

TCY Phone Script #5: Demo Team Support

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. "TCY Demo Team is unique opportunity for some students to travel and compete."
- b. "TCY Demo Team is best promotion and advertising for Tai Chi Youth."
- c. "Our TCY Demo Team spreads cheer and goodwill throughout the world."
- d. "Support our TCY tournaments also to support our TCY Demo Team. This is where they perform for the press and television stations. The better our tournaments look--the better our teams look."

6. FAQs

- a. TCY Demo Team donations are "restricted funds" ONLY for spending on Demo Team.
- b. TCY Demo Team performers may be volunteers, but require paid guardians.
- c. TCY Demo Team performers do not have to pay for their travel or accommodations.
- d. Demo Team VOLUNTEER AWARDS are September Push Hands Tournament VICTORY DINNER.
- e. Only two TCY students competed in Utah tournaments: BOTH WERE GRAND CHAMPIONS for two years.
- f. PURCHASE TCY Push Hands LONG-SLEEVED T-shirts at CafePress.com/taichiyouth
- g. Your supporting the TCY DEMO TEAM supports my Volunteer score to receive an award also.
- h. Demo Team Support includes many tournament expenses and registration fees of our TCY students.

- i. CURRENT TCY Performer SPOTLIGHTS:
 - a.
 - b.
 - c.
- j. NOVEMBER SCHEDULE of EVENTS:
 - a. Sat #1: Push Hands Seminar.
 - b. Sat #2: FREE Demo Tournament (with Belt Testing sometimes).
 - c. Sat #3: SCM & TCY Annual Chinese Gongfu & Taijiquan Tournament.
 - d. Sat #4: SCM & TCY & BKF Annual Membership Meeting.
 - 1. Buddhist head shaving initiations.
 - 2. Student Graduations.
 - 3. Volunteer and Donor AWARDS:
 - a. Demo Team Support campaign.
 - b. TCY Annual Campaign fund drive.
 - 4. Announcement of TCY Board of Trustees OFFICERS for upcoming year.
 - 5. Announcement of TCY COMMITTEES for upcoming year.
 - 6. Message from TCY PATRIARCH.
 - 7. TCY Demo Team Performance.
 - 8. Annual Dinner Party CELEBRATION.

7. PROMOTION and Promotional Materials Available

- a. VISIT Tournament and watch performance. Donate for special awards from TCY Demo Team.
- b. TCY History story5: SCM Demo Team performs at Chinese Senior Center every Chinese New Year.
- c. TCY Brochure 2012E - TCY DEMO TEAM SUPPORT