

Handling Objections During Recruitment:

Many times during Rush or Recruitment activities, prospects will give excuses as to why they cannot join and many of those may be difficult to respond to. Following is a list of objections with some possible responses. The items that are bolded are questions you should ask to further clarify the prospective member's position.

Handling the Concerns Before They Become Excuses:

Incoming freshmen nowadays know the power of their situation. You will need to have the answers to their concerns regarding fraternity membership.

Again, practice on commonly voiced concerns can not only turn a prospect around, but move them significantly toward accepting his bid. During a committee brainstorming session, or rush workshop, you should list the top ten concerns people have heard during the rush process for why they might not join. Brainstorm answers the whole chapter can use. There are four basic steps in handling a concern. They are as follows:

- Qualify the concern.
- Gently challenge the concern.
- Provide new information.
- Concur that the concern has been handled.

1. Qualifying the Concern: By the time you get to the point of addressing concerns, you have probably determined whether or not you are interested in this prospect. You probably have spent a good deal of time and invested resources in trying to get this man to accept his bid. Turning concerns into opportunities can be a lot of fun. When qualifying a concern, you are trying to find out if that is truly the reason he is having second thoughts about joining. If the concerns are "My parents won't let me join" or "I can't afford to join a fraternity", some examples of qualifying statements would be:

- If your parents would let you join, would you?
- If I can show you how you can afford the fraternity, would you join?

2. Gently Challenge the Concern: The second step is to gently challenge the views that have caused this concern. Again, sample statements might be:

- I think it is important that parents be involved in such an important decision, but you also need to realize this is a once in a lifetime opportunity and your parents need to know how important it is you want to make this commitment.
- Fraternity membership isn't as expensive as you think.

3. Provide New Information: At this phase of the process, it is important the new information either reemphasize something that has already been covered or introduce new material that might be developed to meet the specific needs of the prospect. To continue our examples, you might use the following:

-Because I know how important this is to you, why don't the two of us visit your parents, or call them on the phone. I'd like to also explain the importance of fraternity membership and how we can help enhance your college career.

-If you break the cost of fraternity membership down month by month, you will find that it is not much more expensive. Remember that if you live in a dorm or an apartment, you will still have social expenses and most of that is already provided in your dues.

4. Concur That The Concern Has Been Handled: The final step is to reach agreement that you've eliminated the concern. If doubts still exist, you continue the process until either you discover the prospect is just giving you the runaround, he decides to join, or you discover it is a legitimate concern that is preventing him from accepting his bid at this time.

a. *"I just can't afford to join a fraternity."*

- **Do you really know what it costs?**
- Would a payment plan possibly work?
- Let's compare what a fraternity costs relative to the dorms or an apartment.
- Review the benefits of the chapter and what you get besides living accommodations.

b. *"I don't like the hazing that goes on in fraternities."*

- **Did you get some indication that we haze?**
- Review the core values stating our hazing policy.
- Let me introduce you to some of our most recent initiates and let you get their perspective.
- Here's our Pledge Education program outlining everything we do.
- Your mother is invited to absolutely any event other than Ritual.

c. *"My parents don't want me to join a fraternity."*

- **What was their response when you presented the idea?**
- **Why do you think they feel that way?**
- **What were their concerns?**
- Would it help if our chapter advisor gave your folks a call and answer any questions?

- My folks felt the same way. I'm sure my mom would be happy to talk to your mom and give her the scoop on what happens around here.

d. *"I just don't have time to be in a fraternity."*

- **How much time do you think is required?**

- One of the main benefits of being in a Fraternity is time management and learning how to juggle multiple tasks at once.
- Let me show the pledge program and give you a real idea of the time involved.
- Some of the time commitment is time you would be spending anyway, like studying.
- What are your other time commitments?
- That's good that your involved, we want our members to be involved in campus activities and in the community. In fact, we require our pledges to be involved in at least one outside activity.
- We've found that our members who are busy, to include working, are the best contributors and tend to get the best grades.
- Let me introduce you to _____ he has a job, is very involved on campus and in the chapter, and maintains a solid GPA.

