



WHERE LEADERS ARE MADE

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## **Division Governor**

You are a Division Governor leading a visit with your AG to the AT&T call center in Joplin, MO. You have made an appointment with the head of HR, who previously contacted Toastmasters through your LGM to learn about having a Toastmasters club at their facility.

### **Here's what you know:**

1. Facility is a 450 person call center
2. Probably a closed club
3. Single building facility
4. AT&T has clubs at 7 other locations in the US, including 3 call centers
5. They are looking for ways to improve call center employees productivity

At the beginning of the meeting, smile and introduce yourself as “*first last* from Toastmasters District 22”, then introduce your Area Governor who is with you, “and this is *first last* also with Toastmasters District 22.” Next, ask “How can Toastmasters help your company?”

Your goal is to answer the questions of the HR director and work toward an agreed **Next Step**. Here are some of the talking points you can use:

- There are successful Toastmaster clubs in 7 other AT&T locations
- Successful clubs in related industries – Sprint in KC
- Less than \$2,000 per year for 20 members
  - o 20 members X 1 year (\$72 each = \$1,440)
  - o + 20 New Member kits (\$20 each = \$400)
  - o + \$125 Application to Organize fee = **\$1,965**
- Features, Benefits and Values chart

**Expectation:** to leave this meeting with a clearly defined **Next Step**. Ideally, this will be a commitment to submit an Application to Organize and schedule a Demo Meeting. If they aren't ready to commit just yet, the Next Step should be a follow-up meeting or phone call in the next 1-2 weeks. Avoid being pushy, but always make sure you know who has the next action, and when it is expected.



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## **Area Governor**

You are an Area Governor accompanying your Division Governor on a corporate visit to the head of HR at the AT&T call center in Joplin, MO. Your Division Governor has made an appointment with the head of HR, who previously contacted Toastmasters through your LGM to learn about having a Toastmasters club at their facility.

### **Here's what you know:**

1. Facility is a 450 person call center
2. Probably a closed club
3. Single building facility
4. AT&T has clubs at 7 other locations in the US, including 3 call centers
5. They are looking for ways to improve call center employees productivity

At the beginning of the meeting, your Division Governor will introduce themselves as "*first last* from Toastmasters District 22", then introduce you, <Smile!> "and this is *first last* also with Toastmasters District 22."

Your goal is to support your Division Governor in the visit, and learn what you need to help plan the coming demo meeting. Be familiar with the Features, Benefits and Values chart.

You do need to be ready to answer the questions (if asked), "Why did you join Toastmasters?", "What have you learned as a Toastmaster?" and "Why do you stay in Toastmasters?"

**Expectation:** you will learn from the visit and leave this meeting with a clearly defined **Next Step**. Ideally, this will be a commitment to submit an Application to Organize and schedule a Demo Meeting. If they aren't ready to commit just yet, the **Next Step** should be a follow-up meeting or phone call in the next 1-2 weeks. Avoid being pushy, but always make sure you know who has the next action, and when it is expected.



## **Customer**

You are the head of HR at the AT&T call center in Joplin, MO. You have contacted Toastmasters International, and spoken to their local marketing expert (called the Lt. Governor Marketing). Today you are meeting with someone called a Division Governor and an Area Governor. You have no prior Toastmasters experience, but you have heard about Toastmasters from another employee and feel that it would make a great program to help your call center employees improve their customer service skills.

### **Some details you can use**

- You have a 450 person call center
- You'd want your club to be local employees only
- Single building facility
- You are looking for ways to improve call center employees productivity and help some employees improve their presentation skills
- You currently spend some budget every year on trainers to come in and teach PowerPoint skills. Don't use a number, but it's more than \$2,000.
- You have one person who was a Toastmaster once and you think did a few speeches.
- You've never heard of a CC or DTM
- You probably won't join, nor will senior leaders

**Expectation:** The Division Governor should lead the conversation with questions about your needs, and answers about the benefits and values of a Toastmasters Club in your organization. Feel free to try to sidetrack them a few times. Overall your demeanor should be positive, since you do want a club. You don't have to commit to a demo meeting, but you can if they do a good job.