

Cold Calls

Objectives

- Set up one-on-one meeting

Supplies

- Cellular telephone
- Text message capability
- Script
- Computer with names list open
- Social Excellence

Abstract

Cold calls are a necessary function of an expansion project. While they are not conceptually challenging, it can get emotionally challenging if you receive a number of rejections in a row.

The key to making cold calls successful is discipline and perseverance. The expansion team needs to stay on point with cold calls each day so that they may fill their one-on-one meeting calendar for the week.

The goal of these calls is strictly to set up a one-on-one meeting. Calls should by nature not include anything related to Phi Kappa Tau or fraternities. This is reserved for one-on-one meetings and interest presentations.

Never forget how Phi Kappa Tau has changed the course of your life.

Each cold call should be no longer than a minute and a half, and in most cases will be followed up with a text message. The goal for an expansion team member is approximately 50-60 calls in each session.

Cold Call Scripts

General Referral

Phone Call

Tyler!? *Be excited/curious – you have something amazing to offer these folks!*

Hey man, my name is Lavender Gooms and I'm leading an awesome project here at *[university/college]*... we're creating a new student organization made up of the "best-of-the-best" leaders. Your name found its way onto our list, so I thought I'd give you a call personally.

[Person who referred him] said that you are an awesome person and someone I absolutely had to connect with while I am here!

Listen, I'd love to buy you a cup of coffee to learn a little more about you and tell you more about what we are doing here. I'm sure your week is as busy as mine, so which is better Wednesday or Thursday afternoon?" Awesome. I will follow up with you before our meeting.

Voice Mail

"Tim, my name is Jazz Hands. I'm leading an awesome project at *[university/college]*, and you were referred to me as someone who I just had to talk with. I promise I'm not some telemarketer. Call me or text me today if you can, I'd like to meet in person. My phone number is XXX-XXX-XXXX. Again XXX-XXX-XXXX. I'll probably follow up through text and E-mail too. Looking forward to meeting you"

Text

"Ray, my name is Lavender. *[Person who referred him]* said you are an extraordinary person and someone I absolutely had to connect with. I'm leading a project at *[university/college]* that I think you'd be interested in. Text or call when you can."

Fraternity No Bid List

Phone Call

Tyler!? *Be excited/curious – you have something amazing to offer these folks!*

Hey man, my name is Lavender Gooms and I'm leading an awesome project here at [university/college]...we're creating a new student organization made up of the "best-of-the-best" leaders. Your name found its way onto our list, so I thought I'd give you a call personally.

You're from _____ (town), right [and/or, you're a Freshman/Sophomore/Junior, right?].

You showed interest in fraternity recruitment at one point, do I have that right?

I think I heard you decided not to join a fraternity, is that true? Perfect!

Listen, I'd love to buy you a cup of coffee to learn a little more about you and tell you some more of what I am doing here. I'm sure your week is as busy as mine, so which is better Wednesday or Thursday afternoon?" Awesome. I will follow up with you before our meeting.

[If they did join a fraternity, say, "Which fraternity did you join? Well congratulations, man... that's a great decision. My project is actually to start a new fraternity here, so I'll let you go. Thanks for your time]

Voice Mail

"Tim, my name is Jazz Hands. I'm leading an awesome project at [university/college], and you were referred to me as someone who I just had to talk with. Apparently, we have mutual interests, and I can't wait to learn more about you. I promise I'm not some telemarketer. Call me or text me today if you can, I'd like to meet in person. My phone number is XXX-XXX-XXXX. Again XXX-XXX-XXXX. I'll probably follow up through text and E-mail too. Looking forward to meeting you"

Text

"Ray, my name is Lavender. Got ur name from Fraternity Life. Understand you didn't join one. Would love to meet to connect with you. I'm leading a project at [university/college] that I think you'd be interested in. Text or call when you can."

"Mike-my name is Lavender. Got your name from Fraternity Rush! I'd love to connect with you when you are available. I got a project I think you would be interested in!

No Phone Number

General E-mail

Steve,

I'm working on a project at the *[university/college]* and need to interview current students to learn the perspective of *real [university/college] students*. I'm hoping you can help. We're looking for top-tier gentlemen on campus to give us advice on what is missing in student life. That's why you're being contacted.

I didn't have your phone number, otherwise I would have called or texted. So here's what I'm asking

1. Would you be willing to be interviewed for about 15-20 minutes sometime this week? If so, I have availability on Wednesday and Thursday between 9 a.m. and 2 p.m. If you're available, call, text or E-mail me and we'll arrange the location on campus.
2. I'd be happy to talk with you about this over the phone too. If it is easier, just shoot me your phone number and I'll give you a call.

Thanks in advance for your help.

Sorority Referral E-mail

Marty,

I got your name and contact information from a sorority woman here at *[university/college]* yesterday. She said that you'd be the kind of person that would be interested in the project I'm working on here. I'm helping to start a new organization at the *[university/college]* made up of the "best of the best gentlemen" this school has to offer. I'd love to talk with you to learn more about you and see if you might be able to help me with this project.

Would you be willing to meet with us for 15-20 minutes at *[place of meeting]* later this week? We'll tell you about what we're doing and most importantly ask you some questions so that we can understand what guys like you – *men recommended by the sorority women of this campus* – are looking for out of your collegiate experience. No big deal if you're not interested, I'd just like to shake your hand and hang out for a few minutes.

