

**Opening Statement - Who you are, where you are from - Purpose
(Association of young men and women 18-40)**

**Have you heard about Jaycees?
(Closed-ended questions)**

**YES
(What have you heard?)**

NO (Open Slate)

Positive

Negative

**TEST
CLOSE
(Can I get
you on
board
today?)**

***BLOCK
and
BRIDGE***

**BENEFITS- Open-ended questions to
determine interest
(When you are not at work, how
do you spend your free time?)**

Benefits (Basic Needs of People)

- Fun
- Friends
- Networking
- Sense of Accomplishment

**Stay away from
Jaycee specific**

**Explain
dues structure**

**No Time, No Money, No Interest
(Anticipate these objections
in benefits process)**

**TEST CLOSE
(Can I get you on board today?)**

YES

**Ask for Application
and Check**

NO

**Perhaps what was being sold as a benefit
is not perceived as a benefit**