

Creating Powerful Conversations During Recruitment

Think back to why you joined Alpha Zeta. It likely wasn't because your chapter had a really cool service event, or because they won first place during Ag Week. You're likely thinking of a person – a specific person that you met during recruitment that caused you to stick around. We don't join organizations. We join the people in those organizations.

Creating powerful conversations during your recruitment period is how your members develop relationships with potential new members. Below is a list of suggestions adapted from Jessica Gendron Williams, CEO of Phired Up, a company that teaches organizations how best to recruit new members, on ways to have a great recruitment conversation.

1. Remember her favorite word.

What is her favorite word you might ask? It's her name. Nametag or no nametag, remember her name. You should use it when asking a couple questions and always use it when you are saying goodbye or you see her again. Use your energy to remember her name. I know a lot of you probably meet a lot of people in one day and it's hard to remember everyone's name. Try to find some way to associate their name to something. For instance, for a red-headed girl named Ruby, you could remember "Ruby-red". You get the idea.

2. Control the Conversation.

The best way to remain confident in a conversation is to control the conversation. You do that by minimizing the talking and maximizing the listening. The best way to maximize the listening is to ask lots of open-ended questions. Remember to keep the conversation focused on the other person. We already learned what a potential member's favorite word is. You can probably guess then, what his favorite topic is – that's right – himself! Keep the conversation focused on him and he will walk away thinking, Wow, he really wanted to get to know ME. Chances are he will be coming back to your next event.

3. Master the Five Fabulous Ways.

The object of the Five Fabulous Ways to Master a Conversation is to provide you with open-ended question topics that build rapport, establish common interest or experiences and focus on them. Here they are:

- Family/Friends – Tell me about your family. How do you know Lauren? How is your ResHall floor?
- Favorites – What's your favorite book? movie? food? class?
- Firsts – Are you the first to go to college? Is this your first class with Professor Blake?
- Fun – What do you do for fun? this summer?
- From – Tell about your hometown?
- BONUS Way: Future – what are you doing for break? This weekend? what classes are you taking?

4. Focus on the Benefits.

Too many times we focus on the FEATURES of being an Alpha Zeta when we are talking about our organization. Features are the superficial aspects of the fraternity, the things that potential members don't really understand. Features are important, but they only become important as you begin to grow within the organization. For example, talking about features would be saying, "We do a philanthropy event each semester, have meeting once a month, and we won Ag Roundup this

year!” Most potential new members don't really understand philanthropy or chapter meetings, and they don't care about Ag Roundup, because they aren't a member yet. Focusing on the benefits of membership allows potential members to see exactly what they will gain from being a member of your group. Things like brotherhood activities are great, but the benefit of brotherhood is the opportunity to build lifelong friendships with your chapter and immediate connection to a core group, and a support network away from home. You should understand though that each person is looking to gain something different from AZ, so the best way to discuss the benefits of your organization is to first ask him what she is looking for in an organization or why he is going through recruitment. Listen to what he says and respond appropriately.

Learn more from Phired Up: <http://blog.phiredup.com/creating-powerful-conversations-during-formal-sorority-recruitment/>