

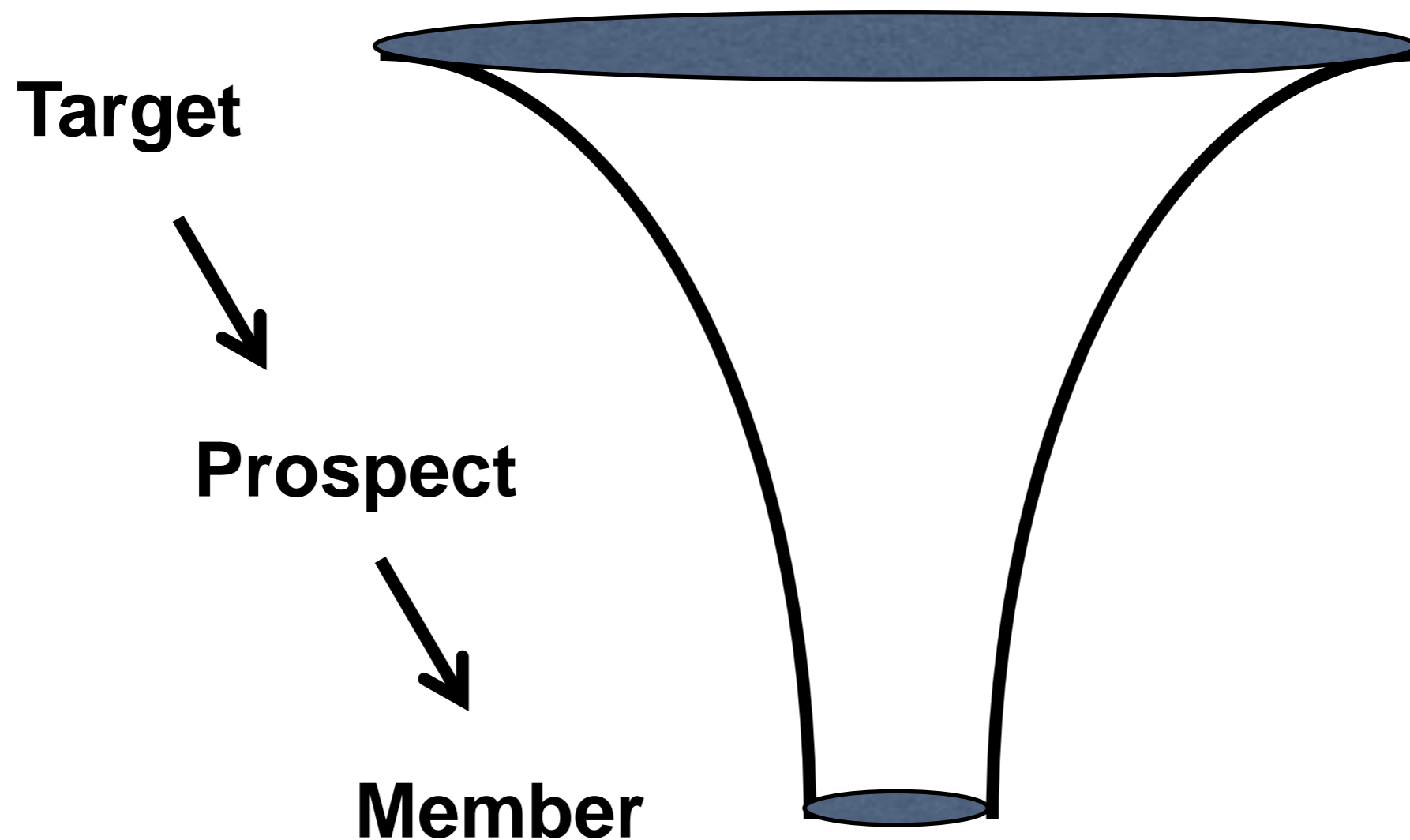


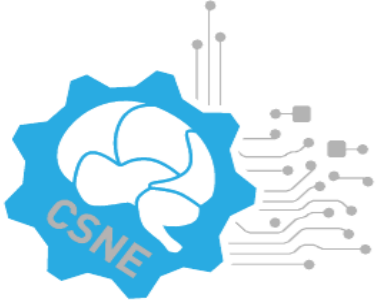
# **Recruiting and Retaining Industry Members**

