

The Corporate Club Cold Call

Finding new leads is the first step towards starting new clubs. Where do you find new club leads? The answers may be all around you. You can find leads at work, in your community, among friends, and even with your family. After you have a lead at a company or community organization, the next step is to reach out by email and phone.

Most of us have at least some resistance to cold calling. Let's review the key steps to get past your fear of the first phone call and show how you can be a confident communicator.

Research and Call Planning

1. Identifying what companies to call:
 - a. I recommend using a search engine of your choice (such as Google) and search for: best employer in <City>
2. Research the company
 - a. Look for company values. Develop a BRIEF narrative that aligns the company values with Toastmasters values and being a "best employer".
3. Use the [Toastmasters Features, Benefits and Values Chart](#) to develop additional narrative.
 - a. Pick a value to the organization from step 2 and create a set of statements that map one (or more) company values to Toastmasters-provided benefits. Adjust something like this to match your style:

Your corporation needs (value to the organization). Toastmasters can help! By participating in (feature), members learn to (benefit) which leads to (value to the individual). This results in (value to the organization).
4. Be conversant in other value opportunities based on company values and the Features, Benefits, and Values chart.
5. Review the [Corporate Sponsors List](#) to determine if the company may have Toastmasters clubs in other locations.

Making the call

1. Call each company, ask for the HR manager
2. Follow what is an essentially scripted approach to convey the necessary details, either on voicemail or to a live person
 - a. My name is _____. I am calling you today on behalf of Toastmasters International. I note that your company has achieved recognition as a “_____” in (SomeCity). I would like to find out if you would be interested in starting a Toastmasters club in your office. Toastmasters helps individuals develop and grow more effective communication and leadership skills. The Toastmaster meetings also promote better relationships. Please let me know if you think that this could be of some value to your company. Again, my name is Jim Kohli (J-I-M K-O-H-L-I) and my cell number is 555-555-1212. Please call me at your convenience.

On the phone or in person

For live conversations, and follow-ups, I focused on a few things:

- b. How club officer training works
- c. The new Pathways educational learning program
- d. Abundant support network through
 - i. Club sponsors
 - ii. Club mentors
 - iii. Sponsoring clubs
 - iv. The governorship model
- e. If I think I can explain it without confusing things, the relationship between members and clubs to Toastmasters international
- f. Demo meetings
- g. Timing of demo-to-charter
- h. Relationship of Toastmasters to employee goals and objectives (possibly also leveraging information from the Features, Benefits, Values chart)
- i. Commitment of time
 - i. For members
 - ii. For officers
- j. Suggested operational cost structures
 - i. Company sponsorship of charter fees and club equipment
 - ii. Employees pay their own dues
 - iii. But also let them know that if they want to cover all fees, that is also an option

Finding leads, calling them and converting them into a club meeting is easy when follow these easy steps. To learn more, contact the District 57 Program Quality Manager at pqd@d57tm.org.