

Membership Made Simple

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“The Seven Steps of Selling”

1. Product Knowledge

You must know what DeMolay is and what DeMolay does. You need to be able to answer the question, “What is DeMolay”!

2. Prospecting

Prospecting means finding the people you want to sell on joining DeMolay. Simply put, decide whom you want to have in your Chapter. Remember there are only a few requirements to be eligible to join.

3. The Approach

Decide how you are going to make the first contact. Create a plan to make the full recruiting “pitch” and set a time to do it. The most important thing is to get him interest in talking further with you about DeMolay.

4. Establishing Needs

In order to sell a prospect on DeMolay, you need to find out what he likes to do or what he would like to get out of DeMolay. Find out what his favorite subjects are, sports he likes to play, hobbies he has, what he likes to do for fun, etc...

5. The Presentation

Build your presentation (also known as the “Sales Pitch”) around his NEEDS. In other words, if you have a friend who is really into Basketball, tell him about the State Basketball Tournament at Winter Sports Fest. The same is true of whatever his interests are. Tell him “In DeMolay, we do what you like to do.”

6. Closing the Sale

Get your prospect to join by asking him to join! Give him a membership application and a brochure at the end of your presentation. If they don't want to take it or hesitates, go back to Step #4 and re-establish his needs – then re-work #5 and give the presentation again. Closing the sale means asking them to join DeMolay.

7. Follow-Up

Initiate him in a timely fashion. Don't let the Application lay around. Retain this new member; they are now a true part of your Chapter. Keep him active. Help him learn his parts. Assign a Big-Brother to follow-up and make him comfortable within the Chapter. Give him an office, appoint him to a committee, and/or make sure he attends the activities. Invite his parents. Tell him to invite his friends to fun events. Hold the activities that will meet those needs that you identified in Step #4. Don't forget to have FUN!