

Overview

The Arizona Society of Certified Public Accountants (ASCPA) is the largest professional organization operating specifically for CPAs in Arizona. Since its inception in 1933, the ASCPA has grown from a small organization of 10 founding members to over 5,300 CPAs Statewide.

With more than 70 years of experience serving the profession, the ASCPA enhances the success of its members by providing services, leadership, and insight that enable them to deliver value-added services now and in the future. Their mission is fulfilled through education, advocacy and increasing the value of the CPA.

Objectives

- Implement a sales process compatible with the organization's core values
- Establish a common process and language for consultative selling and deepening member relationships
- Increase membership enrollment in classes
- Increase membership by 3 percent
- Enhance teamwork through a proven and structured dynamic process

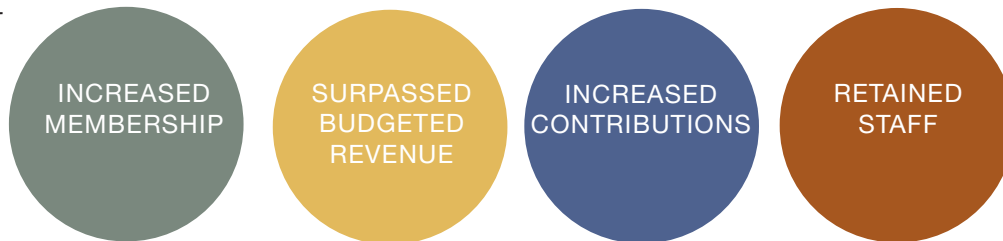
Solutions Implementation

Every year, significantly higher performance and membership goals were established for the ASCPA. Integrity Selling® was selected to expand and enhance the organization's view of selling, values (both organizational and individual), commitment to activities, belief in product/services and, most importantly, team members' view of their abilities. In 2004, the entire organization including CEO, managers and staff graduated from Integrity Selling.

In addition, graduates of the program led sessions at staff meetings to reinforce sales skills. Each session lasted 30-45 minutes and the meetings were held monthly over a 10-month period. Leaders modeled the process to reinforce the principles and develop their team's skills.

Integrity Selling

Impact



- Increased membership almost 4% exceeding the goal of 3% (4,980 to 5,173 members)
- Surpassed budgeted revenue and participants for continuing education courses
- Political contributions raised were 3 times higher than goal
- Retained all management staff since implementing Integrity Selling

"Selling our benefits, and not just our features, has helped show value to our members. Integrity Selling® taught us ways to show our members how the ASCPA can make them more successful. Using the tools provided, we saw an increase in our membership and in attendance at continuing education courses." **Cindie Hubiak, President & CEO, ASCPA**

"Integrity Selling® has helped all staff communicate better with our members and potential members. It helps us listen to their needs and respond with a solution that is right for them." **Heidi Frei, Director of Marketing and Membership, ASCPA**