

Here's a 5-minute script that applies the Dale Carnegie selling method to Lions Clubs International's "Just Ask" initiative for recruiting new members. The approach will focus on building rapport, discovering needs, and emphasizing benefits, aligned with Dale Carnegie's principles.

Introduction (1 minute)

"Hi, [Prospect's Name]! I hope you're doing well today. I'm [Your Name], and I'm with Lions Clubs International, specifically with the [Your Club/District Name]. You may have heard about us—we're a global service organization dedicated to making a difference in our communities through various volunteer efforts."

Dale Carnegie Principle: Begin with a friendly conversation and show genuine interest.

Build Rapport and Find Common Ground (1 minute)

"I've noticed that you're really involved in [mention something related to their interests, hobbies, or career]. That's wonderful because we in Lions Clubs believe in bringing together people who care about their community and want to make an impact. We have volunteers from all walks of life who bring their unique skills and passion to the table."

Dale Carnegie Principle: Arouse interest by relating to their personal interests.

Identify Their Needs and Offer Value (1.5 minutes)

"Let me ask you: what are some causes or issues that are important to you? Perhaps it's supporting local youth programs, helping the visually impaired, or contributing to disaster relief efforts? At Lions, we tackle a wide range of these issues, and what's great is that we provide opportunities to make a real impact, whether through hands-on service or even leadership opportunities."

Dale Carnegie Principle: Ask questions that allow them to express their needs, and then show how joining Lions can meet those needs.

Present the Solution (1 minute)

"Imagine being part of a global network of compassionate people who are making a difference, all while connecting with leaders in your community. Lions Clubs provides you with the chance to contribute to causes that matter to you and grow personally and professionally in the process. We even offer training and mentorship for those who want to take on leadership roles."

Dale Carnegie Principle: Dramatize your ideas and show how their involvement will help them achieve personal and community goals.

Call to Action (30 seconds)

"We'd love to have someone like you in our club. Would you be interested in joining us for a meeting or a service project to see how we work? It's a great way to meet like-minded individuals and explore how you can be part of something truly impactful."

Dale Carnegie Principle: Appeal to their sense of wanting to belong to a cause and be part of something bigger than themselves.

Closing (30 seconds)

"Thank you so much for your time, [Prospect's Name]. I really think you'd enjoy being part of Lions Clubs International. Let's plan a time for you to come to our next event—I'll follow up with details. Looking forward to seeing how you can contribute to making a difference in our community!"

This script leverages Dale Carnegie's principles of building relationships, listening to people's needs, and presenting your offer as a solution that benefits them. It aligns well with the "Just Ask" recruitment initiative, which is about inviting people to experience Lions' values and impact firsthand.