**Rad Roberts, CSNE**  
**Peter Keeling, CBiRC**

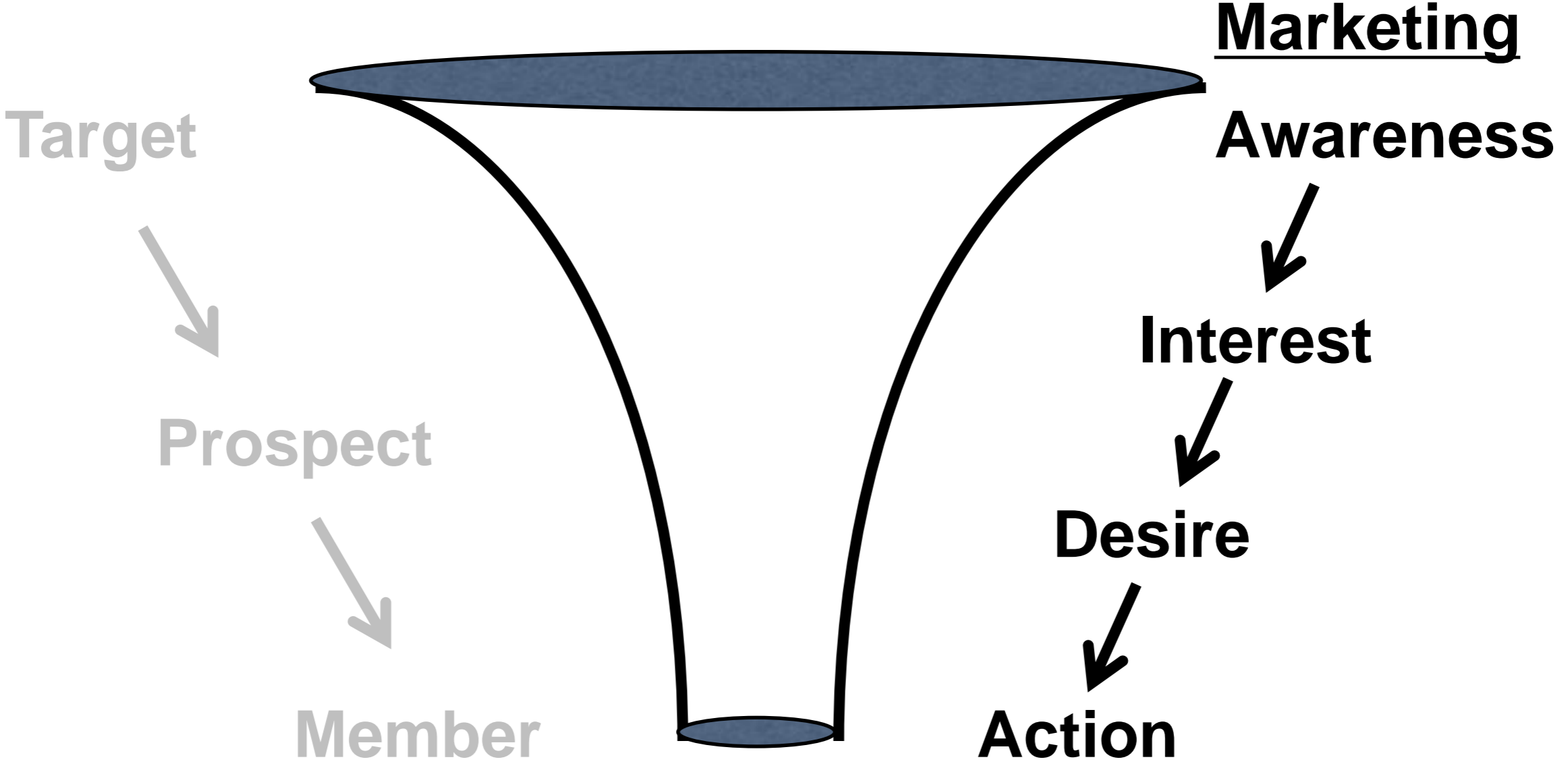


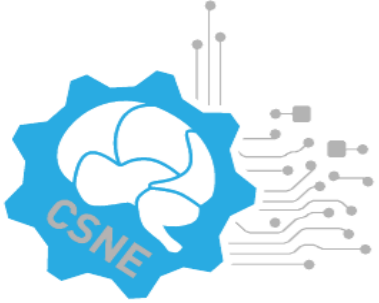
# Industry Affiliate Program Development



