



EXTENSION WORKSHOP

Canvassing Tips

Start at the top. "You can sell down, but you cannot sell up." Always ask to speak to the business owners or managers to gain their commitment. After they have shown interest, then ask if anyone else in the organization might be interested. Recruiting support staff first may offend the owner.

Do not wait more than 10 minutes. Your time is better spent moving on to the next prospect and lends a sense that your time is important. Instead, ask if there is a convenient time to meet.

Overcome obstacles at the front desk. Often the secretary or office manager's job is to control the accessibility of the owner or manager and to lessen distractions. For this reason, they may ask the matter of the business that you would like to discuss with the owner or manager. If the question is asked, tell the secretary or office manager that the matter is "personal," leaving the secretary or office manager unable to decide if he or she should allow you to see the owner or the manager.

Get clues from their office. You can tell a lot about a person by looking at the décor on the walls of their office. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items in their office can provide such clues.

Do not carry too much literature. Literature may be distracting and allow the prospect to ask you to leave the information for their review. However, chances are if they are too busy to speak with you, they will be even less likely to read the material. For this reason, do not leave literature and explain that more material will be available at the meeting.

Always be positive and leave them smiling! Remember, you are providing opportunities to change their lives, not selling a product! If the prospect does not appear interested, thank them for their time and move on to the next prospect. Do you remember the last time you were approached by a pushy sales person? An irritated individual will not join and have only negative thoughts of Lions.

Dress appropriately. Dress in a business suit or in a professional manner with your Lions pin and perhaps one other pin. Members of new clubs often decide not to wear vests and might not feel comfortable joining an organization with such demands.

Share your list of members as it grows. Share the names with other teams so that each recruiting team has a complete and updated list.

And most of all, we wish you the best as you go forth to help others!