

# Phone Sales

## I. Who calls?

### A. Board Of Trustees

1. Who is interested in making calls?

### B. Volunteers

1. Positive, like-minded people
  - a. Volunteers BELIEVE IN how they are doing good by promoting TCY
  - b. Social benefits of working in groups:
    - i. on specified days
  - c. Reward volunteers
    - i. FREE TCY membership / TCY class coupons
    - ii. Free THANK YOU Victory Celebration DINNER

### C. TCY Students

## II. Respect PRIVACY + Dinner Time

A. NO calls 5 to 7pm (avoid calling during dinner)

B. ONLY call those who may be interested in TCY

## III. Ask for opinions / feedback... (not just \$\$\$)

A. Shows them that "We value YOU for more than just money."

## IV. NEVER CALL AGAIN -- If asked not to call.

A. Can pursue email or other methods.

B. Telemarketing with automated dialers to cellphones = illegal.

## V. Respect Donor

A. Listen to Donor

B. Provide only necessary info -- then say "Thank you for your time/SUPPORT. Goodbye."

## VI. Be Friendly

A. Anticipate a good positive response

B. Smile as you dial.

C. Voice and demeanor leave sense of TCY

## VII. Be Proud of TCY

A. Choose/Prepare 2 or 3 things to share about TCY.

1.

2.

B. REREAD TCY Mission Statement each day before calling.

C. TCY Case Histories

1. TCY STUDENT:

2. TCY STUDENT:

3. TCY PROGRAM:

D. PAST Accomplishments of TCY

1. TCY founded 1996 by Richard Del Connor / Buddha Zhen, in Salt Lake City, Utah.

2. TCY funded by NEA and Mormons in Utah from 1996 to 1999.

3. TCY programs in YMCA, YWCA, Elementary, Middle, High, Colleges, Continuing Education...

4. TCY programs in churches: Church of Religious Science, Church of Inner Christ, Unitarian

5. Buddha Zhen taught in youth rehabilitation centers, and a maximum security prison in early 1990s.
6. Buddha Zhen taught Los Angeles YMCAs from 2003 to 2011, only missing two classes.

**VIII. Prepare a PHONE SCRIPT**

A. Study Phone Script. Rehearse. Know it well.

1. Practice with different types of recipients

- a. Friendly
- b. Surly
- c. Resistant
- d. Curious
- e. Competitive

Martial art:

Other Kung Fu:

Other Tai Chi:

B. Know what to do when asked for questions:

1. On the script questions

2. Questions not on the script

3. Questions with unknown answers

a. Call back when...

b. "I will call you back with the answer. When is a good time tomorrow to call you?"

c. "I can have someone call you back who can answer that question. When would be a good time tomorrow for

them to call you with the information?"