



FACILITATOR GUIDE
PART IV: CLOSING CONVERSATIONS

FACILITATOR KEYS TO SUCCESS

What is facilitation?

Facilitation is making things easier and includes:

- Supporting the curriculum through discussion and activities.
- Creating connections of shared information and experiences.
- Helping participants get good information and affirmation.
- Providing focus and direction.
- Appropriately challenging and questioning participants.

Effective Facilitation

Effective facilitation requires that facilitators are:

- Natural and genuine.
- Interested in all participants.
- Engaged in a series of conversations with a variety of participants.
- Clear and non-judgmental in their communication.
- Flexible and able to adapt to different situations.
- Focused on the participant's experiences and struggles.
- Developing appropriate relationships with participants.

Facilitator Tips

- **Be prepared.** Know and review the information and activities you are leading completely prior to the session.
- **Focus on the process, not the content.** Allow participants time and opportunity to discover important learning points for themselves, don't automatically give away all the answers.
- **Don't dominate the discussion.** Don't feel responsible to respond or comment on each idea or question they discuss. You are not the focus of the session. The participants should drive the process, you just make sure they stay on track and focus and stick to the schedule.
- **Don't be afraid of silence.** Give them time to think about the questions you ask and respond. They may be hesitant when you first start but don't rescue any of them by answering the questions for them. Make eye contact with participants and walk around to encourage discussions. You may need to repeat questions.
- **Practice active listening.** As someone is speaking show your interest through your body language and facial expressions. Maintain good eye contact and nod your head to let participants know they are being heard.
- **Deal quickly and assertively with disrupters.** Don't let them control the group or dominate discussion. Avoid arguments with disruptive people but don't be afraid to address it after the session is over.
- **Turn questions back to the group.** If participants ask questions deflect them back to the group and see what they think. Be sure to answer questions yourself eventually.

FACILITATOR KEY

SESSION TITLE (Session Time)

Set-Up/Supplies Needed

- If any special set-up is needed for the session it will be listed here
- Any supplies needed will also be listed

Section Title - amount of time (# minutes)

Questions to ask and points to make verbatim

- Notes & Instructions for facilitators

PART IV: RECRUITMENT CLOSING CONVERATIONS (60 minutes)

Set-Up/Supplies Needed

- White board/flip chart paper
- Spacious room, enough to form a large circle

Introduction - 5 minutes

- Lead Facilitator(s) welcome participants with an upbeat, genuine, and positive welcome. Let them know you are glad they are here and you're glad to be there too!
- Share the objectives of Part IV of the workshop:
 - Understand the importance of conversations that lead to bid extension
 - Become comfortable initiating commitment/closing conversations
 - Practice thinking quick on our feet in recruitment conversations
 - Develop each chapter member's closing or "hard sell" strategy

You're Always Closing - 10 minutes

Before we discuss closing conversations and extending a bid, it's essential to discuss everything that leads up to the final conversation before a recruit accepts the invitation to become a member of Pi Kappa Phi.

- Ask chapter participants what their recruitment process looks like leading up to offering/discussing a bid (1st conversation to bid). It should include themes similar to:
 - Begins with simply making a friend/making someone feel comfortable/valued
 - Learn more about the recruit, his interests, and prepare to introduce Pi Kapp
 - Continues with follow-up, introducing recruit to Pi Kapp (event/members)
 - Begin to tie in interests/desires of the recruit with Pi Kappa Phi
- Remind everyone that if the recruit has: 1 - been lied to in the recruitment process or 2 - has had negative conversations with a fraternity brother, we have made the closing process more difficult for ourselves.

