

THE DELTA CHI FRATERNITY
2002 REGIONAL LEADERSHIP CONFERENCE

Recruitment for Delta Chi



The Art of Recruitment

The Delta Chi Rush System

Name:



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Getting the Most From This Learning Experience

Why Recruit?

During this workshop you will

- A. Discover strategies to gain control and increase results;
- B. Learn to integrate recruitment into your chapter's daily routines
- C. Learn to use the Delta Chi Rush System

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Notes:

Who is this for?



Defining Rush

What is Rush -
Not always what you think

Recruitment Defined

The basic element of recruitment is...



Notes:

The key to recruitment is...



Effective selling is...



It involves...



It is supported by...



Understanding Recruitment

The effects of conditioning

• _____

• _____

Why are billboards so big?
Advertising is selling...

Notes:

You are a walking billboard

- *
- *
- *
- *
- *
- *

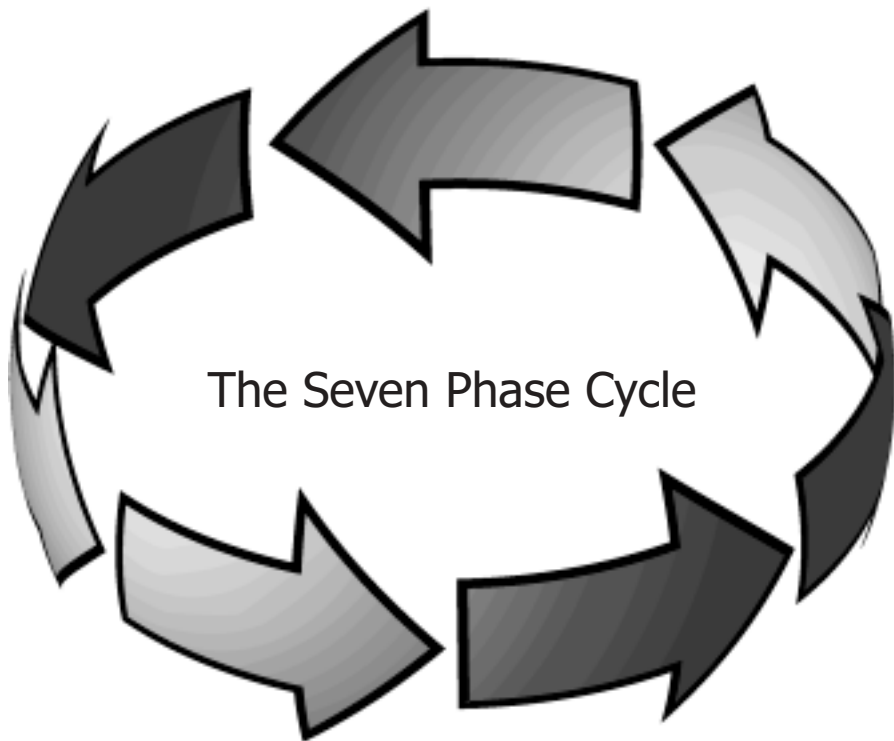
What selling skills can do for you!

- ✓
- ✓
- ✓
- ✓

The Selling Process

The Seven Phase Cycle

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦



Phase #1 - Winners Do Their Homework



• _____


10 Gold Mines:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Know Thyself

Phase #2 - What You Don't Know Will Kill You





 _____

What are we selling?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Successful recruitment is built on:

 _____

 _____

You are still a walking billboard...

How do you make a good impression?

- ✓
- ✓
- ✓
- ✓
- ✓

How Good Is Your "Game"

Phase #3 - What Do We Mean By "Quality"

[Greyed-out text area]

• _____

Who are we looking for?

[Greyed-out text area]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Questioning your way to success:

When in doubt, ask a question...



The Set-up: Critical Moments

Phase #4 - Putting Your Product on Display

• _____

Demonstration Opportunities:

- ✓
- ✓
- ✓
- ✓
- ✓

Phase #5 - Your Greatest Enemy: Their Fears

• _____

Observe-Adapt-Overcome

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

The Endzone

Phase #6 - Sales Closing for Dummies



• _____

It's all in the follow-through

- ✓
- ✓
- ✓
- ✓
- ✓

Phase #7 - Recruitment is Never "Finished"



• _____

Notes:



Diplomacy: Establishing Rapport

How The Cream Rises To The Top



☛ _____

Learn the body's language...