e. *"I want to look at all of the fraternities before making up my mind."*

- **What are you basing your decision on?**

- I think that's a great idea. We believe there is a fraternity on this campus for everyone. You've got to make the decision based on as much information as is available.
- Although we encourage everyone to look around, some chapters on campus may not. Be careful to not get pressured into making a decision too early.

f. *"I want to bring my grades up before I join a fraternity. I want to make my grades before I join a fraternity."*

- **So what is your GPA right now? What is your goal GPA?**

- What concerns do you have about your academics?
- Let me tell you about our academic program.
- Discuss the chapter academic standing (if it's good, above the AMA and AFA).
- What degree program are you in now? Let me introduce you to some of our older guys who are in that program now who might be able to guide you
- I agree that's a concern for everyone here. In fact, we insist that each of our members commits to academic excellence.
- We have a minimum standard for all of our members.
- The transition to college from high school can be rough, I would want to surround myself with people who have already gone through it and can help you adjust successfully.

g. *"I want to get myself adjusted to college before I join a fraternity."*

- **What is your concern here?**
- **What about adjusting concerns you? Academics, socially, friends, campus involvement, being away from home?**
- Do you have any friends from high school here?
- The Fraternity gives you a leg up in that. We help you make new friends from all over with lots of different backgrounds.

h. *"I want to wait until next semester to join a fraternity."*

- **Why?**
- The fall/spring classes tend to be larger, plus you get a head start on leadership opportunities.
- What might change from this semester to next that would cause you to be ready then as opposed to now?
- There are lots of benefits the fraternity offers that you might be missing out on if you wait.
- We want you to make the decision when you're ready, let's keep in touch during the semester. We've got a few events I'd like to invite you to attend.
- I'd like you to meet the current pledge class we're putting together. These would be the guys with whom you would get to be close friends.

i. *"None of my friends are in fraternities. I don't want to lose them."*

- **Why do you think you might lose them as friends?**
- Everyone's welcome, why don't you bring your friends to the next event.
- I have lots of friends who aren't Greek.
- You won't lose your friends, you'll keep them and make lots more.

j. *"I want to live in the dorm for a while and see what it's like."*

- **What intrigues you about the dorms?**
- **Have you seen our house/shelter yet?**
- That's great, you can pledge the Fraternity and live in the dorms. There would be a time when you would want to move in to the house. It's a great time.

k. *"I just don't want to be stereotyped."*

- **What stereotype do you mean?**
- **Does it seem to apply here?**
- I would suggest that you meet lots of guys and then let me know if you feel that way.
- Stay a week in the house and try it out.
- Our chapter is strong because we foster individuality. Certainly the social aspect is here, but the leadership opportunities are strong.

l. *"My girlfriend doesn't want me to join a fraternity."*

- **What's she worried about?**
 - **Why doesn't she want you to join?**
 - Why don't you invite her over to meet some of the guys?
 - Here are lots of social opportunities for you to participate in with her. We have formals and other dances and parties she would be welcome to attend.
- m. *"I just don't want to give up my freedom."*
- **What gives you the impression that you would be giving up your freedom?**
 - **What is it you think you won't be able to do?**
 - Is the concern about some of the rules?
 - We are a self-governing group; we feel its part of the learning process.
- n. *"I can't get out of my lease. I can't get out of my dorm contract."*
- **Have you checked with your landlord or the university to find out what's involved with getting out of your lease?**
 - We'll help you find a sublessor.
 - Usually the chapter covers the fee to break your contract, how much cash are we talking about.
 - You can always live there to satisfy your lease and move in next semester.
- o. *"I'm too old to be in a fraternity."*
- **What gives you the impression that there is an age limit?**
 - Your experience will be valued around here.
 - What are you looking to get out of the Fraternity experience?
 - One thing to think about is the alumni contacts available when you're ready to start looking for a job.
- p. *"It just doesn't seem like a fraternity is much different from the dorm."*
- **What gives you that impression?**
 - **Do you think you'd go back to the dorm for homecoming?**
 - No one lives in the dorm for multiple years.
 - There are so many more leadership opportunities for you to learn something meaningful in the Fraternity.
 - The Fraternity isn't the building; it's the people, the relationships, the common bond, the history, the alumni, the life-long learning.