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**The Association as “Champion” of TwoGreySuits**

The following information will help the Association to properly market TwoGreySuits for the benefit of member companies of Associations.

Members need to know often and as clearly as possible exactly how using TwoGreySuits’ professionally developed downloadable people management information, processes, forms and documents and 24/7 HR hotline will help them to better manage their business and ultimately increase profitability.

When the Association signs a TwoGreySuits license agreement, there is always an initial supporter or early adaptor (in marketing terms) who has some understanding of the value of TwoGreySuits to the extent that they believe and know it can be beneficial for the members.

However, having a TwoGreySuits champion (normally the leader or a senior manager in the Association) while good, does not necessarily transfer to buy-in by other Association staff who are often responsible for understanding and marketing the product. Even TwoGreySuits champions are advised the product, while being an already proven excellent and valuable Association member benefit, *will not* sell itself. It needs a certain level of understanding and explanation and support of Association staff responsible for marketing it to the member base. Without this, a valuable member benefit will be under-utilized and members will not be able to realize/reap the benefit.

In best HR Management practices and at TwoGreySuits, we are always insisting on clarity in job responsibilities with up to date and accurate job descriptions. (Module #1 – HR Basics) Now, putting this into context, the responsibilities for marketing TwoGreySuits to members has to be very clearly understood and known at the time of licensing, preferably included in the right Association job description.

If not, as everyone is busy these days, the required marketing effort of TwoGreySuits will often not occur to the extent required and members will not understand the value, and will not see reasons to use TwoGreySuits (even when it would really help them) and hence, the Association may see this as a reason to discontinue the license at the expense of significant value add for your members. The product has been professionally and successfully market tested several times at inception, and this has since been validated by thousands of companies (as members of Associations) who are currently using TwoGreySuits.

Here is sample wording for a job description – “Responsible for full understanding of TwoGreySuits’ member value and developing and executing the overall marketing plan – and delivering on member usage targets of TwoGreySuits as a key member benefit.”

TwoGreySuits has prepared a comprehensive Marketing Resources Library to help the Association properly market the product. This includes a one year Marketing Plan template to be developed with TwoGreySuits. (essential for success)

All of the marketing information has been professionally developed/tested and provided for the Association and it is the responsibility of the Association to utilize this information to the best of its ability so as to maximize member benefit by member’s understanding of the value and ultimate usage of TwoGreySuits. Again, we are not selling per se, as the sale has already transpired with TGS and the Association, so we are marketing.

So, what exactly do we mean by marketing?....

Marketing is how you tell the TwoGreySuits story, how you articulate the value to members, so that they will decide that using it will help their company where and when they need help. Marketing is the methods we use to encourage members to use TwoGreySuits to improve their company. (better hiring practices, better HR policy, adherence to legislation, dealing properly with poor performers, disciplining properly, clear job responsibilities, how to properly manage people in many different situations, how to become an excellent people manager, understanding what employee engagement is, etc.) Marketing in this sense is all about helping members understand how much they will benefit from something they perhaps never knew they needed. Essentially marketing can all be boiled down to education, effectively educating members about TwoGreySuits so that they will see the value in using it when they really need it. Marketing is a discipline with no end game that must be constantly honed, tweaked and tested. Effective marketing builds relationships and inspires trust. The key to effective marketing is getting the communication mix correct for your Association brand and your members and understanding how it best interacts with your members in the most conducive and accepting environment.

One of the marketing tools available is that TwoGreySuits has the capability (with Association approval) to direct email members with a series of awareness messages (one page HTML) at any frequency the Association agrees to. While this sounds good, the truth is, many people do not read emails today that appear to be ‘marketing’ in nature. Additionally, there is sensitivity towards privacy legislation and improperly using members email addresses inappropriately, hence, some Associations decide against this, sometimes saying it is better for the Association to direct email members. We know Associations are normally very busy organizations and with this in mind, and with good intentions, this does not always happen based on our experience.

Simply putting a reference to TwoGreySuits in your newsletter or on your website or in a new member welcoming email will not produce the proper levels of awareness. We know this to be true. The Association champion must be charged with the responsibility to actively engage members and explain to them what TwoGreySuits is and what the benefits of using it are. (covered in great detail in several documents in the Marketing Resources Library)

The main point in all of this is that TwoGreySuits has already been proven to be valuable for member companies of various Associations. Many companies as members of Associations are dealing with the same HR challenges (recruitment, people management practices, HR policies, keeping up to date with legislation, etc.) The key is - If the Association is truly interested in a valuable member product such as TwoGreySuits, a purposeful and planned marketing effort and Association champion(s) are required including specifying who in the Association is responsible for the marketing and ultimate member usage. We are here to discuss all of your marketing plans and help you and share our knowledge of how other Associations are successfully marketing TwoGreySuits.