

From “No” to “Yes” in 60 Seconds

Sometimes it seems that people are preconditioned to say “no” whenever asked to become a member of any organization. Don’t be discouraged! Each year, thousands of student pharmacists do join APhA because of the unmatched roster of membership benefits and services. So be prepared to respond to objections and you too will recruit new APhA-ASP members.

Overcoming a “no” or “maybe” will become easier as you familiarize yourself with the following responses and create your own as you encounter new or different objections:

I don’t know anything about APhA.

- Let me tell you more...Come to our next meeting and find out!
- Here is APhA’s student membership brochure and recent issues of *Student Pharmacist* magazine.

I’m not interested in joining a Chapter.

- Really? Do you realize what you’re missing? APhA offers dozens of programs throughout the year to help you understand and evaluate pharmacy career options, connect with respected leaders and employers in all practice settings, and make lasting friendships.
- By participating in chapter activities, you’ll master leadership, communication, and interpersonal skills not traditionally offered as part of the academic coursework.

I’m already a member of another association.

- Do you know that APhA is **the** leading pharmacy association with the greatest number of members and student members in the U.S.? And, APhA is the only association with a student chapter at every school or college of pharmacy.
- APhA provides the most extensive range of resources and career information that spans **all** practice settings. Other associations focus only on specific areas of interest and that may limit your opportunities.
- Your membership with APhA can help you develop leadership and communication skills that will be useful in your work with other organizations.

I have other commitments at chapter meeting times.

- Participate to the extent that you can. Meetings are rotated to fit members’ differing schedules.
- Meetings are just one component of APhA-ASP membership. Chapters also host meaningful and fun community education and networking programs. And no member has to attend every meeting or event.

I’m too busy.

- While on campus or off on rotations, APhA benefits are designed to help student pharmacists meet their various challenges with useful and superior resources and information available in print and online—accessible 24 hours a day.
- Members can devote as much time as they want to APhA activities.
- APhA-ASP activities provide members with some respite from school work and offer the opportunity to meet others with similar interests while participating in fun activities.

APhA dues are too high.

- Have you seen all the valuable benefits that come with APhA membership? You’ll gain access to unparalleled networking and meeting opportunities and APhA publications online and in print.
- You’ll save money by buying textbooks and resources and from discounts on your professional liability and other insurance plans. Savings from GEICO auto insurance alone will more than cover your annual membership dues.

- Many APhA members see their membership as an investment in their professional and personal growth.
- APhA-ASP dues are comparable to dues of other national pharmacy associations.