I had a blast over the last few days talking with the women of *Kappa Kappa Gamma, Gamma Phi Beta, Alpha Chi Omega, Delta Gamma, and Kappa Alpha Theta* here on campus. They used words to describe you like *classy, gentleman, kind, caring, interesting, fun, academic, generous, respectful, driven, hard-working, and thoughtful*. You were recommended by the women at these groups, and I just didn't want to miss a chance to meet up.

Call, text, or E-mail me this week if you can.

Thanks Marty!

Sincerely,
John Slade

Facebook Messaging

FRIEND REQUEST MESSAGE

Below is the message to attach with the initial friend request. Please keep in mind that this is based off of an academic performance names list. Adjust reasoning for selection as needed (i.e, referral, professor, etc.).

1. Dear Alex,

You haven't met me, but the (UNIVERSITY OF XYZ) recommended I contact you regarding a new leadership and service organization founding on campus. I'd like to introduce myself and give you a few details if you're interested.

2. Dear Alex,

You haven't met me, but I am working on starting a new student group at *[university/college]* dedicated to leadership and service. As I have been meeting more and more people on campus I keep getting more Facebook friend referrals, so I figured I'd reach out to you! Right now we are just trying to learn about the University and learn about what the students want to get out of their college experience and life after graduation. I'd like to introduce myself and give you a few details if you're interested.

FOLLOW UP AFTER FRIENDED MESSAGE

After a friend request is accepted, the next immediate step is to send them a direct message like the one below. No Wall Posts! Keep it professional and on message. The goal is to get a meeting.

1. Dear Alex,

Thanks again for accepting my friend request! As I mentioned with my friend request, I'm working with (UNIVERSITY) on building a new leadership and service organization on campus. There is quite a bit of interest in what we're starting here and because of that, I'm setting up scheduled times to meet with people who might be interested in learning more about this unique opportunity.

Currently, I still have some time slots available this week and some next week as well to meet with students. What day and time would work best for you so that we can see if this opportunity is something that you might be interested in being a part of?

Let me know the (2) best days and times that work for you and I'll get you on the calendar. Just so you know, we're doing all of our meetings at (INSERT REGULAR MEETING LOCATION).

Can't wait to sit down and talk with you!

2. Danniya,

Thanks for accepting my friend request! As I mentioned, I'm working with *[university/college]* to build a new leadership and service organization on campus - Phi Kappa Tau. I'm setting up scheduled times to meet with people at the Union that might be interested in learning more about this unique opportunity. If it doesn't seem like something you'd be in to I hope we can still connect (not in a recruitment manner), but to truly be successful I am just trying to meet as many people on campus as possible!

I still have some time tomorrow and Friday and next week to meet with students. Would you be able to do that? I appreciate the consideration man. For now, check out more about Phi Tau at <http://www.phikappatau.org/>

Hope you check it out!

Alex

Response to Jackass Comeback

Undoubtedly someone will come back from any form of communication with "How do you know that I am a top-tier gentleman" or "Who told you I was a man of character?" etc.

Kyle,

Thanks so much for responding. I'm excited to connect with you.

To be honest, I don't yet know that you are a "top-tier gentleman"/"Man of Character" (whatever your branding line is for the project). That's what I'm trying to find out. I'm trying to connect, face-to-face with as many *[university/college]* men as possible. To be plain, I'm starting an organization based on learning, leading, and serving at *[university/college]*. A group of men gathered together to make a real, positive difference. I'd love to tell you more about it if you're interested... but mostly I want to learn from you what guys like you think is missing in student life here.

I'm free Wednesday and Thursday. Which works best for you?

Sincerely,

Jason Galoooooly

Cold Call Best Practices

- Be excited. Remember you are calling about an opportunity that could be life changing for them!
- Remain disciplined about completing 50-60 cold calls each session!
- When you get a snotty response, remember he is likely acting so because he is much more uncomfortable than you are.
 - Potential Member
 - Expansion Team Member
 - “Who did you get my name from?”
 - Reiterate calmly that he was recommended by someone he knows -OR- had already indicated interest in Fraternity life (refer to the scripts)
 - “Why are you calling/texting me?”
 - Something along the lines of “I am starting a student organization dedicated to maximizing your time in college and, honestly the rest of your life. [Person who referred him] thought you are someone I should talk to about it! I would take that as a compliment.”
 - “I’m not into the whole Frat thing”
 - Something along the lines of “Good! I’m willing to guess that you and I are on the same page then. What do you know about Fraternities on this campus?”
 - “I don’t want to be recruited”
 - Be honest with him. “That’s alright then man, I’m not calling you to recruit you. Honestly, we’re looking to talk with as many people as possible. We’ll only be recruiting the best men on this campus. [Person who referred him] thinks pretty highly of you, so I figured I would follow up on that to see if you are one of the best men on campus. If you’d like to meet up and get a free cup of coffee, just let me know.”
 - “I don’t like coffee.”
 - “Cool well I’ll drink coffee while you sit there and could have had a free drink. Look forward to meeting up with you man!”
 - “I don’t have time this week”
 - Let him know you’ll get back in touch with him. Note it on the Names List.
- Set up two-on-one meetings. You can hype this project up if multiple people are coming in for a meeting at one time!
- Remain polite, even if they aren’t.
- Be sure to write down your meeting time right away.
- Follow up with him the day of your meeting.
 - Text: “Ezekiel-this is Alex! We still on to meet today at 1pm in the Union?”