

Sample Summer Recruitment Talking Points (Cold Calling)

OBJECTIVES OF CALL

1. Be a welcoming, helpful student from your school
 2. Introduce scholarship opportunity (or hook... "Something of Value")
 3. Learn more about him, and be INTERESTED in him
 4. Set up a time to meet again soon
 5. Leave him with a positive, non-threatening impression of what your fraternity is like.
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1. Parent answers the call:
 - a. Introduce yourself and let them know you are a [Your School] student/alumni
 - b. Ask if the incoming [Your School] student (their son) is available
 - c. If he comes on the phone, go to the list below. If not, ask if you can leave a message (your name and cell #) for him, with the parent, to call you back.
 - d. If the parent wants more information about why you're calling, let them know you are calling to welcome their son to [Your School], answer any questions he may have about the university, student living options, and make him aware of a scholarship opportunity that is available for incoming students.
 - e. See if there is a better time for you to call back to speak to their son, and if they are comfortable giving you their son's cell #.
 - f. Very importantly, stay energetic and positive throughout the call, even if the parent is distrustful of whom you are and doesn't seem very motivated to pass your message on to their son.
 - g. At the conclusion of the call, thank them for their time, even if they state that their son is no longer coming to [Your School] or is definitely going to live in a dorm as a freshman.
 2. Student answers the call:
 - a. Introduce yourself and let him know you are a [Your School] student/alumni
 - b. You are calling to welcome him to [Your School] and see if he has any questions about the university, such as living options, campus life, financial costs, etc., that you might be able to answer. (That should get the conversation going).
 - 1) His response will tell you a lot about how you proceed. If he sounds positive and curious, you're off and running. Talk about whatever interests/concerns him. Use the "5 F'n Ways."
 - a) Ask what subjects interest him (what he might major in).
 - b) Has he thought about where to live on campus (dorm or fraternity)?
 - c) Is he planning on attending a summer orientation session?
 - d) What does he like to do for fun?
 - e) Is he set financially to pay for school?
 - f) **If you are impressed with him so far**, ask if he'd like to meet for a coffee/lunch to discuss these topics in more detail. If you feel it is time (for example, he may have told you he had a 3.80 GPA in high school and is considering the Honors Program. He may have also said he had a 2.50 in high school and is worried about being able to handle the level of work in college), bring up being able to discuss a scholarship opportunity at your meeting as well. Set a date, place, and time for your meeting. Make sure you get his cell# and give him yours in case of any changes in plans.
 - 2) If he sounds like you're wasting his time, doesn't care about any information you have for him, etc., you may want to end the call, **but don't give up too soon. Some guys take awhile to get going on the phone with someone they don't know.** Try to engage him in a conversation about his upcoming life at [Your School] (see above questions). If he really won't open up or sounds disinterested, thank him for his time, wish him luck, and say goodbye.
 3. Don't forget to take good notes during the call. Write down key information, such as cell #, e-mail address, high school GPA, interests, possible major, things he likes to do for fun, etc. They will help you connect better when you have your meeting, and will impress him that you know/remember facts about him.

Summer Recruitment Telephone Script Regional Activity

_____, this is _____. I'm a _____
(prospect's first name) (your full name) (status: junior, senior, alumnus, etc)

_____ at _____.
(affiliation) (school name)

You're coming to _____ in the fall, right?
(abbreviated school name)

Are you staying at home in _____ this summer? Which part?
(city/town)

No kidding. I'm in _____. I didn't realize we were that close.
(city/town)

There are a bunch of us in the area getting together this week. We want you to come join us. What are you doing on _____ and _____?
(date #1) (date #2)

If he has plans:

***drop your plans/can you call off? This is going to be a blast. – OR –**

***you're going to miss a great time. What does _____ look like for you?
(date #3)**

Perfect. Here's the plan: _____
(date, time, location, activity details)

Do you have a way to get there? I'll be driving over with _____. He's a _____ major. How about if we pick you up at _____.
(status) (degree program) (brother's name) (time)

In fact, do you know anyone else in the area going to _____ this fall? We should invite them too! What do you think is the best way for me to reach them?
(school)

Great. I'm looking forward to meeting you on _____. Don't forget, I'll be there at _____ to pick you up.
(confirm the date)