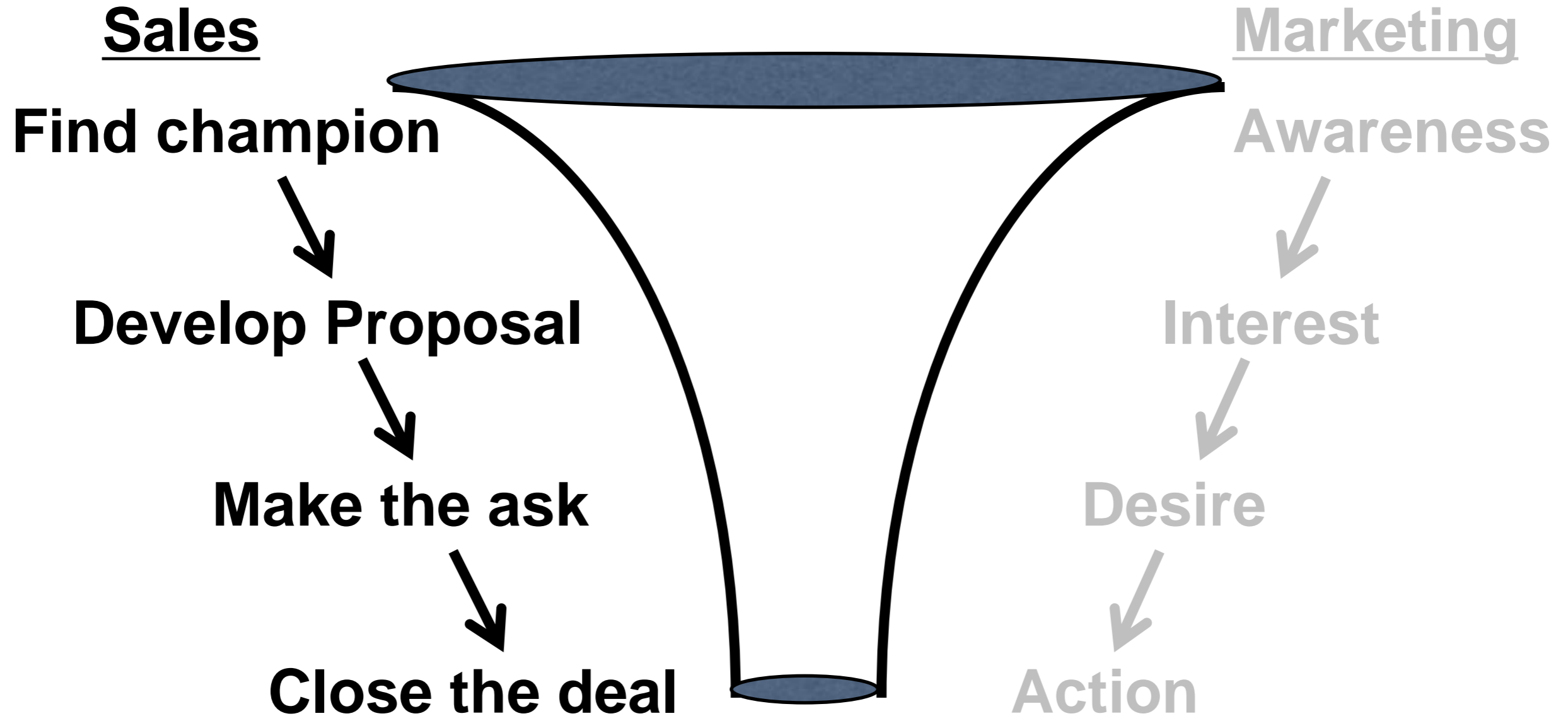


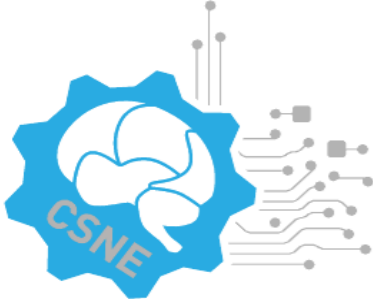
# Industry Affiliate Program Development





# Industry Affiliate Program Development





# Industry Affiliate Program Development

## Sales

**Find champion**



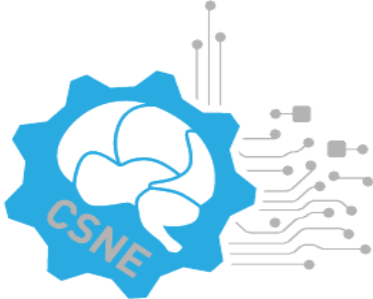
**Develop Proposal**



**Make the ask**



**Close the deal**



# Industry Affiliate Program Development

## Sales

**Find champion**



**Develop Proposal**

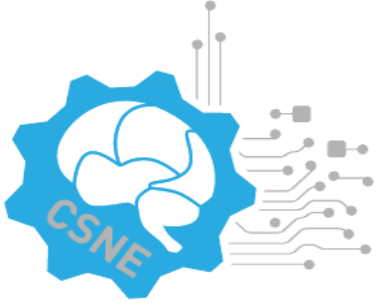


**Make the ask**



**Close the deal**

- **Identify company**
- **Research company**
- **Identify champion**



# Industry Affiliate Program Development

## Sales

**Find champion**



**Develop Proposal**

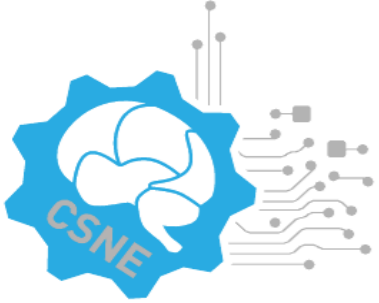


**Make the ask**



**Close the deal**

- Identify company
- Research company
- Identify champion
- **Make contact**
- **Listen to the customer**
- **Define value proposition**



# Industry Affiliate Program Development

## Sales

**Find champion**



**Develop Proposal**



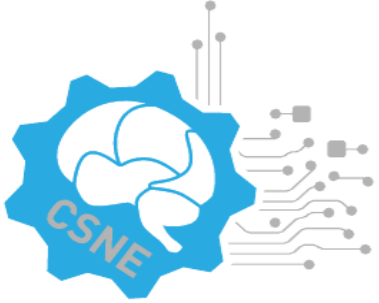
**Make the ask**



**Close the deal**

- Identify company
- Research company
- Identify champion
- Make contact
- Listen to the customer
- Define value proposition
- **Align expectations**
- **Make the ask**





# Industry Affiliate Program Development

## Sales

**Find champion**



**Develop Proposal**



**Make the ask**



**Close the deal**

- Identify company
- Research company
- Identify champion
- Make contact
- Listen to the customer
- Define value proposition
- Align expectations
- Make the ask
- **Business approval**
- **Legal approval**
- **Transfer of funds**



