



PARTICIPANT GUIDE

2017-2018

PART I: RECRUITMENT MECHANICS

Objectives

- To understand how the chapter's recruitment goal was established
- For all participants to be able to clearly identify the values of Pi Kappa Phi and The Ability Experience
- To understand the chapter's recruitment process
- To identify the ideal recruit
- To identify where we can find the ideal recruit

OUR CHAPTER'S RECRUITMENT GOAL

Determining Our Chapter's Plan for Growth

- Our recruitment goal for this academic year is _____.

UNDERSTANDING PI KAPPA PHI & THE ABILITY EXPERIENCE

Values from “The Student Creed”

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Pi Kappa Phi’s Mission Statement

Pi Kappa Phi’s Vision Statement

Pi Kappa Phi’s Tagline

Core Values of The Ability Experience

- _____
- _____
- _____
- _____

The Ability Experience’s Mission Statement

The Ability Experience’s Vision Statement

IDENTIFYING THE IDEAL RECRUIT

What tenants from The Student Creed do we need to strengthen in our chapter?

FINDING THE IDEAL RECRUIT

How do you identify these qualities in the ideal recruit?

COMMON LOYALTY

PERSONAL RESPONSIBILITY

ACHIEVEMENT

ACCOUNTABILITY

CAMPUS INVOLVEMENT

RESPONSIBLE CITIZENSHIP

LIFELONG COMMITMENT



PART II: RECRUITMENT CONVERSATION

Objectives

- To identify ways to start conversations with new people
- To ask questions leading to an engaging conversation
- To introduce Pi Kappa Phi to the conversation
- To determine a person's interest in joining the organization

Introductions

When introducing yourself, first say your name then respond to the following questions:

- What's your favorite place to go in your home town?
- What do you most enjoy about your major?
- What's your campus involvement?
- What is a defining moment in your life since joining Pi Kappa Phi?

THREE GOALS OF RECRUITMENT

GOAL #1: RECRUIT FEELS...

- Comfortable
- Important
- Understood

GOAL #2: RECRUIT UNDERSTANDS PI KAPPA PHI

GOAL #3: RECRUIT WANTS TO BE A PI KAPPA PHI

GOAL #1: RECRUIT FEELS...

Make Initial Contact

What physical attributes do you notice about a person?

What actions impress you (e.g. opening a door for a lady, quickly joining a conversation, etc.)?

Make Conversation

To truly master the art of conversation you do not need to become more articulate or witty or informed of current events. The primary keys to good conversation skills are:

- Knowing how to use open ended questions to guide the conversation and
- Getting the other person to talk about themselves and their interests.

OPEN-ENDED QUESTIONS

Once you have a conversation started, the key is to keep it going. You do this by asking open-ended questions, which are questions that cannot be answered with a “yes” or “no.”

- “What do you like about living in _____?” is better than “Where are you from?”
- “What sort of things are you interested in doing after college?” is better than “What is your major?”

An open ended question compels the person to volunteer more information. If you just have to use an “old standby” question, make it a two-part question.

- “Where are you from?”... “What was it like growing up there?”

You never know when you are going to meet a potential recruit. It’s good to always have a few questions ready in your back pocket.

- What are three things you must have in your man cave?

CREATE YOUR OWN OPEN-ENDED QUESTIONS:

USING ACTIVE LISTENING SKILLS

- Making Eye Contact
- Having a Pleasant Vocal Quality
- Practicing Attentive/Authentic Body Language
- Verbal/Non-verbal Encouragers

ASKING FOLLOW-UP QUESTIONS

These questions are used to acquire additional information about a story or fact someone has just said. Generally speaking they start with:

- How
- Why
- Where
- When

GOAL #2: RECRUIT UNDERSTANDS PI KAPPA PHI

Providing Information

What's your Pi Kappa Phi sales pitch?

Sharing a Story

What are some words that remind you of your favorite memories and experiences as a member of Pi Kappa Phi?

Remember,

- Sharing leadership success draws leaders
- Highlighting academic achievements appeals to scholars
- Displaying the strength of brotherhood attracts men who are supportive, fun, and whom you will never forget
- Showcasing a commitment of time and energy to serve will attract those who want to give back
- Talking about your drunkenness attracts drunks

Taking It to the Deep Zone

Share what you believe the recruit can bring to Pi Kappa Phi. Revealing your personal thoughts is essential for the relationship to grow and deepen. If you know the recruit would be a strong leader in the chapter or would be an academic asset to the chapter, tell them. Also, tell them how Pi Kappa Phi can help strengthen them. You need to connect their interests back to chapter opportunities.

GOAL #3: RECRUIT WANTS TO BE A PI KAPPA PHI

Feature, Advantage, Benefit (F.A.B.)

A **feature** is a distinctive characteristic of a product or service that sets it apart from any other. An **advantage** is any trait or feature that gives any product or service a more favorable opportunity for success. A **benefit** is a desirable attribute of any product or service which a customer perceives they will get from purchasing.

- EXAMPLE:
 - ✓ **Feature:** Pi Kappa Phi's national non-profit, Push America.
 - ✓ **Advantage:** Pi Kappa Phi is the only fraternity to own and operate its own national non-profit.
 - ✓ **Benefit:** Members are given the opportunity to participate in hundreds of servant leadership opportunities, including a cross country cycling trip called the Journey of Hope.
- EXAMPLE:
 - ✓ **Feature:** Pi Kappa Phi's scholarship program
 - ✓ **Advantage:** Access to the chapter's academic advisor and individual support from the chapter's scholarship chair
 - ✓ **Benefit:** The opportunity to succeed academically and achieve your desired GPA

When we describe Pi Kappa Phi, what are the features, advantages and benefits?

FEATURE

ADVANTAGE

BENEFIT

Trial Close

A trial close is an opportunity for you to find out if a recruit is ready to accept a bid to membership without formally offering one.

- “If I were to give you a bid to join Pi Kappa Phi right now, is there any reason you would not accept it?”
- “If I were to offer you a bid to join Pi Kappa Phi right now, on a scale of 1-10, 10 being “I’m ready to join” and 1 being “no way,” what would you rank yourself?”

Responses to Common Objections

O: I DON'T HAVE THE TIME TO JOIN.

Q: How much time does it take?

A: _____

O: I CAN'T AFFORD IT RIGHT NOW.

Q: How much does it cost?

A: _____

O: I NEED TO FOCUS ON MY GRADES.

Q: How does Pi Kappa Phi support academics?

A: _____

O: I'D LIKE TO WAIT UNTIL NEXT SEMESTER.

Q: What's the benefit of now versus next semester?

A: _____

O: MY PARENTS DON'T WANT ME TO JOIN A FRATERNITY.

Q: Who can contact their parents to answer questions?

A: _____

DID YOU ACCOMPLISH YOUR GOALS?

DOES THE RECRUIT FEEL...

- Comfortable;
- Important; and
- Understood?

DOES THE RECRUIT UNDERSTAND PI KAPPA PHI?

DOES THE RECRUIT WANT TO BE A PI KAPPA PHI?

WORKSHOP REVIEW

Remember all the aspects of conversation and selling Pi Kappa Phi we covered throughout the workshop:

- Making initial contact through a connection
- Asking an open-ended question
- Asking a follow up question
- Providing information
- Sharing a story
- Taking it to the deep zone
- Providing three feature, advantage and benefits to get three affirmative answers
- Using a trial close

