



CFI's Board Member Services Initiative

Member Call Script

This is a guide, feel free to adjust to your own words accordingly.

Introduction:

"Hello, my name is [name] from [company] and as a CFI board member I wanted to reach out to you and introduce myself as well as let you know of current happenings at CFI."

Current happenings:

"We would love your input on CFI and your membership. If you haven't taken the CFI member survey, please do so." (survey link: <https://www.research.net/r/TRRBYN8>)

"CFI has released the 2017 research. As part of your membership benefits, CFI will tailor a presentation specific to your industry needs for you and your staff."

"We recommend taking advantage of this benefit and schedule a presentation. I can have a CFI staff member follow-up with you if you are interested in scheduling the presentation."

"Also, you can access the full research data sets, members-only research webinar recordings and slide decks at the members-only portal." (portal link: <https://foodintegrity.z2systems.com/np/clients/foodintegrity/login.jsp>) (They can contact Laura Cornett for login information.)

"I also wanted to learn more about your company and your specific needs. As a CFI member, I want to make sure you are receiving the support you need to earn consumer trust."

Discovery questions:

Current Situation

- "What types of issues are you currently experiencing?"
 - If an association; "What are your member's expectations around consumer issues?"
- "How are consumer trends disrupting your organization/company?"
- "Do you see a loss of trust between consumers and your industry?"



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Goals and Objectives

- “What are your objectives related to consumer issues? Do you see your strategic approach changing in the future? In what manner?”
- “What is the impact of social media on your industry and how are you addressing this?”

Challenges

- “What key food issues most impact your member/customer base?”

“How could CFI best help you?”

Specific Ask:

1. “Out of all the issues you face today, what is the one issue you would be looking to CFI for additional content and assistance?”
2. “You wouldn’t happen to know one person, maybe someone just like you that would benefit from CFI membership.” (Give them time to think about who to mention. If we give them time, they are likely to come up with more than one person).
 - a. If a name is suggested, ask them what they would prefer regarding contacting their referred person:
 - Would you mind sharing the contact information with me?
 - May CFI staff send them an email?
 - Would you be interested in sending them an email?

Closing:

“Thank you for your time today. We appreciate your commitment to our shared mission of earning trust in the food system. Please let me know if you have any questions and/or need anything.”

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