

## TCY Phone Script #4: **Tournament Drive**

### 1. **Study contact for valuable information, insights, concerns.**

- a. Know SOMETHING about contact before calling:\_\_\_\_\_
- b. Have QUESTION or desired answer ready for contact:\_\_\_\_\_
- c. What donor level is contact?\_\_\_\_\_
- d. Was contact ever a TCY STUDENT? Yes / No Explain:\_\_\_\_\_
- e. WHO does contact know at TCY?\_\_\_\_\_
- f. What has contact purchased from TCY / BKF / SCM?\_\_\_\_\_
- g. Are they receiving TCY\_eNEWS? Yes / No What other eNEWS or Press Releases:
  1. Ask question regarding previous/recent newsletter for conversation:\_\_\_\_\_
  2. Get email if need:\_\_\_\_\_
- h. Is THIS the best time to call? or:\_\_\_\_\_

### 2. **SMILE throughout phone call (Relax and smile...)**

### 3. **PRONOUNCE contact name correctly? ("Did I pronounce your name correctly?")**

Pronunciation notes:\_\_\_\_\_

### 4. **Don't take "No" personally.**

- a. "No" = "not yet" or "not now" = "Yes" later.
- b. Pass the "No" test with optimism and good manners to impress contact.
- c. We still passed along the "TCY Message."
- d. Next person may do better.
- e. Impress them with TCY good manners.
  1. Friendly
  2. Professional
  3. Self-confident
  4. Accommodating

### 5. **SAMPLE ANSWERS:**

- a. "Our tournaments give our students valuable competition opportunities in a safe environment."
- b. "Our tournaments are celebrations used for our Victory Dinners for volunteers and fundraisers."
- c. "Tai Chi Youth tournaments are an opportunity to see the TCY DEMO TEAM perform."
- d. "Support our Push Hands Tournaments to provide a unique, fun, yet safe way for kids to compete one-on-one."
- e. "Push Hands Tournaments" teach Push Hands skills in seminars before each tournament. This is the TAI CHI WAY TO FIGHT that makes it appear like you are not fighting, or using the person's energy against him.
- f. "Our TCY Tournaments are an opportunity for our TCY DEMO TEAM to perform. This is also an excellent opportunity for you to come and see them perform."
- g. "TCY tournaments provide an opportunity for Tai Chi Youth students to fulfill their belt rank requirements of Tournament competition."
- h. "Tournament competitions are a way for students to mature, grow stronger, become mature, overcome fears, and develop useful performance skills that will benefit them in whatever career they pursue."

### 6. **FAQs**

- a. TCY Tournaments DO NOT include any sparring except for "Fixed Step Push Hands."

- b. ONLY Chinese martial arts allowed in TCY Annual Tournament.
- c. TCY Push Hands tournaments started with the 1994 SCM Push Hands Tournament.
- d. Tai Chi Youth and Shaolin Chi Mantis have cosponsored one or two Push Hands tournaments per year since 1994.
- e. Visit the TaiChiYouth.org website for more information on Push Hands: [taichiyouth.org/pushhands](http://taichiyouth.org/pushhands).
- f. School Campaign / Scholarship Drive / Tournament Drive = JUNE VICTORY DINNER.
- g. The Tournament Drive is the end of the first half of the year's fund raising. TCY Fundraising utilizes two teams of fundraisers for the first half of the year and the other for the second half of the year. Both first half and second half campaign teams work together on this Tournament Fund Drive, to share knowledge and update each other on contacts to pursue.

## **7. PROMOTION and Promotional Materials Available**

- a. Tournament schedules at: [www.TaiChiYouth.org/](http://www.TaiChiYouth.org/)\_\_\_\_\_
- b. TCY History story4: First Push Hands tournament in Utah.
- c. TCY Brochure 2012D - TCY TOURNAMENT DRIVE - Push Hands