



COMMUNICATIONS TIPS

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- All members should develop the ability to converse with poise, ease, and self-confidence.
- Communication style between potential members and current members is critical to selling the chapter.

Ask questions of potential members before you explain the benefits. This will allow you to “sell” the benefits relevant to the interests of the potential member.

- Listen to the potential member and watch his reactions.
- Be aware of your reactions to the potential member and how the conversation is flowing.
- Watch how the overall group is affecting the comfort of the potential member. Are members friendly, confident, and enjoying the event?
- Watch for potential members who may be alone.
- Be honest when talking about barbershop.
- Talk about the fun times, rewarding and beneficial work, lasting friendships you have made, and the value received from membership.
- Make the potential member your friend. Let him or her know you like him.
- Concentrate on learning more about the potential member.
- Remember his name and use it during conversations.
- Mention mutual friends briefly but don't dwell on them.
- Use presumptive phrases such as “When you join...” and “As a Barbershopper...”
- Let the potential member know you enjoyed visiting with him or her.
- Explain events with which the potential member may not be familiar.
- Let a newcomer to the group know what is being discussed.
- Don't make derogatory remarks.
- Don't mistake shyness or uneasiness as disinterest.
- Avoid monopolizing the conversation.
- If you are speaking to two potential members at once, include both in the conversation.
- As new individuals enter the conversation, introduce everyone involved.

BEFORE PARTICIPATING IN YOUR CHAPTER'S RECRUITMENT EVENT, ASK YOURSELF THESE QUESTIONS.

- Can I express how great Society membership is?
- Can I express what I have gained from membership in Barbershop?
- Do I know three ways to introduce myself to a potential member?
- Do I have topics to discuss when the conversation slows?

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SAMPLE QUESTIONS TO ASK DURING CONVERSATIONS WITH POTENTIAL MEMBERS

The questions listed below are designed to prompt initial conversations. Some questions can segue to a discussion about the benefits of membership. Suggested responses by the barbershopper are listed as well.

Introductory Questions:

- Where are you from?
- How did you come to hear about us?
- Did you do some singing in high school or college?
- Do you sing now?

Follow-up Questions: *Our chapter is affiliated with the Barbershop Harmony Society. Because of this connection, we have many opportunities to interact with members in many fields of interest.*

- Where do you live?
- Where did you go to school?
- Are you involved in other organizations?
- What organizations were you involved with in high school?
- What do you enjoy doing in your free time?
- Have you seen any good movies lately?
- Have you done any volunteer work before?

Final Statement: Our chapter is involved in many projects throughout the year. They include...

QUESTIONS TO TARGET POTENTIAL MEMBER'S INTERESTS AND NEEDS

- What do you hope to gain by getting involved in this organization?
- Are there certain expectations you have of this chapter?
- Are there certain skills you want to develop to help you as a singer or leader or skills you want to share with this chapter?
- What interests/hobbies do you have?
- Do you have any questions you want to ask me about membership in the Barbershop Harmony Society?

HOW TO SAY GOOD-BYE

Having trouble finding the right words to leave with a potential member, try one of these phrases:

- "I'm so glad I've had this opportunity to meet you."
- "I have enjoyed our conversation."
- "I have enjoyed your company."
- "I hope you have had a good time."
- "It has been a pleasure to talk to you."
- "It has been fun talking/visiting with you."