

Telemarketing is one of the most successful marketing channels and is a proven way for acquiring new members. A strong chapter prospect telemarketing campaign will almost certainly pay off.

In this section you'll find a general telemarketing script designed to assist your chapter and its leaders and volunteers in their telemarketing outreach efforts.

It's important to use the telemarketing script as a guide and not to read it verbatim. You should have a natural, genuine tone when doing telemarketing, so it's good to review the script and follow it loosely but not word-for-word.

INTRODUCTION TO SOMEONE ELSE ANSWERING THE PHONE

Hello, this is _____ calling on behalf of the (CHAPTER NAME) Chapter of the International Public Management Association for Human Resources. May I please speak with (NAME ON FILE)?

If asked "What is this about"?: I would like to discuss membership in IPMA-HR with (NAME ON FILE).

If NAME ON FILE is busy: Would you be able to schedule an appointment on behalf of (NAME ON FILE)?

IF UNABLE TO SCHEDULE: When would be a better time for me to call back? (RECORD TIME) Thank you, I'll call back then. Good-bye.

INTRODUCTION WHEN THE PERSON (NAME ON FILE) ANSWERS

Hello (NAME ON FILE), I am calling on behalf of the (CHAPTER NAME) Chapter of the International Public Management Association for Human Resources. Are you familiar with IPMA-HR?

The (CHAPTER NAME) Chapter of IPMA-HR would like to extend an invitation for you to join the largest and most important organization in our area dedicated to public sector HR professionals.

The (CHAPTER NAME) Chapter is more than XX members strong and our members hail from local agencies like (*INSERT SEVERAL AGENCIES REPRESENTED IN YOUR MEMBERSHIP*).

The (CHAPTER NAME) Chapter has valuable member benefits that keep you connected to the profession and on top of what's happening in the field—real-world answers to the challenges we're all facing.

NOTE: *This is a good area to articulate what YOUR membership in IPMA-HR has done for you professionally. It's good to talk about how you have benefited and how membership has enhanced your career, helped you build your professional network, and what its done for your professional development.*

IPMA-HR <CHAPTER NAME> Chapter Benefits

(This area offers each chapter to tailor their own unique member benefits to the prospects in their area.)

- Chapter Educational programs -
- Publications -
- Exclusive member discounts –
- Regional Networks -

The Offer

When doing any new customer acquisition outreach, it's important to have a time-sensitive special offer—something they can't get by going directly. So have a couple of offers available to make to the person you're speaking to.

Be sure to make it as easy for them to join as possible—make it easy for them to say “yes.” If they want an invoice, fax or e-mail them one immediately. If possible, fill out the invoice or membership registration form ahead of time with their personalized information.

The Ask: NOTE: *Make sure you ASK the prospect to join!*

We'd really like your involvement in the (CHAPTER NAME) Chapter of IPMA-HR. I can take a credit card now if you'd like.

If too busy to talk: Is there a good time to contact you to schedule the appointment? (**WRITE DOWN COMMENTS AND CALL BACK**) Thank you for your time. Good-bye.

If NO: I'm sorry, but I do want to thank you for your time. Should you change your mind, please go to (CHAPTER WEBSITE) and you can learn more about the (CHAPTER NAME) Chapter and join there. Good-bye.

If YES: Great! Let me confirm your name and the address you would like to have your benefits sent to, and I'll get your membership started. (**WRITE DOWN ANY CHANGES**)

Is this your preferred mailing address? *(If no, obtain preferred mailing address, and phone and fax numbers and e-mail address. Indicate whether the preferred information is home or work.)*

(If no credit card) That's ok, we can sign you up now and send you an invoice for your membership dues, which you should receive in about 7-10 days.

Well, now that you've joined the (CHAPTER NAME) Chapter of IPMA-HR, I want to make sure you get involved with the (CHAPTER NAME) Chapter and are kept informed about all the (CHAPTER NAME) Chapter activities. Our first program is coming up on (DAY, MONTH, DATE, TIME) at the (LOCATION). Our featured guest speaker will be (SPEAKER). We typically have a really good turnout and it's a good way to meet your colleagues and build your professional network. May I fax/e-mail information to you about this program?

If YES: Great! I'll fax/e-mail that to you momentarily. *(confirm fax number/e-mail address)*

If NO: I understand. Well, I do hope you will join us for one of our upcoming chapter programs. It's a great way to get involved and help your professional development. The (CHAPTER NAME) Chapter has a number of opportunities to get involved in at the chapter level, and I hope you'll consider becoming active in the chapter. Thank you for your time and congratulations for joining IPMA-HR's (CHAPTER NAME) Chapter. Good-bye.

“How did you get my number?” Explanation

The (CHAPTER NAME) Chapter of IPMA-HR is the local chapter for IPMA-HR, and we have an extensive listing of public sector HR professionals in our area that we would like to see involved in the organization. Membership in IPMA-HR is an essential resource for professionals like yourself and we'd like you to become involved.

NOTE: *Please make yourself aware of all laws governing telemarketing in your area before starting a telemarketing program. For more on telemarketing laws, go to <http://www.thedma.org/telemarketing/>.*