# Industry Affiliate Program Development

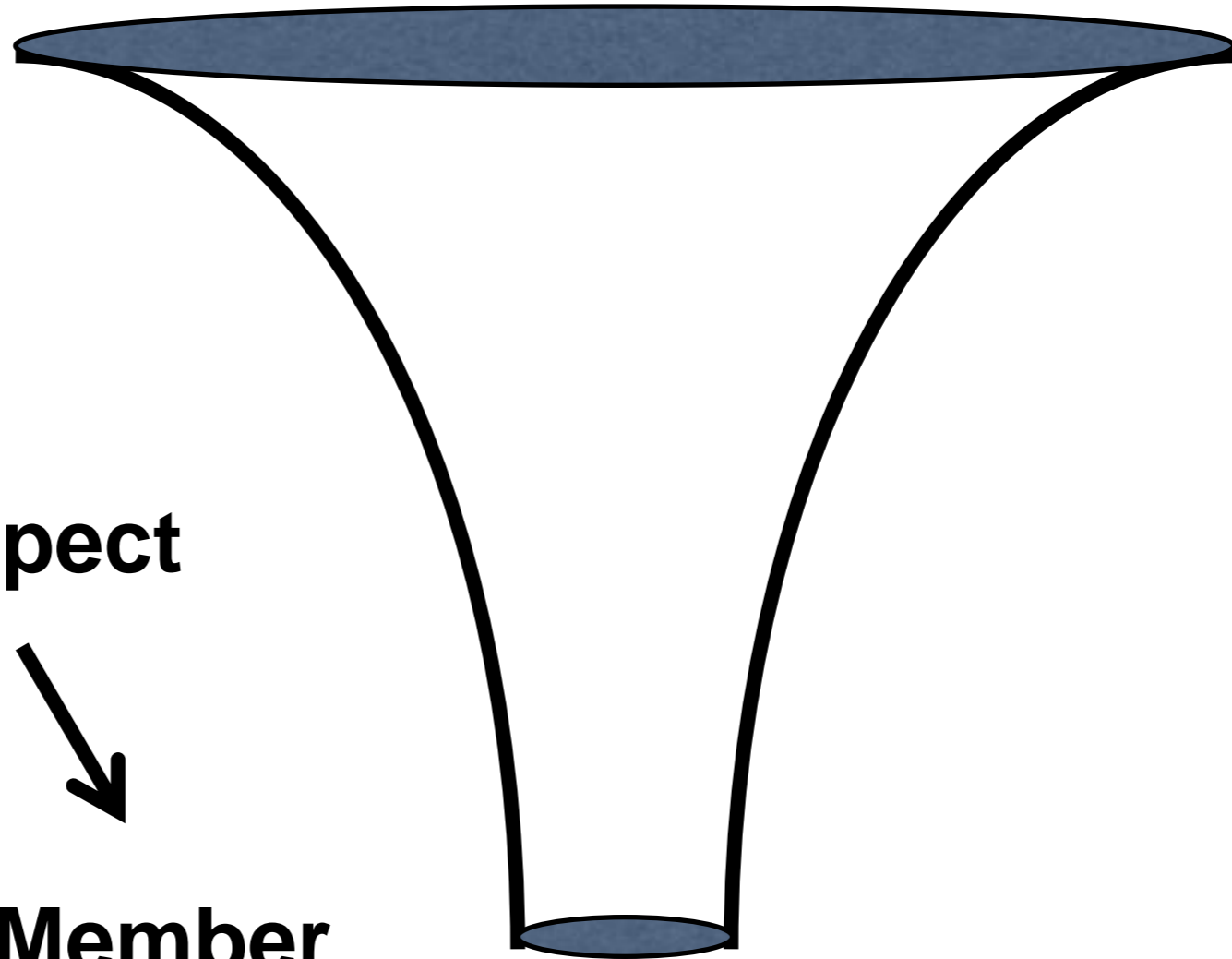
**Target**



**Prospect**



**Member**





# Industry Affiliate Program Development

**Target**



**Prospect**



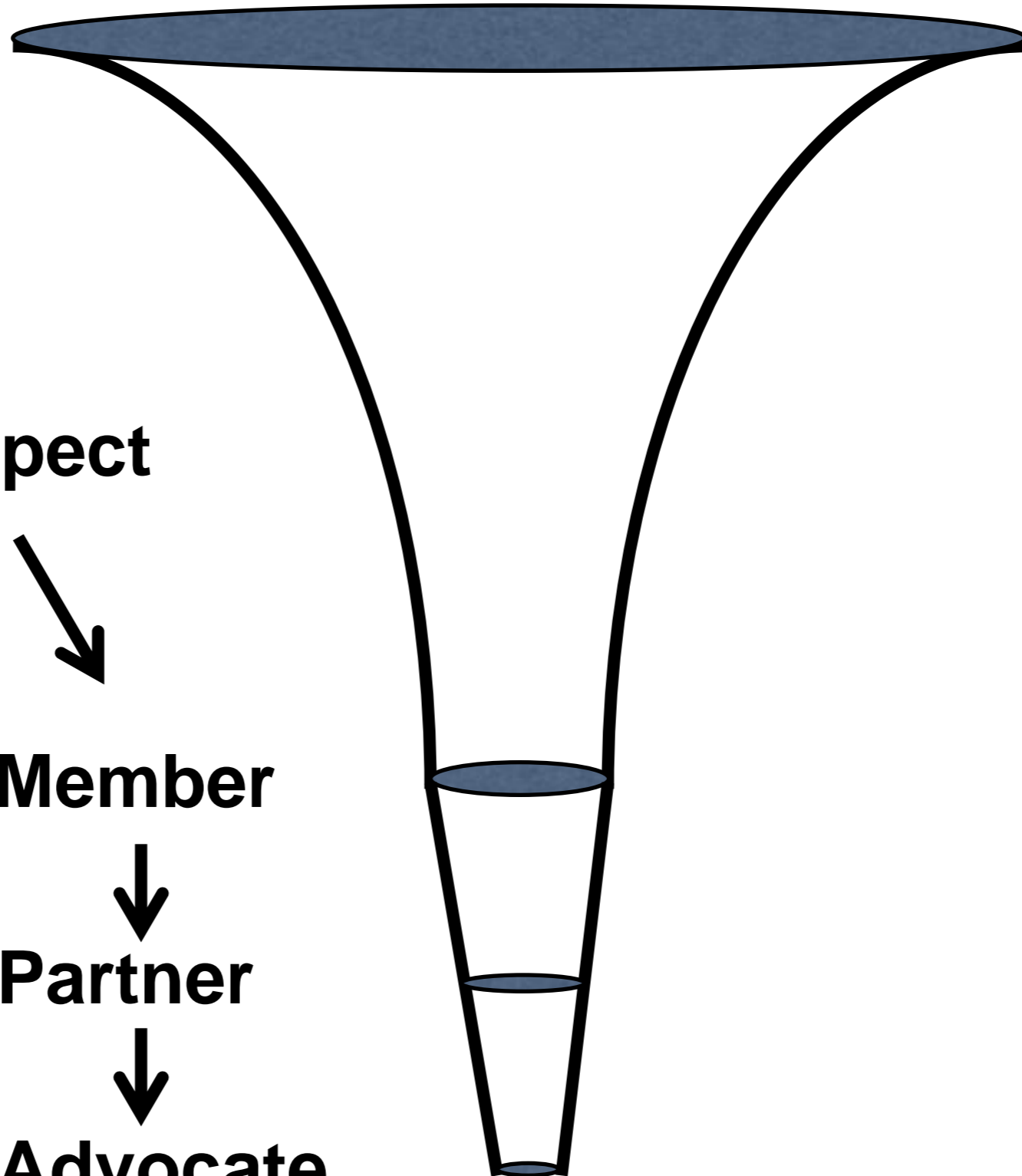
**Member**

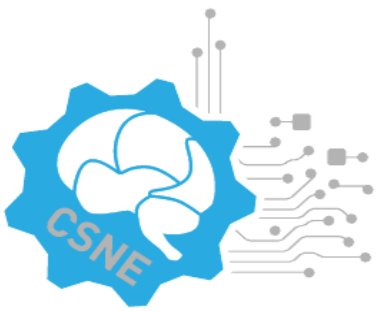


**Partner**



**Advocate**





## IAB recruiting examples

### Example 1: **Letter of support**

#### Champion churning

- 1 - Left to join our Center!
- 2 - Came on strong and disappeared
- 3 - Researcher with insufficient pull
- 4 - Regional manager distractions
- 5 - Business unit leader

