



# Membership business: To Retention ως κύριος παράγοντας επιτυχίας

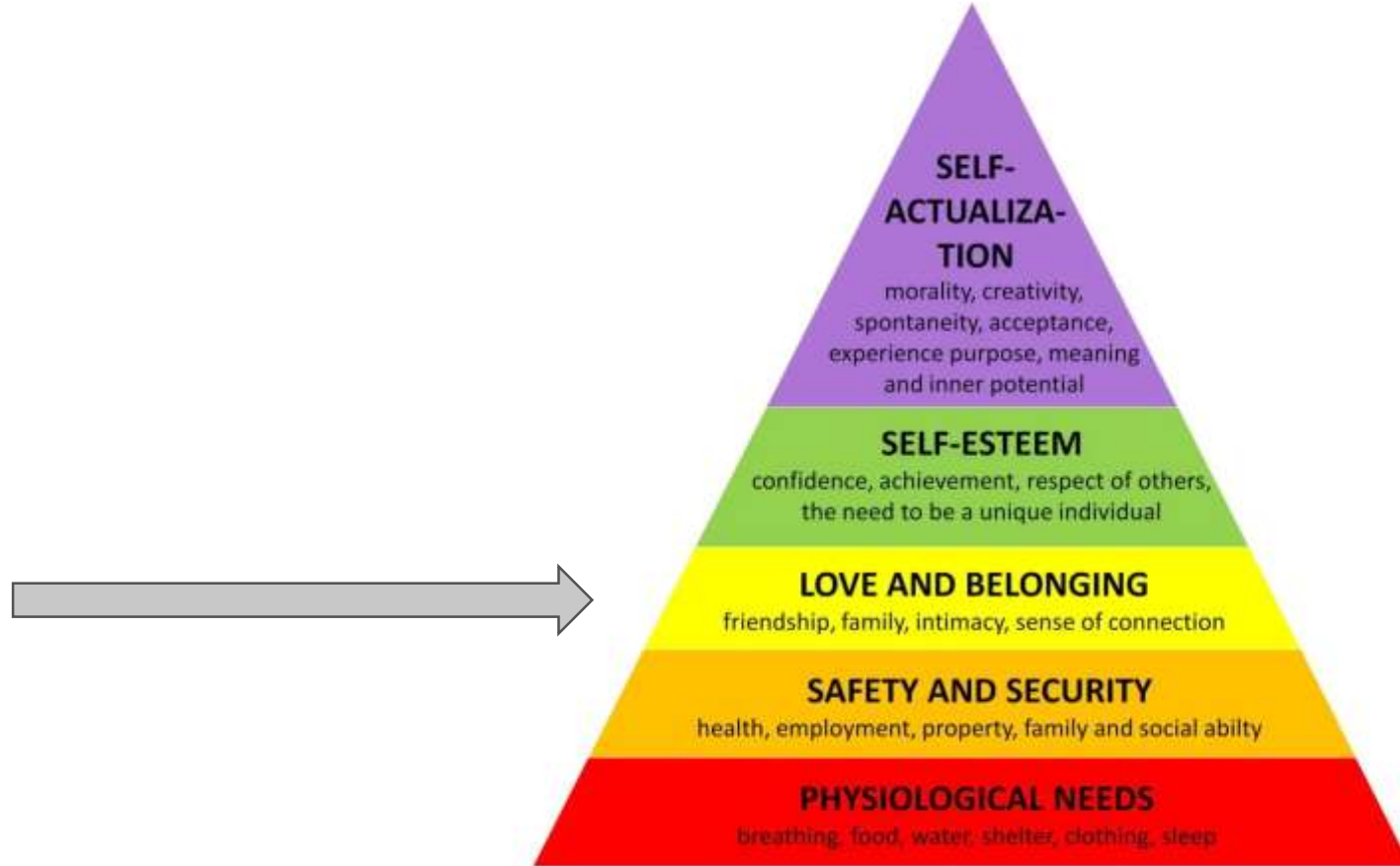
*Ελλη Γλύτσου*

