



List -> Contact -> Close

Participant Workbook

House of BBYO Values

<input type="text"/>	<input type="text"/>	<input type="text"/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

Values Slogan

Listing Phase: *Where do we generate names?*

Last	First	BBYO contact	Phone	email	grad year	High School	Hobbies/Interests	Organizations	Events attended	Notes
Martin	Jesse	Ben Green	###-###-####	jesse.martin@gmail.com	2017	Highlands Ranch	Basketball, Football	Hebrew High	Bowling, 3v3 tourney, pool party	brother an alumnus, ready to join
Stein	Ben	Marc Feldman	###-###-####	ben.stein@gmail.com	2016	Legacy	Football, Baseball	Hebrew High, NFTY	Bowling, 3v3 tourney, pool party	siblings alumni, ready to join

<p>Last/First Name Last/First name of prospect</p> <p>BBYO Contact BBYO member assigned to contacting the prospect</p> <p>Phone, e-mail, grad year, high school Self-explanatory</p> <p>Hobbies/Interests Self-explanatory</p>	<p>Organizations Other Jewish/Non-Jewish groups Prospect is a member of</p> <p>Events attended All BBYO events attended</p> <p>Notes All other information that is pertinent including: interest level, friends family in BBYO, special interests, etc.</p>
--	--

<p>Tabs:</p>		
<p>Pre-member prospect Teens that are prepared to join</p>	<p>High Prospect Teens you are very interested in recruiting</p>	<p>Prospect All teens you have met or want to meet</p>

Contacting Phase

Sales tricks: Language, 5 Fs, Open-ended Questions-10 minutes

5 F's

These are five areas of discussion that can be used to keep a conversation going with a potential new member:

- Family
- Friends
- Favorites
- From
- Fun

Open-ended questions examples:

Strengthening our Sales Pitch *(notes/ideas)*

Understanding our BBYO product

Definition of a Feature:

Definition of a Benefit:

Examples of features vs. benefits:

Feature: Last year, we raised \$2,000 for our Stand Up cause. How can we change that into a benefit?

Benefit: Our Stand Up cause offers a unique opportunity for all members of the region to support, in this case anti-bullying, by raising money, offering time, and increasing awareness.

Feature: We have a lot of brotherhood bonding events.

Benefit: In BBYO it is a priority to create and strengthen camaraderie between Jewish teens and in so doing our region holds a number of bonding events to offer portals for members to open up and share with each other.

Close

How do high school teens learn about BBYO?

Why are high school teens joining BBYO?

Why are they not joining BBYO?

Common Roadblocks
