

Use Your Available Resources

After offering your personal referral, there are several approaches to communicating the value of AGD membership. We've provided a few options below to show how to use the available resources.

Issues-Based Approach:

AGD is unsurpassed in participating in issues that matter most to the general dentist. Find out what issues are of most importance to your potential recruit and explain the AGD's activities on behalf of general dentists.

RESOURCES: 2007 Year in Review • Advocacy Slide from About the AGD PowerPoint

Familiarity-Based Approach:

In your conversations with potential new members, it's easy to ascertain the familiarity of a general dentist with the AGD.

COLLEAGUES THAT ARE FAMILIAR WITH THE AGD BUT ARE NOT YET MEMBERS might benefit most from learning about what the AGD recently accomplished for its members.

RESOURCE: 2007 Year in Review • General Member Talking Points • Customized E-mail or Letter

COLLEAGUES THAT SEEM RELATIVELY UNFAMILIAR WITH THE AGD would benefit most from general benefits information.

RESOURCES: Top 10 Things AGD Does for Members • About the AGD PowerPoint • AGD General Member Benefits • General Member E-mail or Letter

Career-Level Approach:

The value of AGD membership can be considered most relevant to prospective members if you can discern career stages.

STUDENTS are most interested in those benefits that help them along their educational course or jumpstart their dental career.

RESOURCE: Student Member Benefits • Student PowerPoint • Student Talking Points

RECENT GRADUATES AND RESIDENTS are often interested in practice management offerings or benefits that differentiate them from the many dentists already practicing.

RESOURCE: Recent Graduate Member Benefits • Recent Graduate Talking Points • Fellowship and Mastership FAQs

MID-CAREER DENTISTS are interested in balancing the demands of both their professional and personal lives.

RESOURCE: Top 10 Things AGD Does for Members • General Member Benefits • General Member e-mail or Letter • General Member Talking Points • CE FAQs