Networking specialist – CEO of BNI Greece – Certified Franchise Executive



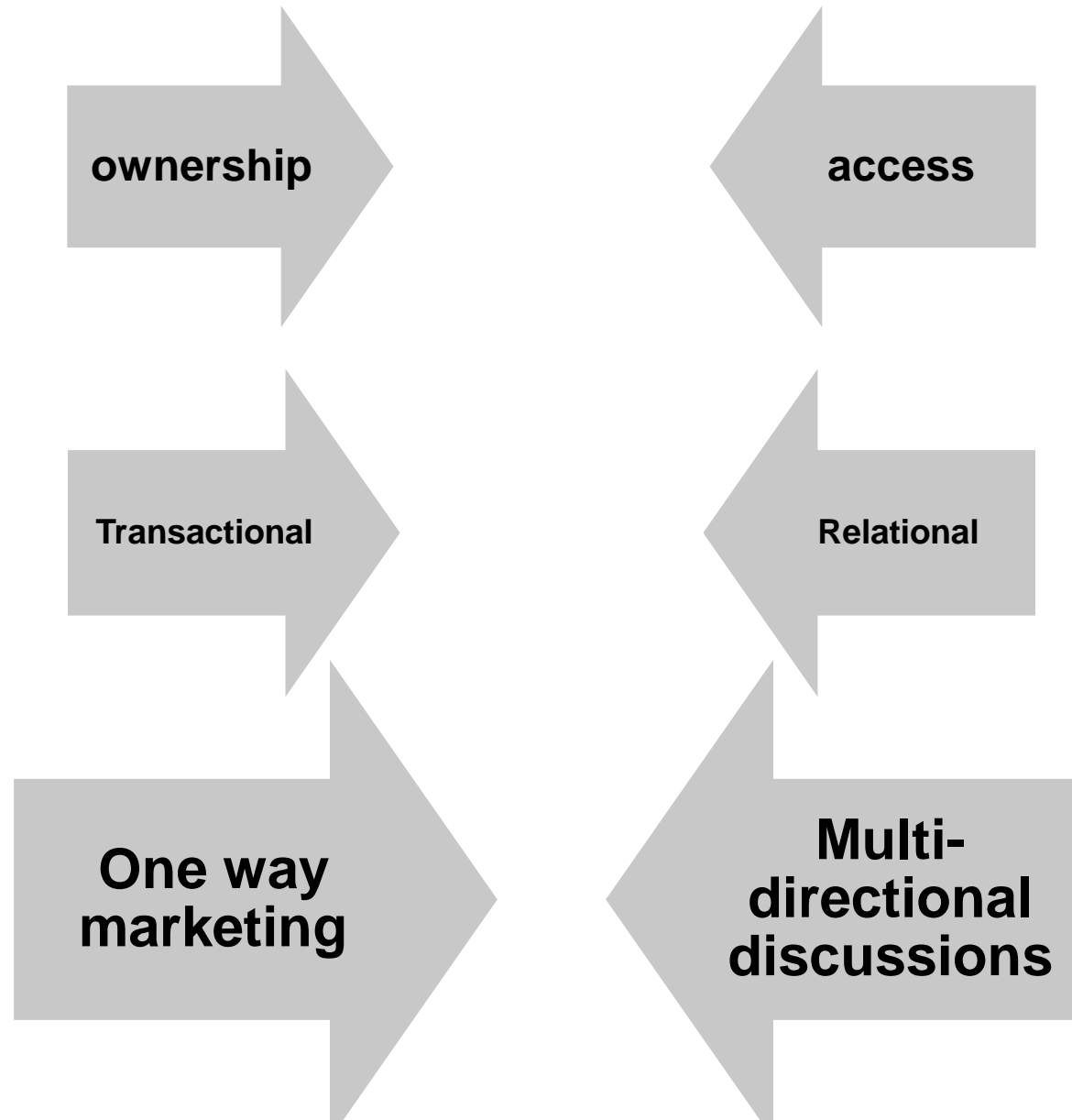
# Definition: Subscription vs Membership