- *
- *
- *
- *
- *
- *

No Pain No Gain



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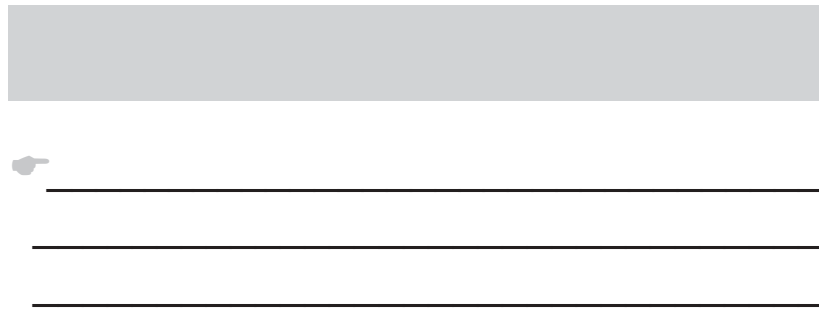


☛ _____

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Spin City: Creative Sales

Creative vs. Average



Six steps to handling objections:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Know The Speed Limit

- ✓
- ✓
- ✓
- ✓
- ✓

The Anti-Failure Formula

- *
- *
- *
- *
- *

Fight The “Uh” Syndrome

I’ve Fallen and I Can’t Get Up

Tale #1 - Handling the Decision-less

Tale #2 - Getting Past the Vague Stall

Tale #3 - Handling “It costs too much”



Tale #4 - Reduction to the Ridiculous

Tale #5 - The Oblique Comparison

Tale #6 - Similar Situation

Tale # 7 - Competitive Edge

Practice Makes Perfect

“The SALESMAN”

Have all the chapter members pair up (with larger chapters, ask the men to get in groups of three; one student will serve as the group observer). Ask pairs to assign one person as the first salesman. The salesman gets 60 seconds to “sell” the fraternity to the brother. After the 60 seconds ask the listener if they thought the salesman did a good job. Ask for a few nominees to stand and give their “sales pitch” to the entire chapter. Take another 60 seconds for the listener to play the role of the salesman. Again, ask for outstanding salesmen and demonstrate their skills to the group.

Processing questions:

- Why are these men considered good salesmen?
- What made the salesmen believable?
- What did the good salesmen say that really sold you on his experience? What hooked you?
- In order to be a good salesman you have to believe in your product. How did the good salesmen prove their belief in the chapter’s product?

“TOUGH QUESTIONS”

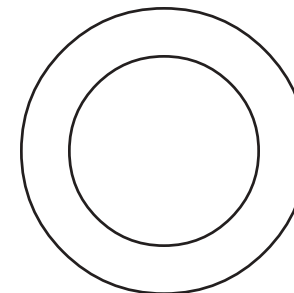
Each chapter member should be able to answer the following questions. Put these on 3x5 cards with numbers 1-20 on the back. Randomly distribute the cards to chapter members. Ask the person with #1 to stand up, read the question and answer it front of the group. When finished the member should sit down and the group can offer feedback or ways they might answer the question differently. Continue on with #s 2-20.

1. How much does it cost to become a member?
2. Are you “really” close to every brother in your chapter?
3. My parents believe that all fraternities do is party. How can I convince them differently?

4. Why is your chapter so small/large?
5. I heard the [insert fraternity]s are jerks. What do you think of them?
6. What do you do for service projects? Do you have to do them?
7. What do I have to do to be initiated?
8. My sister is in [insert sorority] sorority. What do you think of them?
9. What will your chapter do to help me with my school work?
10. Have you noticed a change in your chapter since you joined?
11. What do you do with your alumni?
12. What does “national” do with all the money that you give them?
13. My brother was a Delta Chi at North/South State. Doesn’t that mean I automatically get in here?
14. On average, how much will the fraternity cost me each month?
15. I don’t drink. What do you do at parties?
16. I don’t think I can afford the fraternity...
17. I’m afraid the fraternity will hurt my grades...
18. My parents don’t want me to join. What if I just didn’t tell them?
19. I don’t think I have time to join a fraternity...
20. Will I be hazed? What will you guys make me do?

