Prospects: Start to Finish

Jennifer Jewell
National Testing Officer
TestingOfficer@us.mensa.org

Timothy Brooks
Manager of Membership and Admissions
TimothyB@americanmensa.org

Agenda

- How do prospects get into the “system?”
- What tools are available?
- Tips and Tricks local groups can use
- What happens after a candidate tests?
- PE, the other prospect
- Final Thoughts and Questions

HOW DO CANDIDATES GET INTO THE SYSTEM?

How Candidates get into the system

- Purchased the practice test
  - Good because they are a specifically looking at taking a test.
  - One of our best external drivers because of ads
  - Has a built in call to action to get them to sign up for the real test
- Purchased a test voucher
  - They have made the action to test
  - It is already paid for

How candidates get into the system – Cont.

- They were imported from AML (the old database)
  - This could be for a number of reasons
  - Unfortunately, the exact reason is not always known
- They submitted PE that was not qualifying
  - It does happen (5 – 10% of PE does not qualify)

How candidates get into the system – Cont.

- Coming Soon
  - Candidates that ask to see the testing calendar will be imported into the system
  - Candidates that ask us to inform them of testing opportunities in their area

Did you know?

- Local groups can provide the national office with a list of candidates from local events?
  - Sign-up sheets from a community event
  - Guests that attended an RG or other local group event
  - We need the person’s name, email address, date of birth, mailing address to create an account for them

WHAT TOOLS ARE AVAILABLE?

Tools Available

- Prospect Report
  - Available in PDF, CSV, and Label form
  - Good for sending your own emails
- Prospect Management Tool
  - Has the prospect report built-in
  - Allows you to send emails to prospects using an official template
  - Allows you to leave notes and make changes to candidate’s accounts based on your interactions with them.

TIPS AND TRICKS LOCAL GROUPS CAN USE

Tips and Tricks Local Groups can Use

- Testing Location Ideas
  - What you need in a testing location: Easy to find location, plenty of (preferably free) parking, quiet room, plenty of table space for each prospect, good lighting, convenient access to restrooms
    - Hospitals
    - Churches
    - City buildings/community centers/rec centers
    - Office conference rooms
    - Schools
    - Other ideas?

Tips and Tricks Local Groups can Use – Cont.

- How to get prospects to show up
  - Encourage voucher purchase: Send the direct purchase link in every email communication, Confirm purchase with prospect
  - 2 email reminders the week of the test: First reminder 5-7 days before test, 2nd reminder 1 day before test, Request that prospects email or call if they won't be attending
  - Proctor can call each participant to get a verbal confirmation 1 day prior to test (rather than sending 2nd email) and answer any questions the prospect may have about the location or testing procedures (This should also serve to create a friendly personal connection with each prospect which should increase attendance likelihood.)

Tips and Tricks Local Groups can Use – Cont.

- How to get prospects to show up
  - Additional contact tips:
    - In every email sent to the prospect, make the proctor’s contact info is readily available
    - Inviting prospect to attend an event before testing can increase their interest in the local group and their likelihood of testing

Tips and Tricks Local Groups can Use – Cont.

- Engaging prospects before and after the test
  - As previously stated, invite the prospect to attend an event before testing
  - On the day of the test:
    - Look professional and put your happy extrovert face on
    - Bring old Bulletins for prospect to peruse during the testing break. I also usually bring old AG and Mind Games programs to create interest in our national events

Tips and Tricks Local Groups can Use – Cont.

- On the day of the test – Cont.
  - Give out the History of Mensa handout.
  - Let prospects keep their pencils.
  - Schedule a low-key “after party” at a local coffee shop, bar, book store, etc. Invite a few other Ms that you know will show up. Let the prospects know ahead of time that they can meet some other members after the test if they’d like. As an alternative, your Membership Officer can schedule a New Members Meet & Greet to coincide with the end of the test. Or you can schedule your tests to coincide with regularly scheduled local events.

WHAT HAPPENS AFTER THEY TEST?

After the Test

- Finances a settled and tests are scored
  - The finance team makes sure all test takers have accounts with accurate information and they process the payments
  - They also create the unique session IDs for each test session
    - This is how we track which proctors and local groups are testing

They also work for less remote places. Many large groups use them as well.

After the Test – Cont.

- Tests are scored, the results are uploaded and emails with results are sent out
  - Here is what the email looks like
- Periodic emails are sent to all candidates that have qualified but have not joined
- A candidate that qualifies moves to the Offers Pending report. A candidate that does not qualify stays on the prospect report.

PE (THE OTHER PROSPECT)

Prior Evidence Candidates

- The #1 way youth members join (obviously)
- We accept 180+ tests
- 60% of new member qualify with Prior Evidence
- Anyone that tests and does not qualify can submit PE for free

FINAL THOUGHTS

Questions

Jennifer Jewell

National Testing Officer

NationalTestingOfficer@americanmensa.org

MENSA

Timothy A. Brooks

Manager of
Membership & Admissions
American Mensa

TimothyB@americanmensa.org