



How to Make the “ASK” and Overcome Objection

INITIAL FOLLOW-THROUGH AND MAKING THE ASK TO JOIN

Make the ASK explicitly:

After a guest/potential member has been introduced to Zonta and has attended a meeting, a hands-on project or event, a timely follow-through is crucial. We call it “Making the Ask.” You are asking them to join your club.

Wording options:

“So (Name), what do you think so far?”

“So (Name), do you see yourself as a Zontian helping others?”

*“We would love for you to become a part of our club, what do you think?”
Zonta seems like a perfect fit for you. We would love for you to become a part of our club and help us make a difference in the lives of women and girls in our community.”*

“Thanks for attending our Zonta club meeting. Now that you have learned a little more about Zonta, I hope you will join us. We can really use someone with your talents and enthusiasm for helping others.”

There are three possible outcomes:

“Yes” – They will be joining right then and need to go through an orientation and plug them into activities to engage them immediately.

“No” – They really do not see a fit and do not want to join Zonta.

“Maybe, I am not sure or not at this time” – This is the time to ask more questions to determine what is holding them back.

Wording options:

“I understand, (Name), can you share what is holding you back from becoming a part of our club right now?”

“What questions can I answer, (Name), to help you learn more?”

OVERCOMING OBJECTIONS AND ANSWERING QUESTIONS

There are two common objections to an invitation to join Zonta:

1. The mission is not aligned with the potential member's beliefs.
2. They are worried about time or money constraints.

How to handle each objection:

1. If our mission is not in alignment with the potential member's own beliefs, find out what/who they want to help and where they see themselves volunteering. This is an opportunity to guide them to another organization that is in-line with their beliefs. You may not get a new Zontian but you will show true caring, understanding and professionalism.

Cultivate friends of Zonta – The prospect will remember that and always speak highly of Zonta. Put their contact information in your database to invite them to a fundraiser. They may choose to help us, not as a member, but as a friend of Zonta.

2. Overcoming time or money constraints for a potential member is done by asking more questions of them and really getting to know them; this may take more visits and time. Then you can respond appropriately for that person.

Wording options:

“What concerns you, (Name), about joining Zonta at this time?”

“What could be holding you back from jumping in and joining us?”

At this stage it is time to create value to their investment of time and money that this potential member is being asked to put forth.

Focus on the benefits - Outline how the benefits of being a member of Zonta far outweigh the costs, as all long-time members would agree.

Benefits are so many but here are a few...

1. Helping others locally and internationally to achieve gender equality and empower women
2. Personal growth for that potential member
3. Friends and fellowship – people you can really count on
4. Being a part of positive change in the world
5. Fun through action and hands-on events
6. Mentoring each other not just as Zontians but as women
7. Making connections and partnerships that will help her/him personally and help everyone
8. And much more!

Speak to “together we are stronger.” The best way to overcome time and money concerns is explaining how a little support from so many Zontians helps a multitude of women and girls in your community and in the world and will help the potential member, as well.

Know the numbers. How much time/money (monthly and annually) does it cost to be a member of your club? Explain how we all budget both. Other than dues, every member gives of their time/money at a level that is comfortable for them. Emphasize the collective actions your club and Zonta take. Reinforce that it is not about donations, but about empowering all women and that starts with our own members.

Be aware of time concerns. If they have little time, suggest that they can join committees that meet via conference calls or participate in tasks that are a shorter commitment or can be done at any time of the day, i.e. newsletters, updating a database, reservations, computer work, etc.

If meeting times do not work, ask the prospect to consider an e-club.

CLOSING AND RESULTS – HAVE THE APPLICATION

After the conversation above, ask again:

Wording: *“So what do you think now, (Name)?”*

The Result is...the potential member will join at that time or ask to join later. Have a membership application ready for them to fill out, if they choose now.

If they choose to join at a later date...

Wording:

“When are you thinking, (Name)?”

“When should I check-in with you, (Name)?”

You must be a person of your word and follow through with them at the time they suggest. They will be impressed and even if it takes a year or longer, your follow-through will cement a relationship and will result in a new strong member for your club. Put their information in your database to invite to fundraising events so the prospect can be a friend to your Zonta club until becoming a member.

Stewarding new members into Zonta is:

1. Consistently opening the door to potential members at all events.
2. Being professional and caring while you discover more about your potential member
3. Following through in a timely manner.
4. Answering questions and overcoming objections.
5. Providing appropriate follow-through until the time is right for that potential member to join Zonta.

