

Club-Building Communication Scripts

The Initial Contact stage of the club-building process is critical in establishing a successful relationship with a new club lead or prospect. Making the initial follow-up call after a lead or prospect has requested information can be intimidating if you don't know what you're going to say. It's a little easier when you have a script for situations that you may encounter.

The **Club-Building Communications Guide** ([hyperlink the document title to the digital file](#)) provides guiding principles on identifying and developing a successful communication approach. You can use these scripts to help you get to the first meeting and address potential objections. It's not necessary to memorize them word-for-word—they are simply guidelines to get you started.

Initial Contact Cold-Calling Script

In this scenario, the objective is to schedule an in-person introductory meeting with the lead.

You: "Hi _____, I'm _____, the [District title] of Toastmasters International District [number]. How are you today?"

Lead: "Hello, I am fine."

You: "Congratulations on your company being _____. I just read about this in _____. I see that one of your major initiatives this year is _____, correct?"

Lead: "Yes, thank you. Our company is really focused on _____."

You: "We specialize in working with companies like yours and we have helped with _____. Toastmasters has delivered consistent results with health companies such as Aetna, Aflac, BlueCross BlueShield, Kaiser Permanente and others. Would you be interested in knowing how we could benefit your company?"

Lead: "Sure."

You: "At Toastmasters, we focus on communication and leadership skills. With every Toastmasters meeting, employees learn how to better interact with one another to successfully organize meetings, facilitate quality meetings and tactfully evaluate fellow employees. Would you be interested in the other benefits Toastmasters could provide to your company?"

Lead: "Sure."

You: "I would be happy to share this with you if it is convenient now. Are you familiar with the Toastmasters club-meeting environment?"

- If the lead says no, offer a succinct explanation of what a club-meeting environment is and how it is beneficial.
- If the lead says yes, ask questions to determine if a Toastmasters club is a good fit for their company.

You: "Would you be willing to offer a place for a club meeting to occur? How many employees do you have?"

- If the lead agrees on these qualifications, offer to meet in-person to build the relationship further.
- If the lead doesn't agree, let them know that there are clubs in their local area and offer to send them information to promote Toastmasters internally.

You: "It sounds like a Toastmasters club is a good fit for your company. Could we set a date for us to review some options in detail?"

- If the lead agrees to set a meeting date, you have succeeded in meeting your objective.
- The next step is to follow up with an email explaining what to expect at the introductory meeting. It is important to be transparent and mindful of the lead's time.
- If the lead seems hurried, ask for a convenient time to talk and call back at that time.
- If the lead does not seem interested, build interest by asking if you can send them an email with more information to review at their convenience.

Club-Building Communication Scripts

Initial Contact Phone Script

In this scenario, the objective is to respond to a lead or prospect's request. The following are suggested scripts for when a prospect has requested information or received information via email and might be interested in meeting with you to learn more. There are also tips and scripts for getting past an administrative assistant and for contacting other decision makers.

Here are a few tips to keep your lead or prospect engaged while you are on the phone:

- Be polite, courteous, and respectful.
- Smile and be enthusiastic. A lead or prospect can hear if you are genuinely excited.
- Allow the lead or prospect to set the pace of the conversation. This takes a lot of the burden off you and the lead or prospect feels like you are listening.
- Wait for the lead or prospect to respond and practice **active listening skills** when you ask them a question.
- Be confident when you are ready to close.
- Do not forget that you are trying to find companies that are a good fit for a Toastmasters club. If a lead or prospect is not a good fit, move on to your next call.

1. Your Prospect Has Requested Information on Sponsoring a Toastmasters Club

You: "Hello, [Key Contact's First Name]?"

Prospect: "Yes?"

You: "This is [Name], Toastmasters' [District Title] of District [Number]. How are you today?"

Prospect: "I'm fine, thanks."

You: "Great! I am calling because I received a request for information from your organization on [Date]. I can send the information to [Key Contact's Email Address] or I'd be happy to meet you in person. Which one is better for you?"

- If the prospect answers that they would like to receive the information via email:

You: "OK! I'll email you the information so you can see all the benefits your company and employees will receive when you sponsor a Toastmasters club."

- If they agree only to receiving the email, that's not a problem! You can always call in a few days with the "Email Follow-up" script (page 4).
- If the prospect answers they would like the information in-person:

You: "What day and time work best?"

Congratulations, you've just set up your first meeting!

How to handle objections:

Sometimes a lead or prospect may be interested but may not have time or does not understand the benefits that Toastmasters offers. The following are ways you can overcome common objections.

Objection 1: Prospect wants information over the phone.

Prospect: "Can you just tell me about the information you'll be sending now?"

You: "Of course! Toastmasters International is the leading organization dedicated to communication and leadership skills training. Each week, we help thousands of companies in every industry including Toyota, Bank of America, and Google."

