



3PM

THIRD PARTY MARKETERS ASSOCIATION

3PMENTOR

Members benefiting Members

About 3PMENTOR

In an effort to maximize the value of the 3PM Organization, and to assist new members in most efficiently assimilating into the organization and the industry, we have established the 3PMENTOR program. This program is designed to create an immediate connection between new 3PMs and more established 3PMs.

Why 3PMENTOR

We believe a key benefit of the Third Party Marketing Association is the cross pollination of colleagues and expertise. As we all know, starting a new business is difficult; 3PM is designed to offer knowledge, resources, vendor discounts, networking opportunities, information exchange, professional development and a standard of excellence for all member firms. 3PMENTOR establishes a mechanism to jump start that process when it is most needed.

Who is a 3PMENTOR

You are! As an existing member of 3PM you have the unique insight and opportunity to assist a new member firm in maximizing the value of 3PM. And, as an added benefit, we have seen from experience that most new 3PM firms bring with them a wealth of experience, connections and networks that may well benefit you in your own business. 3PMENTOR simply provides you and the new 3PM member with a direct and immediate connection instead of waiting for a conference opportunity to discuss strategies, review 3PM benefits, and exchange ideas.

How 3PMENTOR Works

We are asking all existing 3PM members to participate in this program. When new members join 3PM, they will be assigned an existing 3PM member firm who will serve as their mentor. We will simply go through the list of committed members and assign the next firm on the list to the new member firm. We would ideally like to match firms within the same geographic region; however this might not be possible. If you are the selected 3PMentor, you will be contacted and provided with the new member firm's information. From here it will be up to you to reach out and directly contact the new member firm. As a committed member, you will be expected to serve as the 3PMENTOR for the assigned new firm for at least one year. The responsibilities of your role are quite simple. You can certainly do more at your own discretion, however we would expect at a minimum:

1. Introductory Call to the New Member Firm with the following objectives:

Within one week, contact the new firm and welcome them to 3PM and, either review the following on this call, or schedule a conference call and/or live meeting for a later date to review the following information :

- i. Encourage them to utilize 3PM's website (www.3pm.org) and take advantage of the many member benefits and discounts now available to 3PM members (listed on the Members Only page of the website).
- ii. Encourage them to sign up for the next conference - describe the value you have personally gained from the previous year's conference and direct them to the Members Only page of the website where they can find presentations from past conferences.
- iii. Suggest they take advantage of the web casts and other programs offered by 3PM, and describe the value you or your staff have personally gained from participating in these programs. Also let them know there are replays and or presentations available free of charge, from some of the previous web casts held.
- iv. Describe ways in which 3PM has helped you with your business.
- v. Address any immediate questions they may have.
- vi. Connect them to any specific 3PM resources, including Board members, Committee Chairs and the 3PM Office, depending on their questions and areas of interest.
- vii. Ask about their business model, platform, and channel approach and provide any value added feedback or recommendations you may have, including referrals to other 3PM members that may be helpful.
- viii. Share your business model, platform and channel approach with them so they can understand how your business may be the same or different from theirs.
- ix. Offer them the opportunity to contact you directly in the future should any questions or concerns come up as they establish their business.

2. Follow up call and/or meeting at the three month mark to answer any questions.

3. Follow up call and/or meeting at the six month mark to answer any questions, and to check in regarding how business is going.

4. Follow up at the next conference to share any insights; also to introduce the group to other member firms you know to make the transition a bit easier.

Become a 3PMENTOR Today

Please take a moment to confirm via email that you are willing and able to be a 3PMENTOR. We are seeking 100% participation from our membership on this initiative. Upon confirmation, we will simply add you to the list of participating firms in this program and contact you when we have a new member that needs a mentor. Please email Kristin Couch at kcouch@3pm.org to ensure we have you on the list. We also welcome any feedback you have on this new initiative once you have served as a mentor for a few months. We are confident this program will require minimal effort on your part, but may generate some very positive results for many members – including yourself – at 3PM. Thank you!