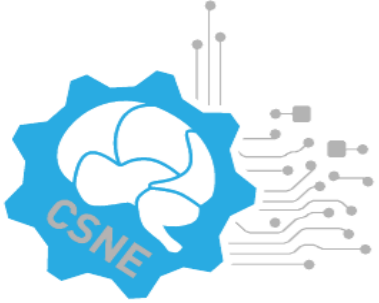
#### **Success**

**Moving into deeper engagements**

#### **Lessons:**

**Find the right champion**

**Be persistent**



## IAB recruiting examples

### Example 2: **Letter of support**

**Attempts to negotiate a side deal**

**Skirmishes with legal pit bulls**

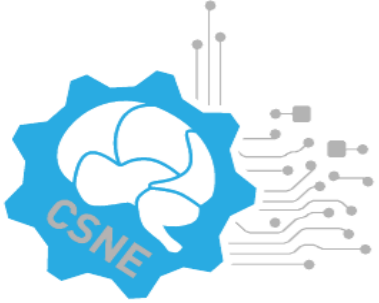
**Champion called off the pit bulls**

**Success**

**Lessons:**

**Focus on the champion, not on legal**

**Be persistent**



## IAB recruiting examples

### Example 3: **Letter of support**

**Champion turnover**

**Poor communication**

**(Hot, cold) x 5**

**Got close with legal**

**Champion stopped responding**

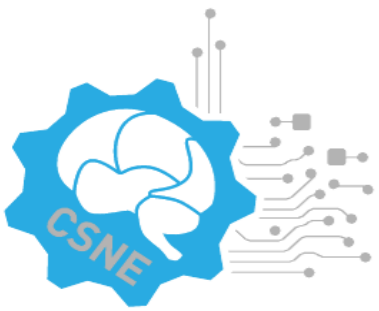
**FAIL (so far)**

### **Lessons:**

**Actions talk louder than words**

**Try to get face to face meetings**

**Sometimes you have to cut bait**



## IAB recruiting examples

**Example 4: Letter of support for no cost membership**

**Changes to program structure**

**Visit and value proposition presented**

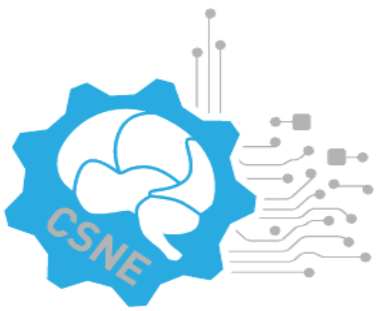
**Diligence discussions**

**Success**

**Lessons:**

**Letter is only a starting point**

**Be persistent**



## IAB recruiting examples

**Example 5: Business development dead ends**

**Hijack a Grand Rounds visit**

**Champion is outstanding**

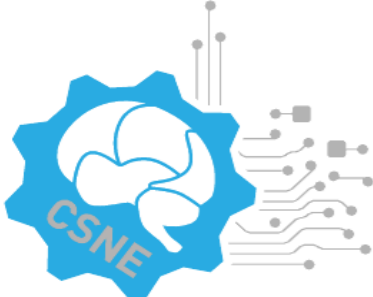
**Success**

**Moving into deeper engagements**

**Lessons:**

**We found the perfect champion**





## Letters of support

**May contain useful info and contacts**

**Are out of date**

**Are probably not enforceable**

### **Lessons:**

**Look at the who, what, why of the letter**

**Hope for the best but have a backup plan**

**Follow steps for general recruiting**



Center for Sensorimotor Neural Engineering



**Questions?**