“CONCENTRIC CIRCLES”

Ask all chapter members to form two circles of equal members; one circle should be on the inside of the other. The inner circle members should face the men in the outer circle. The rush chairman should pose the previous 20 questions for the set of two to discuss. Give 60 seconds to answer the question. Rotate the outer circle to create a new didactic set, ask another question and so on.



Motivation Made Simple

Life Lesson - What Motivates People



• _____

The BIG SIX

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

The First Test - Selling Recruitment To Your Chapter



• _____

If it's to be...

- *
- *
- *
- *
- *
- *

When All Else Fails

Advanced Persuasion

Close #1 - Wish I Would've...

Close #2 - The Best Things In Life

Close #3 -The Lost Sale



Close #4 - Price of Happiness

Close #5 - The Law of Ten

Close #6 - Take It Away

Close #7 - Big Decision Remorse

The Dos

DO wear your pins and letters. It shows that Delta Chi is a fraternity in which to be proud.

DO point out the accomplishments of your brothers.

DO make friends. The most commonly given reason for joining is the name of one of the brothers who made friends with him.

DO use first names. It's more polite, more casual, and friendlier.

DO be on time for all rush events.

DO look for potential in a man, and not a finished product. Remember: a freshman has just started school. He doesn't know all the campus ropes yet.

DO use good table manners. Fraternity men are supposed to have class.

DO know enough about your fraternity to answer his questions.

DO be honest. If you lie and he finds out, he will not be impressed.

If you don't know the answer to a question, DO ask someone who does.

DO find out a man's interests and DO introduce him to brothers with the same interests.

DO involve your associate members/pledges in rush. Because of their enthusiasm, they make very good rushers.

DO refer questions on the membership education program to your associate member counselor, your associate members or a new brother—the answers will be most convincing when they come from someone well informed.

DO dress and act like a gentleman at all rush events.

DO let your guests do most of the talking. This gives them a chance to ask the questions that are important to them.

DO make sure all guests have left the house before commenting on any of them.

The Don'ts

DON'T congregate in large groups at the front door.

DON'T wait to be introduced—introduce yourself. But DON'T butt rudely into a conversation.

DON'T forget that the average freshman knows very little about fraternities. Take the time to explain the basics and clear up any misconceptions he may have.

DON'T criticize brothers. You're trying to sell brotherhood, not backstabbing.

DON'T use foul language. You've got to first be a man's friend before you can act like a jerk in front of him and get away with it.

DON'T use racial or ethnic slurs. It's hard to talk about scholarship when you sound like a moron.

DON'T just talk about social activities. You get what you rush and if the social aspect is all you talk about, don't expect to pin a Rhodes Scholar or a future President of the United States.

DON'T ever, ever leave a guest alone.

DON'T gang up by yourselves when you have potential members in the room. It makes you look like you're not interested in them.

DON'T "rush" women. During rush, you are supposed to be getting members, not dates.

DON'T talk about disliking rush. Sample conversation: Guest: "Gee, rush must really be a rough time for you guys." Brother: "Yeah, it's a pain in the rear end, but we gotta do it." Rush is the first fraternity activity most of your guests will ever have seen. If rush is not enjoyable, what's the rest of the fraternity like? If they get told that rush is nothing but a big pain, it will be easy to conclude that fraternity life is a big pain.

DON'T criticize or stereotype other fraternity chapters. Remember, you can't throw mud without getting some on yourself.

