

## **Chamber Membership: More Important Than Ever**

### **Part 2 – Utilize Your Assets**

Why reinvent the wheel? That's a great question to ask yourself during an economic downturn. You already have lots of assets and tools at your disposal. Don't go out looking for new, costly solutions until you have fully employed everything already available to you.

There are many services included in your Chamber membership, and you may not be taking full advantage of them all. Below are some benefits for you to consider. If you need help identifying all your benefits please call the membership department at (865) 637-4550.

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#### ***Engage all employees in business development; bring your team to Chamber events.***

Every employee is a salesperson in one way or another. Your employees can be tremendous assets in developing new customers and new business relationships. Each member of your staff has an existing network of contacts, and has the ability to expand that network.

Every team member at member businesses is welcome to attend Chamber events. Attending Chamber networking events is a great way to make new business contacts and increase your network. While every new contact will not be a new customer, they can all help you spread the word about your company and your products and services.

#### ***Use the educational and professional development programs offered by the Chamber.***

The Knoxville Chamber offers members a variety of educational and professional development programs. Taking advantage of the Chamber U series is an excellent way to increase your company's business acumen. Chamber U presentations are informative seminars presented by leaders in Knoxville's business community. These practical and valuable sessions help businesspeople develop dynamic marketing plans, sales initiatives, and overall business-growth strategies that can help create interest and new customers.

Legislative briefings, hosted by the Chamber, can provide your company with insights into ongoing and upcoming local, regional, and state government agendas and proposals. The insights gained at these meetings are often useful in future business planning.

Contact the Chamber for more information about other educational and professional development programs.

***Be informed about the marketplace by regularly visiting the Chamber's website.***

Do you, as a businessperson, need to know what the forecast is for your business sector? Do you want to correctly identify a growing market your business could attack? Do you want to know which changes your business should make to keep income high during economic downturns? Chamber members are encouraged to inform themselves about the local marketplace. Updates and business news can be found at the Chamber's website at [www.knoxvillechamber.com](http://www.knoxvillechamber.com).

Do you know what companies are expanding or growing? Could these be potential new customers? Not only will you find this information in the News section of the Chamber website, but you can also read the Chamber blog to see company announcements and other interesting business articles.

***Use all your benefits offered through the Tiered Benefits program.***

The Chamber's Tiered Benefits system helps ensure your business has access to the Chamber services that make the *most* sense for your company. The Chamber's goal is to make sure it delivers valuable benefits and quality services that demonstrate a positive return on your company's investment. Chamber benefits are structured to match your business's needs. It is recommended that each Chamber member thoroughly review available benefits. Reviewing your company's benefit options and using all Chamber benefits available is a simple way to ensure your business is receiving the maximum amount of benefit available. Chamber membership tiers and benefits may be accessed by visiting the membership page at the Chamber's website – [www.knoxvillechamber.com/eng/main/membership](http://www.knoxvillechamber.com/eng/main/membership) – or by contacting your account executive at (865) 637-4550.

***Use up your current inventory before making new purchases.***

Exhausting your company's current product supply will help avoid unneeded expenditures. The Chamber recommends emptying existing inventory and delaying new purchases until revenue levels meet your business's expectations. Increased inventory monitoring can enable your company to increase earnings year round. This could be as simple as not buying new pens or paper until you need them.

***Contact your banker about your financial position.***

Trusted financial advisors are valued partners to businesses wanting to survive economic downturns. Developing and retaining open lines of communication

between your company and your banking institution can improve your company's financial position. Approaching your banker with financial questions or concerns can help you develop a plan to address those concerns and to weather any trouble. Few people other than your banker have an accurate grasp of your company's current financial position.

**Call (865) 637-4550 to make any information changes  
to your Chamber membership  
or if you have any questions about your membership!**