Prospect: [Responds or pauses.]

You: "Your company and employees can enjoy many benefits when you sponsor a Toastmasters club. What day and time work best for you to meet with me and learn more about sponsoring a Toastmasters club?"

Club-Building Communication Scripts

Objection 2: Prospect says they are not interested.

Prospect: "I'm not interested."

You: "I understand that, but the reason I called is because I received a request for information from your organization on [Date]. Were you the one who specifically requested it?"

- If they answer yes, say, "Great! I'll get you all the information you need to see how your organization will benefit from sponsoring a Toastmasters club. What's the best email address to send this to?"
- If the lead or prospect says they are still not interested, that's OK! We do not want to push a Toastmasters club onto an organization that isn't truly interested. If they answer no:

You: "Oh, I'm sorry. Could you connect me with the person in your organization who expressed an interest?" or "Who else in your organization might be interested?"

- If the lead or prospect says "no" again, that's OK! Perhaps try calling their assistant and determine who requested this information.

Objection 3: Prospect says they did not request information.

Prospect: "I didn't request any information."

You: "I apologize. Please let me check my information to make sure I'm talking to the right person. Is this Mr./Ms. [Key Contact's First Name] [Key Contact's Last Name]?"

Prospect: "Yes."

You: "And you're at [Company Name]?"

Prospect: [Responds.]

You: "And that is in [City, State/Province]?"

Prospect: [Responds.]

Explain how you received the lead or prospect contact information and confirm again if the prospect is the appropriate contact.

- If the lead or prospect answers "no":

You: "Oh, I'm sorry. Could you connect me with the person in your organization who expressed an interest who might be interested?"

- If the lead or prospect says "no" again, that's OK! Perhaps try calling their assistant and determine who would be in the correct position to request this information.
- If the lead or prospect answers "yes":

You: "That is wonderful, [Key Contact's First Name]. I can send the information to [email address] or I'd be happy to meet you in person. Which one works best for you?"

- If the lead or prospect answers, "Email is better.":

You: "Great! I'll send you the information." Keep in mind that if the lead or prospect agrees to receiving the email only, that's not a problem! You can always call in a few days with the "Email Follow-up" script, below.

- If they answer "I'd like to meet in person":

You: "Great! What day and time work best for you?"

2. Email Follow-up

In this scenario, the prospect has received information via email, and you are now trying to establish an introductory meeting.

You: "Hello, [Key Contact's First Name]?"

Prospect: "Yes."

Club-Building Communication Scripts

You: "This is [Name], Toastmasters' [District Title] of District [Number]. How are you today?"

Prospect: [Responds.]

You: "Great! [Key Contact's First Name], I'm calling because I recently emailed you some information regarding sponsoring a Toastmasters club. Did you receive it?"

- If the prospect says "yes":

You: "Perfect! As you already know then, sponsoring a Toastmasters club at your company is easy, cost-effective and efficient. Let's discuss if your company is the right fit for a Toastmasters club. What day and time work best for us to meet?"

- If the prospect says they did not receive the information via email:

You: "I apologize. Let me check my information to make sure I'm sending it correctly. Are you Mr./Ms. [Key Contact's First Name] [Key Contact's Last Name]?"

Prospect: [Responds.]

You: "And you're at [Company Name]?"

- Wait for a response. If it is positive, continue with:

You: "And your email address is [Email Address]?"

Prospect: [Responds.]

You: "All right, [Key Contact's First Name], now that I have the correct information for you I can resend it to [Email Address], or I'd be happy to meet you. Which one works better for you?"

- If the prospect answers "Email is better":

You: "Great! I'll send you the information."

- If the prospect agrees to receiving the information via email only, that's not a problem! You can always call in a few days and refer back to the "Email Follow-up" script (page 3).
- If the prospect answers they'd like to meet:

You: "Great! What day and time work best for you?"

How to handle objections:

Objection 1: Prospect does not have time

Prospect: "I don't have the time."

You: "I understand how you feel. Setting up a training and development program can be quite challenging, yes?"

Prospect: [Responds.]

You: "Many of our current Toastmasters club sponsors, including Toyota, Bank of America, and Google, felt the same way. But when they learned how inexpensive, easy, and efficient sponsoring a Toastmasters club is, they quickly added clubs to their organizations. Let me show you the benefits of sponsoring a Toastmasters club. What time and day work best for you to meet?"

Objection 2: Prospect wants information over the phone

Prospect: "Can you just tell me about the information you'll be sending now?"

You: "Of course! Toastmasters International is the leading organization dedicated to communication and leadership skills training. Each week, we help thousands of companies in every industry, including Toyota, Bank of America, and Google."