From transactional to relational

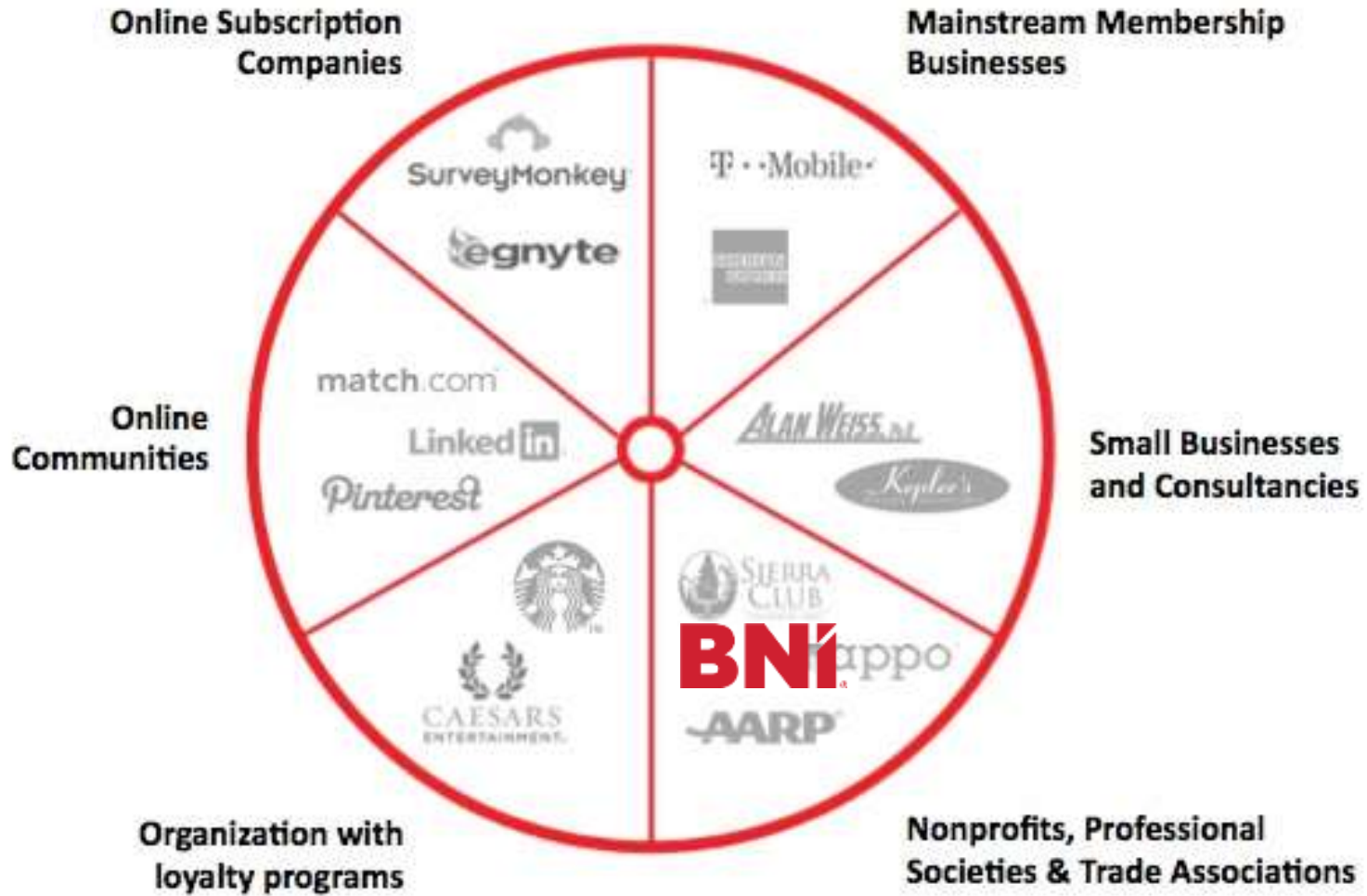


Abraham Maslow pyramid

# Membership business



# 6 Most Common Types of Membership Organizations



(c)2015 Robbie Kellman Baxter

# Retention and Customer Experience

**Product**



**Experience**

If they are happy they stay, as simple as that.

# One simple advise

*Be interested,  
not just interesting*

**Feedback**  
**Being heard**  
**Acknowledge**

# Trust is the glue of life

Stephen Covey



"The Membership Economy is a critical read, and one that should be added to your business bookshelf this year."  
—LEYLA SEKA, SVP & GM Desk.com at Salesforce.com

## THE MEMBERSHIP ECONOMY

Find Your Super Users,  
Master the Forever  
Transaction, and Build  
Recurring Revenue

ROBBIE KELLMAN BAXTER

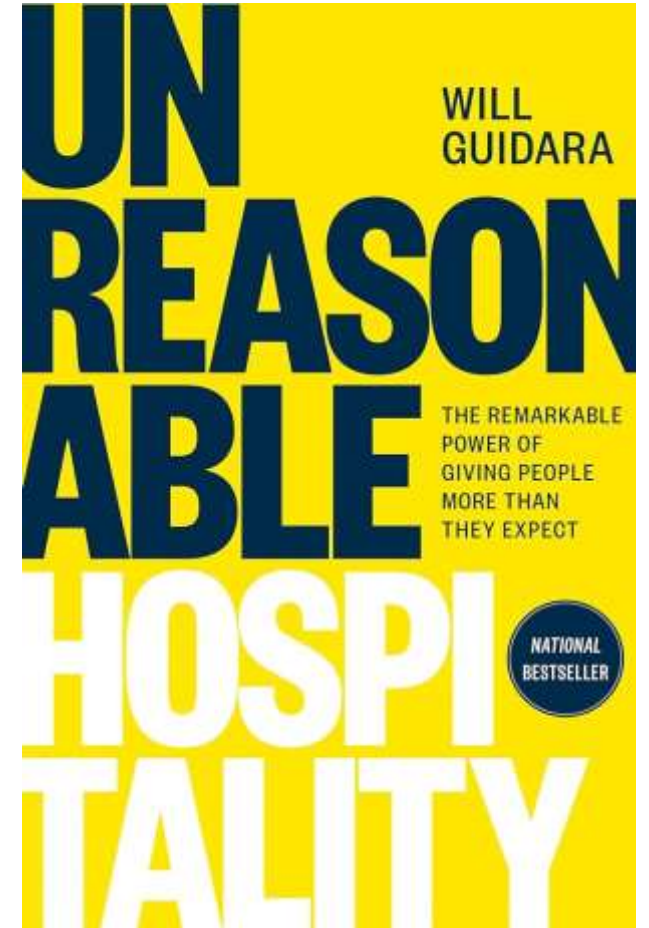
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*Thank  
you!*

