



## HOW TO SELL BARBERSHOP TO PROSPECTIVE MEMBERS

Many of the lessons taught to sales professionals apply to the recruitment of new members into Barbershop. During recruitment drives, each Barbershop Harmony Society member should consider himself to be a salesperson.

A Good Barbershop Salesperson ...

- Knows the Society and chapter's history, its organizational structure, chapter goals and achievements, and opportunities available through membership.
- Can explain the benefits of lifelong friendships, and opportunities for personal growth, leadership development, and increased self-esteem.
- Understands and can explain the membership requirements and financial obligations associated with membership.
- Is willing to seek out potential members to invite them to participate in chapter activities.
- Will get to know the potential member's needs and interests, as well as their hesitations and can share how the chapter can meet those needs and interests.
- Reviews and knows facts about his Barbershop Harmony Society chapter, his District and the Society.
- Is enthusiastic about their membership in the Barbershop Harmony Society.
- Believes in the chapter and Society's mission, is proud to be a member of the Barbershop Harmony Society and wears the Society and chapter logo apparel and pins, and knows he or will be able to inform anybody about Barbershop because he is prepared to sell Barbershop.