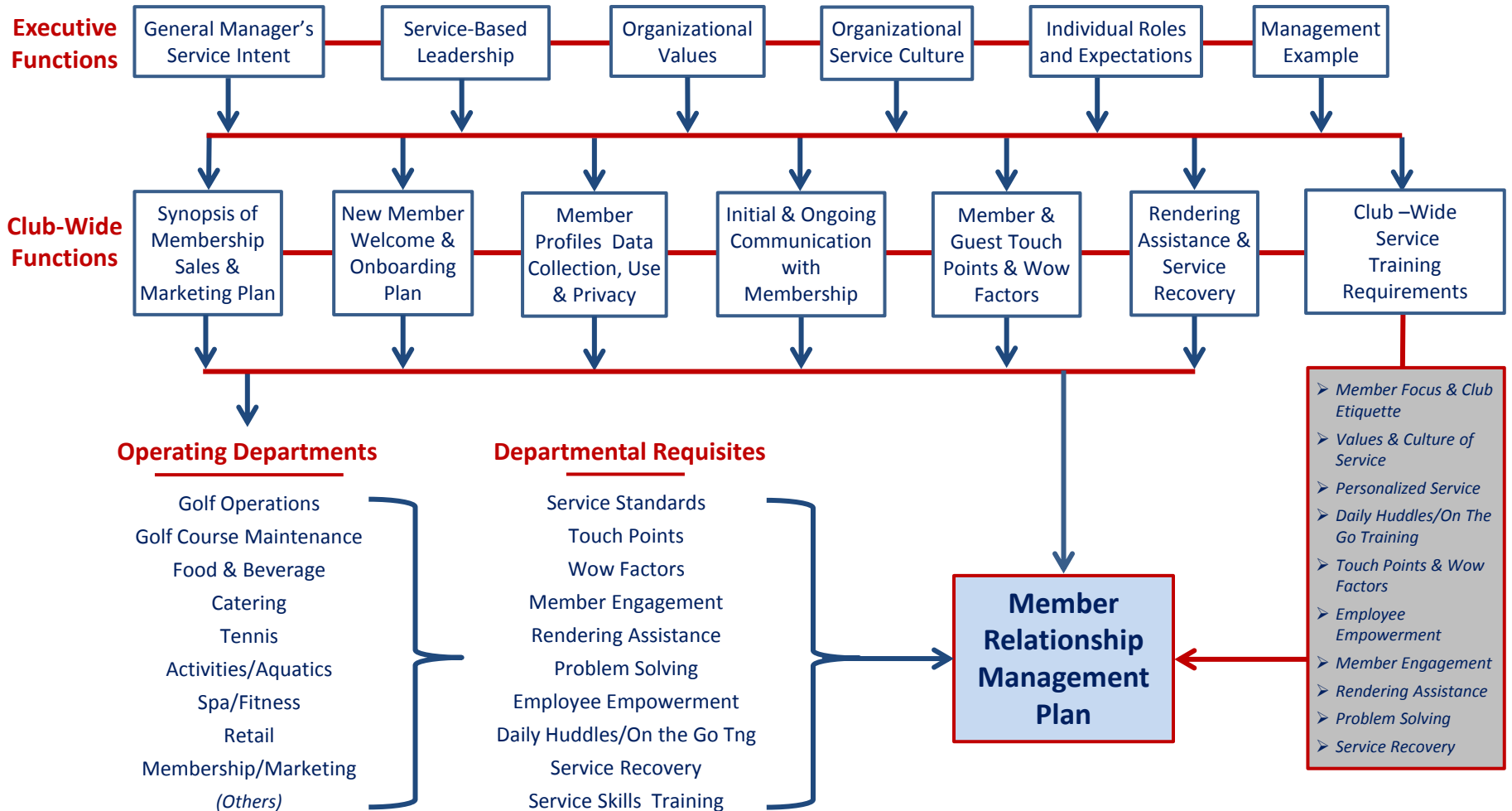


Member Relationship Management Plan

A Member Relationship Management Plan describes all elements of a club's effort to build stronger relationships with its members and their guests. As such it is a living document that will change with the evolving nature of those relationships and the innovations and ideas of club management and employees to continually improve the program and render higher and better personalized service to its members.



Personalized service comes from knowing your members, their likes and dislikes, and the constant ongoing communication that builds rapport and trust – in other words building strong relationships with the membership. But this doesn't happen by accident – like any other discipline of business success it must be carefully planned and consistently executed in its detail by all employees. If the club wishes to ensure the highest level of personalized service to its members, all staff must understand the purpose, dynamics, limits, and details, of how it will go about creating the necessary relationships with its members.