

Three types of people to ask:

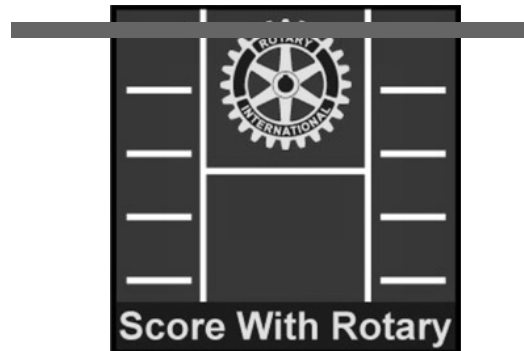
- 1. Those who you think might join*
- 2. Those you aren't sure will join*
- 3. Those you know won't join... because you could be wrong!*



Growing your club serves Rotary and the world.



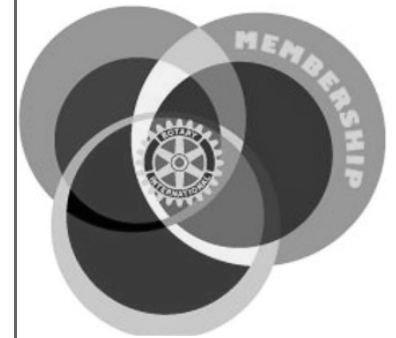
*Bob Hobbs
District Governor*



Rotary District 5220

Rotary District 5220

Membership
Growth



Lead The Way

**Bob Hobbs
District Governor**

You are the Recruiter!



We Can Lead The Way in Recruitment

How To ASK???

- Make the call in person if at all possible. Take your prospective member to lunch. Phoning the ASK is the last possible option.
- Establish Rapport. Allow enough time to get acquainted. Start on a friendly, positive note telling about yourself. “I joined Rotary because...”
- Describe what your Rotary club offers and how it benefits the community. Tell success stories...If you believe in your Rotary club, why would you hesitate to ask others to join?
- Talk about the importance of your prospect’s membership. “We need community leaders/business people like you to give back to our community and make a difference.
- Make the ASK in a positive, affirming statement... “Would you please be my guest at Rotary on _____? I’d like you to find out more about the many wonderful projects it does here locally and around the world.”
- LISTEN. Learn your potential member’s concerns and feelings about joining. Listen carefully!

Handling Objections — Reflect/Deflect/Neutralize

You can expect prospective members to object—or express reasons for not joining. Objections are a natural part of “asking” others for their help/time/money, so they should be regarded as welcome signals that you are asking the right way. Remember, you are providing an invitation and opportunity to join a service club...so...

1. Don’t take anything that is responded or objected to personally. You are making friends for Rotary. Even if your prospective member decides not to join now, he/she may learn all about Rotary, support your activities in the community, speak highly of your club, and even join at a later date! Build Friends!
2. Don’t argue! You will force your prospective member into defending his/her objections. This is not a win/lose proposition.
3. Be empathetic. Listen, listen, listen and respond with ... “I can appreciate that,” or “That’s a normal reaction.”
4. Every objection, no matter how negative, is an opportunity to communicate positive aspects of Rotary.



*Recruiter #1
Paul P. Harris*

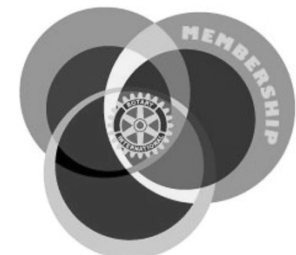
5. “Handle” the objection by encouraging your prospect to talk. Respond by reflecting or repeating back to your prospective member his/her words. “I hear you saying...” “It’s really interesting that...” Let them talk. If the objection is insincere or

illogical this will become apparent. It won’t be necessary for you to point it out.



*Over A Century
of Fellowship*

6. After the objection is reflected, it must be deflected or neutralized. This is done by simply restating the objection in a positive sense. “Your point of view is shared by a lot of people...” “I certainly agree that it would be...if that were the case.” “I appreciate your point of view and I’m happy to tell you...”
7. Best of all, the reflect/deflect communication method makes it completely unnecessary to argue with your prospect or “counter” all reasons/objections. You are in their corner all the way. That means there is never any pressure on your prospective member. Your role is not to coerce people into joining but to provide them an opportunity.
8. Ask again. Provide options...if not now, later. Invite to come as a guest whenever they’d like. Invite to be involved in your activities/fund-raisers, etc. Don’t be discouraged by refusals.
9. Follow through on mechanics.



Rotary District 5220