- Wait for a response. If it is positive, continue with:

You: "Your company and employees can enjoy many benefits when you sponsor a Toastmasters club. What day and time work best for you to meet and learn more about sponsoring a Toastmasters club?"

Club-Building Communication Scripts

Objection 3: Prospect doesn't want/need another program

Prospect: "We have all the employee development programs we need."

You: "I understand how you feel. Having too many employee development programs can be difficult, right?"

Prospect: [Responds.]

You: "Many of our current Toastmasters club sponsors, including Toyota, Bank of America, and Google, felt the same way. But when they found out how inexpensive, easy and efficient sponsoring a Toastmasters club was, they came on board quickly. Let me show you the benefits of sponsoring a Toastmasters club. What time and day work best for you to meet?"

3. Company Sponsors Toastmasters Clubs at Other Locations

You: "Hello, [Key Contact's First Name]?"

Prospect: [Responds.]

You: "This is [Name], Toastmasters' [District Title] of District [Number]. How are you today?"

Prospect: [Responds.]

You: "Great! [Key Contact's First Name], I'm calling because [Company Name]'s other locations are currently using Toastmasters clubs for communications and leadership training. We want to apologize for not contacting you sooner, but we would now like to help your location sponsor a Toastmasters club as well! I am able to send the information about Toastmasters via email or we can meet in person. Which do you prefer?"

- If the lead or prospect answers "Email is better":

You: "Great! I'll send you the information."

- If the lead or prospect agrees to only receive the information via email, that's not a problem! You can always call in a few days with the "Email Follow-up" script (page 3). If the lead or prospect answers they would like the information in-person:

You: "Great! What day and time work best?"

4. Getting Past the Administrative Assistant (Talking to the Right Person)

The administrative assistant is there to protect his/her manager and ensure that important information is received while unimportant information is filtered. Here are a few ways to help you get through to your contact.

If you are following up on an email that you sent to the key contact, and the assistant answers the phone:

You: "This is [Name], Toastmasters' [District Title] of District [Number]. [Key Contact Name] is expecting my call."

- Alternate – If you have been trying unsuccessfully to get through to your contact:
 - › **You:** "Mr./Ms. [Assistant's Name], I've been trying to reach [Key Contact's First Name] for weeks. I could really use your help. What would you suggest I do to get a few minutes of his/her time?"
- If the assistant screens your key contact's phone calls:

Assistant: "Who is calling?"

You: "I'm a [District Title] of Toastmasters International and I've sent information to [Key Contact] and he/she is expecting my call."

Assistant: "What is this in reference to?"

You: "We are planning a personalized demonstration on how to help [Company Name] employees improve their communication and leadership skills."

5. Contacting a Different Decision Maker

If you can't get a hold of your contact, try calling a supervisor of the key contact, a purchaser or anyone with decision-making power. If you speak with a different decision maker, you should notify your key contact. If you still can't get in touch with your key contact over the phone, here are some suggestions for a voice mail message you could leave for your key contact:

"Hi, [Key Contact's First Name]. This is [Name, Toastmasters (District Role)]. I was talking to [Different Decision Maker's First Name] and wanted to update you. Please give me a call."

- If the company sponsors other Toastmasters clubs:

"Hi, [Key Contact's First Name]. We appreciate what your company does for Toastmasters, and I have already spoken with [Different Decision Maker's First Name]. Please give me a call. I'd like to talk with you personally as well."

Initial Contact Email Template

On occasion, an email address may be the only contact information available for a new club lead or prospect. Following is an example of how to construct a cold email to establish initial contact.

1. Choose your preferred subject line below,

Help your employees become better communicators and leaders
Affordable communication and leadership training for employees
Why Fortune 500 companies choose Toastmasters training

2. Email body – Personalize it by replacing the highlighted text

Dear [Name],

Did you know that Toyota, Bank of America, and Google and other industry leaders offer Toastmasters communication and leadership development on site? In fact, more than half of all Fortune 500 companies sponsor clubs to help their employees become better communicators and leaders. They provide this invaluable benefit because it's easy, cost-effective, and efficient.

Toastmasters' communication and leadership training teaches employees how to:

- Conduct effective meetings
- Practice time management
- Enhance their listening skills
- Sharpen their presentation skills
- Boost team collaboration
- Guide successful teams

"Providing extensive learning and development programs and resources is a top priority at our company, and Toastmasters is a key partner in achieving that goal," says Chris Payton, Enterprise Learning and Leadership Development Delivery Executive at Bank of America. "Our more than 60 Bank of America Toastmasters clubs provide ongoing development opportunities for employees, enhancing leadership and communication skills that are critical to our success."

To learn more about how you can give your employees growth opportunities that will benefit your organization, please contact me or visit our website. I look forward to speaking with you.

Best Regards,

[Name]

[District Number][Toastmasters Title]

[Phone Number]

[Email Address]