The reason we recap the recruiting before discussing closing and bid conversations, is because you have been closing since the very 1st conversation in the following ways:

Learning about the PNM: interests and hobbies, thoughts on fraternity

Building trust and rapport by creating a genuine friendship

Representing the fraternity positively (recruiting without even knowing it)

To recap all 3 Goals of Recruitment:

1. CIU (Comfortable; Important; Understood)
2. Understands Pi Kapp
3. WANTS. TO. BE.

All of these help you in the closing conversations with selling and talking points, tying in their interests with your chapter, and (most importantly) the trust that must be present in order for someone to commit to become a member of Pi Kappa Phi.

F.A.B. Options - 10 minutes

- If the chapter recently completed Part III of the workshop, do a brief recap with the group of the Feature, Advantage, Benefit activity.
- If the chapter did not recently complete Part III, facilitate the conversation below.

One way to begin emphasizing value to the recruit in Pi Kappa Phi is by sharing the features, advantages, and benefits of the organization while focused on the WHY. Let's talk about what that looks like.

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 a 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, The Ability Experience.
 - **Advantage:** Pi Kappa Phi is the only fraternity to own and operate its' own national non-profit.
 - **Benefit:** Members can participate in several 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.
- Describing the feature, advantage and benefit of an organization can sometimes be difficult. It's important to decide as a brotherhood what your chapter's and our national organization's features, advantages, and benefits are.

When we describe the Pi Kappa Phi experience in your chapter, what are the features, advantages and benefits?

- Have the group identify these in small groups and share out to the larger group.

Trial Close - 15 minutes

As we enter into the closing conversation, it's vital to ensure the recruit is comfortable with every commitment and aspect of Pi Kappa Phi before making our final ask. 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 you fear rejection this is a great tactic to see where you stand. Ask one of the following questions:

“If I were to give you an opportunity to join Pi Kappa Phi right now, is there any reason you would not accept it?”

“If I were to offer you an opportunity to join Pi Kappa Phi, on a scale of 1-10, 10 being “I'm ready to join!” and 1 being “no way,” where would you rank yourself?”

- Ask the participants if they noticed anything about those questions that stuck out
 - The word “bid” was not used, because some people may not know the term, plus the word “opportunity” asks a more positive question
 - If participants are not comfortable with these questions, mention they must gauge where the recruit is so that they can relate to them and address concerns in order to effectively close.

Now that you have an idea of where the PNM is related to joining, it is important to ask an open-ended follow-up question regardless of their response. Whether the recruit is set on not joining at all, would like to sign a bid in that moment, or somewhere in between, we still want answer questions and show that we value them.

It could be as simple as “Why did you say _____?”. Once they have mentioned a concern or worry, we need be sure there are not more than one. Instead of solving their problem or immediately responding, we should:

Validate questions/concerns: “Yeah man! That’s completely understandable.”

Identify other questions/concerns: “Is there anything else on your mind?”.

Appropriately address their concern OR point them to a chapter brother who HONESTLY can. DO NOT make something up, lie, sugar coat, etc. to get someone to join.

This process allows you to identify, address, and accurately solve questions or concerns that may push someone not to join. You must be prepared to answer questions about dues, academics, parental concerns, issues society has with fraternity, the value of your chapter, etc.

- Walk participants through the following common objections that recruits have to joining the fraternity. For each objection, ask for a few volunteers to share how they would respond, and then share the following options for responses if not covered. You can also split them up into groups and have them work through either one objection, or the entire list.
 - I don't have the time to join.
 - How much time do you think it will take?
 - What are your other time commitments?

- How much time could you commit?
- I would like to introduce you to _____. He works part time, plays a sport, and maintains a 3.5 GPA.
- I can't afford it right now.
 - Do you know how much it costs?
 - May I show you exactly how much it costs and how that compares to other college expenses?
 - If we could arrange a payment plan, would that make a difference?
- I need to focus on my grades.
 - What are your concerns?
 - Did you know the chapter has minimum standards for maintaining membership in the organization, an academic excellence program, and a program to reward scholastic achievement?
 - May I introduce you to our scholarship chairman?
- I'd like to wait until next semester.
 - What is it you think will change between now and then?
 - Would you help me understand the benefits of putting off the experience for a whole semester?
 - What would need to change for you to feel comfortable moving forward joining this semester?
- My parents don't want me to join a fraternity.
 - What is it they do not approve of?
 - Why do you think they feel that way?
 - Have they met any of the members of this fraternity?
 - Would you be willing to help me arrange an opportunity for them to meet/talk to some of the member's parents or our chapter advisor?

