

Corporate Lead Cold Calls

1. Identify a list of prospects – company, organizations, associations, universities, or communities.
How?
 - a. Use the Internet, social media, your club members, TI at corporaterelations@toastmasters.org!
 - b. Identify the size of these entities, their locations, and the type of company.
2. Research the company/organization/community. What do they do? Are they a good prospect for Toastmasters? Do they have enough employees? Do their employees have a job that allows them to spend an hour per week in a meeting to improve their communication and leadership skills?
3. Identify contacts at the companies with the most potential. Again, use the Internet, social media, your club members, your connections (Linked in), and TI. Press releases.
4. Prioritize your list.
5. Practice/role play with another Toastmaster the cold call script.
6. Make the call with the objective to schedule a face-to-face appointment. You may want to practice on a company lower on your priority list first. ☺

1. List companies or communities where you could start a Toastmasters club.

2. Research
 - a. Industry type
 - b. Number of employees locally and globally
 - c. Vision, mission, and value statements
 - d. Commitment to employees
 - e. Current financial health and growth plans
 - f. Contact names and contact information

3. Write your 30 second introduction.

Toastmasters: Features, Benefits, and Values

4. List the needs a company may have and how Toastmasters can meet those needs.

Company Needs	Toastmaster Features/Benefits
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5. Write a "feel good" statement that relates one company need with a Toastmaster solution.

Cold Call Script

Hello, may I speak with ____ ? (If you could not find a contact name, then ask for their training or human resources department.)

The company's gatekeeper could ask: Who are you?

I am _____ with Toastmasters International. (If you know someone at the company, mention the name of that employee. Example: "John Doe" who works for you recommended that I call you about our program.)

Gatekeeper: What is Toastmasters?

Toastmasters International is a worldwide nonprofit organization that supports companies in developing their employees' communication and leadership skills.

Gatekeeper: Why are you calling?

I want to set up a meeting with _____ to discuss how Toastmasters could augment your company's employee professional development programs.

(You opened the gate! Congratulations!) Hello, Human Resources, Ms. Jones speaking.

Hello, Ms. Jones. My name is _____ and I am a volunteer with Toastmasters International. How familiar are you with Toastmasters?

I have heard of it/ never heard of it/ my dad was one/ I used to be one

(If they have limited or no knowledge, then respond.) Toastmasters is a worldwide nonprofit organization dedicated to empowering people to become more effective communicators and leaders. We have over 13,000 Toastmaster chapters in 116 countries. Over 50% of our chapters in the United States are affiliated with corporations. Our program can augment a company's employee professional development programs. We have Toastmaster chapters at companies like IBM, Apple, Oracle, Sun Microsystems, Hewlett Packard, the U.S. Department of Defense, and Disney Corporation. (List companies with clubs that are in the same or similar industry to the company you are contacting. [Email corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org) to ask TI if the company has Toastmasters clubs anywhere else in the world.) (Also, if you know someone at the company, mention the name of that employee. Example: "John Doe" who works for you recommended that I call you about our program.)

If s/he is familiar with Toastmasters, then ask:)

What was your Toastmasters experience?

Good.

Would your employees benefit from communications and leadership skills training?

Yes, I think we would.

What kind of training is offered at your company now? Not much. The budget has been cut.

I see. Toastmasters is a nonprofit organization and starting a club is very affordable.

How much does it cost?

You can start a club for 20 employees for less than \$1,300 dollars. Is management supportive of employee training and development?

I certainly hope so. (If they answer "no" here, it is a red flag they are not a good prospect. Move on to your next prospect.)

Well, our employees would not have time for that sort of thing. They are very busy.

Busy people need Toastmasters the most. Skills learned at Toastmasters can help your employees communicate more clearly and concisely, to conduct productive meetings, offer constructive evaluations, and manage teams and projects successfully. This translates into bottom line results. Since the club meets at your company, there is no commute time. They can meet at lunch or early in the morning before work starts. Some clubs meet for an hour before work and find it a great way to start the day. Lunch clubs are also popular. Most employees cannot work for 8 hours straight and need a break. A lunch club provides a great way to break up the day and get to know other employees in a supportive, positive environment. Is employee training and development a priority for your company?

Sort off.

What do you mean?

We would like to do it, but our resources are limited.

Toastmasters is ideal for a companies with a limited training budget because it is so affordable.

Optional additional questions:

Would you like to improve company meetings?

