

Script for Personal Visits

Compliment the individual (take hints from awards or pictures on the wall) and thank the prospect for his or her time.

Introduce yourself (Name, your hometown, and that you are representing Lions Clubs)

Ask the prospect if he or she is familiar with Lions clubs. Regardless of the reply, respond with "Lions clubs are groups of community-minded men and women who are interested in improving their communities." You might note that each club is autonomous and that the members of the club determine the club projects. This gives the members the chance to make community changes that are important to them and to their community.

Explain (with enthusiasm) that you are meeting with business and professional leaders in the community to charter a new Lions club. (Note that you are chartering the club, not trying to charter the club).

Explain that you wanted to contact them because their business is an important part of the community, and ask them if they would like to be part of the new club.

Give the prospect the date, time and location of the first meeting.

Hand him or her the lined notepad and note the names of the individuals who have already joined and ask the prospect to add his or her name to the list. Note that you are collecting the charter fee today, which is \$30, and that dues are determined by the club. You may offer that dues are approximately \$5 to \$7 dollars a month.

Wait, stop talking, and let the prospect review the list.

If the prospect signs the lined notepad, give him or her a charter application to complete.

Mention that the application is needed for the club records and that the bottom of the application is their charter member card. If the prospect does not automatically give you a check for the charter fees, reiterate that you are collecting the charter fees, which will cover the cost to charter

the club. If the person signs up, thank him or her and advise that a follow-up letter will be sent with more information about the first meeting.

If the prospect does not sign the lined note pad, he or she will generally ask questions about Lions. Be very careful. While you might touch upon one or two projects that clubs do, be sure to explain that each Lion club is autonomous and the club members decide the projects that the club undertakes. You might try asking the prospective member if there is a particular need in the community. Repeat the invitation to join by asking the potential member a second time if he or she would like to be part of the new club.

If the prospect is not interested, thank him or her for this time and move onto the next prospect. Continuing to sell will only annoy them!

If the prospective member is interested but cannot attend the meeting, ask if he or she would like to be notified of future meetings.

Regardless of the outcome, always ask if there is anyone else that you should speak to who is also community-minded who might be interested in being a part of a Lions club.

If you feel they would welcome the idea, ask them to contact the individual to setup an appointment for you or even personally introduce you to the individual.

Collect contact information and/or application and give the application to the Lions who will begin follow-up.

Ask the prospect if he or she knows of anyone else in the company or the community who is also community-minded and who might be interested in joining the club. If possible, ask the prospect to arrange a meeting for you.

Tell the prospective member that he or she will receive a letter in the next three days with more information about the meeting.

Congratulate him or her on becoming an important part of the Lions club.
Move on to your next prospect.