

2010 “Uncle Sam” Membership TEAM

Successful Recruiting Summary

1. **JUST ASK.** It all starts by asking a prospective candidate to join La Societe. If you don't do this they may not even know that they are eligible to be a member.
2. How can you sell them on joining La Societe? First step is sell yourself ! You can't talk someone into something very easily, but you can surely talk them out of it.
3. Explain to them what the Forty and Eight represents and what we do for veterans and the community. You must create an interest in joining. A candidate is not likely to join any organization that they know little or nothing about. However, don't overload them with information.
4. Ask “Are you a member?” If the answer is “No,” Ask why not, and then **SHUT UP** and let them keep talking. Soon they will say something like “Maybe I should be,” or “How do I join?” Then agree with them, and fill out the application **NOW**.
5. Be prepared for “No's.” Treat “no” as though it were a request for more information. When asked “What's in it for me?” tell them, but don't overdo it. You should always point out that the main thing they will get is the opportunity to continue to serve by helping other veterans and members of their community.
6. Be prepared to answer objections, but don't use a prepared script or “canned” answer.
7. If what you are doing isn't getting new members, **CHANGE WHAT YOU ARE DOING.**
8. You can't do something the way someone else does it. Mold your recruiting techniques to fit your personality. Everyone is not the same.
9. You are not him or her. **YOU ARE YOU.** You have unique talents and abilities. Use them to share the benefits and good news about La Societe.
10. Don't be afraid to look beyond the limits of your Post, your other organizations, or your circle of friends. Prospective candidates can be found everywhere. So go out and get them. I heard somewhere that successful people make things happen, while unsuccessful people make excuses. Be one of the successful ones.

Mike Wood, Directeur 2010 “Uncle Sam” Membership TEAM
SAM = Sponsor Another Member