



OVERCOMING OBJECTIONS TO JOINING/RENEWING

Following are samples of objections you may receive when recruiting new members or asking them to renew their membership. While all responses will vary to meet the personality of the person you are talking with, the following standard answers provide a jumping off point on how to meet those objections. Remember that you may be the first person to reach out to this member since they joined. If you haven't made an appointment to call them at a scheduled time you are making a "cold-call" for all intents and purposes. The individual may react just like you would if you received an unexpected call from someone trying to sell you a service. In the end, remember that you have something in common with the person you are talking to – that is a deep appreciation for what ROA does and who it represents...Citizen Warriors who are all volunteers and patriots, and have families that support what they are doing or have done.

OBJECTION: "That's a lot of money."

RESPONSE: "I agree; it really is. Because of what ROA must do to achieve the legislative efforts members want, and provide the professional development information members need, as well as keep abreast with changing retiree conditions on health care and other earned benefits, YOU ARE RIGHT; it costs ROA a lot to provide necessities for those who serve. But, along with cost – there's VALUE. ROA is a place where a big investment will be returned many times over."

OBJECTION: "I don't have time to participate."

Response: "That's a good point. I should have told you that with ROA, you get a lot of VALUE where you actively participate or 'participate' by taking advantage of the professional materials mailed to you at home, and the benefits you can accrue just by following the lead of ROA and sending letters to key legislators about important issues. Indeed we are all very busy people, but participation can come in many forms (besides 'going to meetings'), just like benefits can be received by using any one or more of ROA's member benefits."

OBJECTION: "I don't like some of ROA's policies."

RESPONSE: "I understand. There are some I don't like either. But in a large organization which does a lot of good things, there are always differences in how to get it all done. Having people with different viewpoints will result in both sides of a story being debated. Then ROA proceeds from there and moves to get the job done. In ROA you have an opportunity to shape policy, but those opportunities are reserved for members. To get ROA to take a stand, take an opinion, get a job done, the proponent needs to be a member."

OBJECTION: "I was a member before and didn't like it."

RESPONSE: "Ok. Do you mind sharing what you didn't like?"
[Let the prospect THINK. Let him talk while you consider a response. If it was more than 2 years ago, tell the prospect that you'd like to bring him/her up to date. Talk about what's happening now. And then go back and ask what wasn't liked then. Concentrate on new benefits, new legislative accomplishments, etc.]

OBJECTION: "I'm already a member of AUSN, MOAA, and ... "

RESPONSE: "Great. I am too. I know why I joined each of them and what they'll do for me. Each one of them provides a different benefit or we wouldn't have joined. And by asking you to join ROA, I'm not asking you to duplicate what you have. ROA is different and has different benefits. The purposes of each of these organizations are different; otherwise they wouldn't stay in existence. Joining several organizations is something that is done all the time. By all means understand that I'm not asking you to drop a membership, but only to look at the VALUE of joining ROA for the benefit it provides you as an individual and what it brings to our Country.

"ROA is different from the other associations in that its focus is on the Reserve Components. Unlike those other fine associations, ROA advocates for training and equipment appropriations so the Reserves can 'train like it will fight'."

OBJECTION: "I can get those benefits whether I join or not."

RESPONSE: "You're right. And ROA will be right in there getting that kind of work done. Consider how effective ROA can be if it represents the total military community. We have a goal to exceed 100,000 members – that shows clearly that we represent a lot of individual members who are genuinely concerned about national security. We need you on that team to be more effective for you."

OBJECTION: "Well, I'm cutting back."

RESPONSE: "There are always good reasons to do that. But remember, if you need a billet or need a civilian job or need to relocate, ROA's networking capabilities could work wonders for you. And if you're cutting back in order to take something else on, give thought to what ROA's professional development and member services programs can deliver. VALUE in ROA comes in many forms. Investing in yourself today by joining ROA might be better for your future than cutting back now."

OBJECTION: "I'll think it over." [This really says: "I don't see the benefit for me."]

RESPONSE: "Sure, I don't object to that. I'm glad you will think about it because it is an INVESTMENT – for yourself and for your Country. If you have questions later, call me."

And then ask, "When will it be a good time to get with you? ROA's team of legislative personnel will begin testifying and it's important that we show that our cause is backed by a large number of solid citizens who serve as Reservists to keep America strong."

[Or, consider inviting the prospect to network with several other members somewhere and get a feel for what ROA and its members can provide.]

SUMMARY

Whatever you do, there will be objections. **LISTEN** to the prospect. **HEAR** each one out, and frame your reply on what has been said. Use the "feel – felt – found" approach to maintain rapport and **OVERCOME OBJECTIONS** to ROA membership.