

Recruiting: Example of phone script

This script is just a suggested outline. Read the bold print and fill in as necessary. Feel free to change or improvise in any way. The goal is to be conversational, friendly, and interested - not scripted, mechanical or bored.

Immediately identify yourself and ask for the contact. It sounds crazy, but it works. SMILE before you call (or think of something pleasing to you) – the smile will come through the phone line.

Good morning, this is (name) of (chapter). May I speak with (contact)?

Establish rapport quickly.

(contact name) Good morning. My name is (name). If not establish a call back time).

(contact name) What did you think of the ACF membership information I sent you (last week)?

Or

I own the (company), but today I'm working for the ACF _____ chapter. I've been a member for (years), have found the service to be good for my business, and believe you can benefit, too.

State the reason for your call. Keep it simple and to the point.

The reason I am calling is to ask you to join the ACF _____ chapter.

Deliver the message. Talk about those benefits you find most useful. The following are ideas you may use as well.

The ACF is the ONLY membership organization representing the interests of chefs.

If you're like me, I want to deliver the best quality to my customers. To do this, I need employees who know their job and can work fast with no errors. Training and education are essential to business. The ACF is a primary source—often the only source—of knowledge and skill training for my staff. Registration fees cover some of the costs, and dues cover the rest. My dues also ensure access to this service when I need it.

Offer benefits / handle objections (see section on objections)

PAUSE and LISTEN and TAKE NOTES

Respond only when the person has completed his or her thought. Never argue. Never say "you are wrong." Be positive, counter objections with facts or new evidence.

Use the FEEL - FELT - FOUND counterargument.

For example (The dues are too high):

I know how you feel. Some members have felt the same way. But when they realized that without ACF, no one would be..... They found that their dues were well worth the investment.

Close the sale. Ask the individual to join.

Can I tell the membership committee you will join ACF today? If I provide you with information about (refer to objection/need), will you consider membership?

IF YES

That's great news. You will get confirmation of this from ACF's membership department. Meanwhile, complete the application and mail it to ACF National Office in St Augustine, FL.

IF NO

If no reason has been given or the reason is still unclear:

I'll let the Membership Committee know you can't join now. May I tell them your reason?

Thank them for their time.

Thank you for taking time to talk with me. If (I/we) can be of any assistance to you in the future, please call.