

# Mining for New Club **GOLD!**



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What are the benefits to a company of a new Toastmasters clubs clubs?

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What are the benefits to us of a new company club?

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<i>Formation Stages of a New Company Toastmasters Club</i>			
<b>IDENTIFY</b>	<b>APPROACH</b>		
		DEMONSTRATE	
			<b>FOLLOWUP</b>

Lead (led) n.: 1.) A new club prospect 2.) Information concerning a source interested or potentially interested in starting a new Toastmasters Club.

**Identify**

Where do we find new company club leads?

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What is a **quality** company club lead?

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**Approach**

Telephone Etiquette: 1.) Clarity 2.) Courtesy 3.) B\_\_\_\_\_

Telephone Rule: Follow Every Statement(s) with a Question

Who do you speak with?

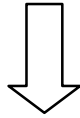
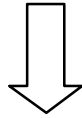
What do you say on the phone?



The First Step is making the Call

The objective of a new club call is threefold:

- 1.) Identify if there are sufficient employees to start a club (must be 200 White Collar Employees or above).
- 2.) Assess Management Support for a Toastmasters Club.



- 3.) Schedule an appointment with a person who can make a decision concerning the Toastmasters club.

Please Note: The objective is not to talk the contact into agreeing to start a Toastmasters Club while on the phone. First arrange the appointment.

Sample Telephone Interview Script

**Hello, can I speak with the training department?**

We don't have one.

**Do you have a human resources department?**

Yes.

**Can you put me through?**

Who are you?

**I am from Toastmasters International**

Yes, Thank you.

Hello, human resources, Mr. Pettigrew Speaking

**Hello, Mr. Pettigrew. My name is Michael Notaro, and I am from Toastmasters International. We are a worldwide, nonprofit organization dedicated to helping employees improve their communication and leadership skills. Have you ever heard of Toastmasters?**

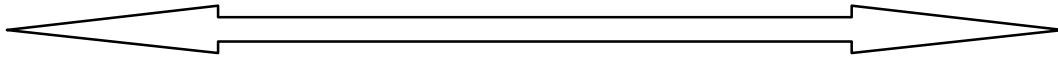
Yes.	No.
<b>What was your experience with Toastmasters?</b>	<b>Toastmasters empowers employees to improve their speaking, listening and thinking skills. We have over 10,500 Toastmasters Clubs worldwide in 90 countries. We have clubs at places like Oracle, Sun Microsystems, Hewlett Packard, the Dept. of Defense and Disney Corporation.</b>

**Would your employees benefit from improved communications skills?**

Yes, I think we would.

**Mr. Pettigrew, who would make the decision concerning a new Toastmasters Club at XYZ Corporation?**

That would be me.



**How many office employees do you have at XYZ company?**

(If they answer 200 and above, continue the conversation. If not, inform them of Toastmaster clubs in the area, and thank him or her for their time.)

**What kind of training is offered at your company now?**

Not much. The budget has been cut. How much is Toastmasters?

**Toastmasters is a non-profit organization and starting a club is very affordable. You can start a club for 20 employees for less than a \$1,100 dollars.**

**Is management supportive of employee training and development?**

I certainly hope so (If they answer no here, it is a red flag they are not a good prospect. Kindly terminate the conversation and move on to the next prospect.)

If time allows, additional questions you could ask the decision maker:

- Would you like to improve company meetings?
- Can employees tell your company story?
- Do you promote from within? Would you like to?
- Would you like to build employee camaraderie?
- Would your employees benefit from improved listening skills?

Objection #1.

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Objection #2.

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Objection #3.

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**Thank you, Mr. Pettigrew, I would like to meet with you personally to discuss how a Toastmasters Club in your workplace would benefit your company.**

**Would Tuesday or Thursday be better for you?**

I am busy on Tuesday. Thursday is better

**Morning or afternoon?**

I am available Thursday at 3:00 p.m.

**Great, I will see you then. I will bring along a Toastmaster associate and plan to call you the day before as a reminder.**

**Good Bye Mr. Pettigrew. Bye Michael.**

Next Step: Send your contact an e-mail, fax or snail mail with a thank you letter, confirming the date and Toastmasters promotional brochure.

Attend the new club appointment ready to address the guidelines below and issues raised in the "Preferred Business Practices" document.

Guidelines for the new Club Appointment:

- Dress Professionally and Be on Time
- Explain Benefits of Toastmasters
- Assess Company Culture
- Secure Management Support
- Ask for 3 Meetings
- Ask for VIP Visit
- Discuss who pays what
- Explain District Support