Fraternity is a big commitment and not for everyone. You may spend time with a potential recruit who decides not to join Pi Kappa Phi. That is okay. As long as he had a positive interaction with the fraternity, he may refer someone else to us at a later time. If you have walked through the appropriate recruitment process, it's not your fault, fraternity just may not be for the recruit.

"Freeze!" - 15 minutes

Now let's practice thinking quick on our feet in recruitment conversations!

- Ask 5 - 20 of the chapters' members or "Best Recruiters" to volunteer to participate (depending on the chapter and its' size).
- Have the participants gather around in a circle with you (the facilitator) in the middle.
- Explain the exercise will be like improv which will help us all think quicker on our feet.
- As the facilitator, demonstrate by being the first "recruiter" and ask someone in the circle to volunteer to be the PNM.

- As they approach the middle, tell them they can ask you any question they want as long as it's an example of what a PNM may ask, but that at any time during the 3 minute timer another member of the circle can say "Freeze!" and replace the PNM to continue the conversation and take it in a completely different direction.
- After modeling the way, have 4 chapter members be the recruiter at 3 minutes a piece as everyone in the circle rotates in and out as the PNM.
- Once the last round finishes, thank everyone for participating.

Now that we've had some fun and heard some examples, what other questions/concerns should we discuss as a brotherhood that may not have been brought up in the examples or the exercise?

- If none, just move on into the next section.

REEL Them In (Hard Close) - 10 minutes

We have talked a lot about how to get a recruit to become comfortable enough to join, now it's time to talk about closing and getting to a signed bid. The goal should be to paint the recruit a picture of what it will look like for them to join, become a member, and contribute to becoming an "ideal chapter". Let's talk about REEL-ing in a recruit with a hard-close strategy.

- **FLIP CHART:** Write R. E. E. L. on your white board/flip chart and as you explain what each letter is, write out the respective word and a few key words from the explanation.

R: Remind

Remind the recruit what Pi Kappa Phi is all about based on their interest and YOUR Passion (your WHY for Pi Kappa Phi)

E: Emphasize

How the PNM will contribute value to the chapter and why he's important to US.

How the chapter can add value to the PNM's life/college experience.

E: Exemplify

Advantages of our organization has compared to others (focus on Pi Kapp, "never speak negatively")

Why the recruit fits in perfectly with Pi Kappa Phi to create a sense of belonging

L: Leave a Lasting Impression

Share your passion for Pi Kappa Phi through an unforgettable thought or story

Relate to the recruit, giving him a compassionate and compelling reason to join

This should be what the recruit thinks of as he picks which bid to accept/decides to sign or not with Pi Kappa Phi

Did You Accomplish Your Goals? - 10 minutes

We have gone through a lot of different exercises to help us master recruitment conversations, does everyone feel comfortable with how to achieve the goals we set when we started? From the last two workshops, III & IV:

- Does the recruit feel...
 - Comfortable;
 - Important; and
 - Understood?
- Does the recruit understand Pi Kappa Phi?
- Does the recruit want to be a part of Pi Kappa Phi?
 - By becoming comfortable with closing conversation
 - Having questions/concerns addressed through trial closing
 - Understanding Pi Kappa Phi and its' value well enough
 - Being REELed in during the Hard Close

Wrap Up - 5 minutes

- Remind participants of the material covered today and the three goals of becoming a better recruiter. The first few times you practice these techniques, it may be tough and at times. The more you practice having these conversations the better you will get, and the conversation will flow easier.
- Thank the participants for coming and dismiss them!