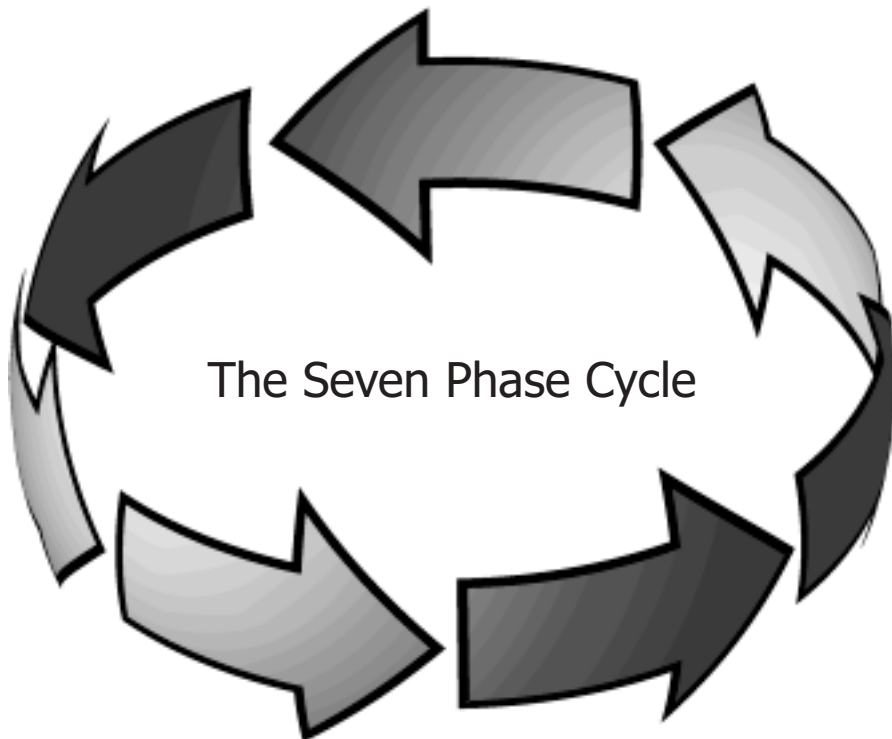
DON'T use "inside" jokes or nicknames. It's rude and makes your guests feel even more like outsiders.

DON'T apologize for your chapter's weak points. Talk about the opportunities for achievement.

One More Time

The Seven Phase Cycle

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦



My first thought...

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Who Holds Your Fate?

10 Steps to Professionalism and Success

- 1.
- 2.
- 3.
- 4.
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- 6.
- 7.
- 8.
- 9.
- 10.

10 Ways to Mastering The Art of Recruitment

- 1.
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The Pursuit of Excellence

Successful people are motivated by the desire for pleasing results. Look around. No matter what the field, the men and women who rise to the top are the ones who work to achieve goals, who “pay their dues.” Failures, on the other hand, are motivated by the desire for pleasing activities. If it isn’t fun *right now*, don’t bother asking for help.

Part of our “dues paying” process occurs as we work to build our chapters into healthy, positive experiences for future generations. The lessons learned and wisdom gained through having had the opportunity to succeed or fail on the merit of our efforts can have a dramatic effect on our own futures.

Those efforts will also make or break the chapter. It is generally counter-productive to skimp on programming—the small amount of extra money it costs the members is more than offset by the increase in the quality of the experience—but to take the easy road in rush undermines the very foundation of the Fraternity.

Let’s look at two chapters, North-South State and East-West Tech. “State” chooses almost all of its new members from the friends of its current membership. The only attempt to contact anyone else is through a mass mailing inviting “interested” men to their “rush” parties. At the parties, the main objective of the members is to get each guest as drunk as possible “so that he’ll have a good time,” while the brothers spend their evening getting to know the local sorority women better. The chapter continues to lack numbers and diversity and there are often complaints about poor turnout at many events. Later on, they wonder why so many of their members only show up for parties, or quit showing up at all, forgetting that they sold “parties” as their idea of “fraternity.” Even if the brothers did talk fraternity, they aren’t getting enough out of the experience to be able to sell it with any enthusiasm.

East-West Tech, on the other hand, makes a list of potential members from referrals, personal contacts and school registration and, after an introductory letter, either calls or visits them personally. They make a sincere attempt to get to know the individual beyond the superficiality of a party situation. They know that it is in their best interest to do so.

They introduce him *and* his parents to the meaningful side of fraternity *first*, then solidify his decision to join by having a casual social function where he can get to know some of the brothers and other potential associate members. Diversity and strength are sought out and the chapter makes a special effort to go outside of its own circle of friends for recruits.

As a result, “Tech” has both quantity *and* quality, while “State” faces another bleak year of meager social activities and mounting bills. Simply put, the chapter that pursued its goal—attracting men of high caliber and complimentary but diverse talents who would take an interest in the long-term health of the chapter—in an organized, well-financed fashion, did well. They obtained pleasing results. The group that concentrated on providing a good time for the brothers had some pleasing activities in the short term, but little else.

While good rush is invaluable to the health of a chapter, perhaps even more important is the long-range impact good rush skills can have on our members. After all, rush is simply the skill of human relations. If we can send a man out into the world with a better understanding of people, confidence in his ability to interact successfully with others in a variety of situations and an awareness of how to sell his ideas, then we have done him an immeasurable service. His personal and professional relationships will be that much better for his having chosen Delta Chi.