Individual memberships (including memberships that have 60 days or more expiration)
* Corporate Partnerships
* Company Membership
* Conference or Forum Sponsors
* Conference Exhibitors

**Expenses**

* The Marketing Contractor may make budget requests to the Executive Director for advertising, software, or travel expenses to high value targets to increase marketing effectiveness. All budget requests will require Board of Director approval either at the annual or a Special Board of Directors meeting

**Payment**

Request for Payment – The Marketing Manager will provide to the SAWE Executive Director quarterly evidence that demonstrates the membership, sponsor or exhibitor gained by SAWE was a result of the effort by the Marketing Manager. Acceptable evidence includes:

* Request to the SAWE Financial Secretary for invoices to targeted organizations that include a point of contact, and contact information.
* Email history that demonstrates the Marketing Manager engaged with the potential individual or organization, sharing marketing materials, success stories, and other accepted approaches per the Marketing Guidelines (Attached).

Payments will be made by the SAWE Financial Secretary within 30 days of receipt of the request for payment.

**Reporting of Payments**

SAWE will provide the contractor Form 1099-NEC for total payments of at least $600 for the year. If the contractor is foreign and not a U.S. taxpayer, and all the contracted services were performed outside the U.S., SAWE will ask the contractor to complete a Form W-8BEN, which certifies the foreign contractor is not a U.S. taxpayer

**Disputes**

If the Marketing Manager’s submitted evidence is deemed questionable by the Executive Director in proving the gain to SAWE was a result of the Marketing Manager’s effort, the Executive Director and Marketing Manager are expected to work out a solution. If the two cannot come to a mutual conclusion, the Marketing Manager will submit a written appeal to the SAWE President, SAWE Past President, and Executive VP for adjudication. A response to the appeal will be provided within 30 days of receipt.

**SAWE Guidelines and Expectations**

When selling memberships to a society or organization, there are several guidelines and expectations that SAWE encourages the Membership Sales Manager to consider for success:

**Do’s**

1. Operate within the SAWE Constitution and Operations Manual
2. Know Your Audience: Understand the demographics, interests, and needs of your target audience. This will help you tailor your messaging and offerings to appeal to them.
3. Clearly Define Benefits: Clearly communicate the benefits of membership. Whether it's access to exclusive events, networking opportunities, discounts, or resources, make sure potential members understand what they will gain by joining.
4. Create Compelling Marketing Materials: Develop persuasive marketing materials that highlight the value of membership. This could include brochures, flyers, social media posts, and website content.
5. Utilize Multiple Channels: Reach potential members through a variety of channels, such as social media, email marketing, in-person events, and partnerships with other organizations.
6. Offer Special Promotions or Discounts: Consider offering special promotions or discounts to incentivize people to join. This could be a limited time offer or a discount for new members.
7. Provide Easy Sign-Up Options: Make it easy for people to sign up for membership. This could include online registration forms, mobile-friendly websites, or in-person sign-up events.
8. Highlight Success Stories: Share testimonials or success stories from current members to demonstrate the value of membership and encourage others to join.
9. Provide Excellent Customer Service: Be responsive to inquiries and provide excellent customer service throughout the membership sign-up process. This will help build trust and encourage people to join.
10. Follow Up: Follow up with individuals who have expressed interest but haven't yet joined. This could be through personalized emails or phone calls to address any concerns they may have and encourage them to join.
11. Track and Analyze Results: Monitor the effectiveness of your membership selling efforts and adjust your strategy as needed. Track metrics such as membership sign-ups, conversion rates, and feedback from members to continuously improve your approach.

**Don’ts**

1. Don't Mislead or Exaggerate: Be honest about the benefits and offers of membership. Misleading or exaggerating the benefits can damage your reputation and lead to unhappy members.
2. Avoid High-Pressure Sales Tactics: Pushing people into joining with aggressive or high-pressure tactics can backfire and create negative associations with your organization. Instead, focus on building relationships and demonstrating value.
3. Don't Ignore Feedback: Listen to feedback from potential members and existing members. Ignoring feedback or dismissing concerns can lead to dissatisfaction and attrition.
4. Avoid Ignoring Your Target Audience: Make sure you understand the needs and preferences of your target audience. Selling memberships that don't align with their interests or values is unlikely to be successful.
5. Don't Overprice: Ensure that your membership fees are reasonable and in line with the value you provide. Overpriced memberships can deter potential members and lead to difficulty retaining current members.
6. Avoid Lack of Follow-Up: Following up with potential members is crucial for closing sales. Failing to follow up promptly or adequately can result in missed opportunities.
7. Don't Neglect Communication: Keep members informed and engaged through regular communication. Neglecting communication can lead to members feeling disconnected and undervalued.
8. Avoid Ignoring Competitors: Stay aware of what your competitors are offering and how they're marketing their memberships. Ignoring competitors can lead to missed opportunities for improvement or differentiation.
9. Don't Neglect Your Online Presence: In today's digital age, having a strong online presence is essential. Neglecting your website, social media channels, or online reviews can deter potential members and damage your credibility.
10. Avoid Complacency: Continuously strive to improve your membership offerings and sales strategies. Complacency can lead to stagnation and decreased competitiveness in the market.