What current training is offered at your company?

Do you promote from within? Would you like to?

Would you like to build camaraderie/ team building skills?

Would your employees benefit from improved listening skills?

Thank you, Ms Jones; I would like to meet with you personally to discuss how a Toastmasters club in your workplace would benefit your company.

Would Tuesday or Thursday at 3:00 p.m. be better? This week is tight. Maybe next week.

How about the following Wednesday at 10:00 a.m.? That would be fine.

Great, I will see you then. I will bring along a Toastmaster associate and plan to call you the day before as a reminder.

Bye Ms. Jones. Bye _____.

Next Step: Send your contact an email, fax or mail with a thank you letter, confirming the date and Toastmasters promotional brochure.

**Toastmaster's International
Corporate Clubs
Common Objections**

Objection	Handling
We're Too Busy to do the Program	Meetings are outside business hours It will improve efficiency in the Company
Just Send me some Information	Probably a "Brush Off" Drill down and find out what sort of information they are asking for...get to the root problem
We already Provide Training	Our program is a positive-reinforcement "learning lab" that is more effective than one-time training programs. Great that they provide training, this will enhance it.
It's not Relevant	Objection Handling Suggestion (OHS)...find out what part of communications and leadership skills they think is not relevant...
Costs Too Much	In-house training costs generally run \$1200 per person for a 2-day workshop. TM Training is \$95/year sponsors fee for a new member and then costs about \$6/month for each continuing member
Takes People Away from their Desk	Training is on-site and on employees time, very effective, no travel expense, convenient meetings.
Our employees won't be interested	OHS. How do we know unless we have a chance to explain the program? Push for orientation session w/sponsorship
We only have 50 employees at this location	Clarify, but probably not qualified
You need to take it up with our VP HR (located in another state)	Contact WHQ .. turn over to National Sales Director
You need to take it up with (blank) located in this geography	Get them to sponsor you into a meeting with all three of you...
It's not a Management Priority	OHS. Find out who in management is against improving communications and leadership skills of their employees??
Management won't support this	OHS. Find out if they really are a decision maker. You may be meeting with the wrong person here...
We have no space to meet	OHS. Find out the real objection. The meetings can be held in a small conference room or nearby restaurant

Mentor of a New Club

A mentor shares his or her expertise with less experienced individuals. As coach and advisor to a newly formed club, your responsibility is not to run the club but to let it know its options and guide it toward excellence.

Official duties

Your official term as mentor begins when the new club charters and lasts for six months to one year. It's helpful and not unusual for mentors to join the new club, but it's not required. Your duties are to:

- **Build rapport with the club**, share your experience, lend your support and attend every meeting.
- **Ensure the club is strong and functional.** Lead members to helpful resources. Share lessons from your own experiences.
- **Familiarize the club with the TI website** (www.toastmasters.org). Encourage club members to use it as a resource for updates on the club's progress in the DCP, and downloadable forms and documents as well as for performing administrative tasks like submitting new member applications, dues renewals and educational award applications.
- **Conduct *The Successful Club Series* program** so members can develop the skills they joined the club to learn. Help the new club grasp how the communication and leadership tracks facilitate their skill development. Emphasize the importance of recognizing members who work toward their goals.
- **Make certain that club officers attend district-sponsored training.** Also meet with each officer individually, educate each about what standards he or she must meet and how to meet them. Provide information about the tools each officer needs to perform his or her duties. Start by ensuring each officer has (and reads!) the appropriate officer manual.
- **Conduct *The Successful Club Series* program *How to Be a Distinguished Club*.** Explain how the DCP is a tool the club can use to keep itself on track and focused on providing members with the service and environment they need to achieve their goals.
- **Help club members build positive habits.** Emphasize the need for members to regularly come prepared to meetings, to give manual speeches, to present excellent evaluations and to project a positive, enthusiastic attitude.
- **Create a quality club.** A club's standards for service must reflect the quality and reliability of the Toastmasters program. The best way to teach clubs how to do this is to encourage them to conduct the module **Moments of Truth** from *The Successful Club Series*. Make sure the new club knows and applies these quality standards to current and new members. Remind them the same care and attention afforded to guests and potential members also should be given to current members.
- **Foster a culture of membership-building within the club.** Every club, even new clubs, should continually strive to bring in new members. Membership-building activities give clubs a stronger base of leaders and provide a continuous flow of original personalities and ideas that help keep club meetings fresh and exciting.