
Talk Power!

How to recruit in 6 steps

The 6 steps in asking

1. Rapport
2. Issues
3. Benefits
4. Proof
5. Ask
6. Negotiate (objections)

Open versus closed questions

- Fundamental to having good conversations
- Open
 - What , where, how and why
 - Great for extended dialogue
 - *“What would you like to see addressed?”*
- Closed
 - Can only answer yes or no
 - *“Will you support this campaign?”*

Talk in terms of ‘Benefits’(3)

- W11FM Radio - **What’s In It For Me**
- The benefits of being in a union
 - Protection
 - Pay
 - Pitching for workers (advocacy)
 - Extras

What is the benefit?

- Features – what the union has / does
 - *Negotiates EBA’s*
- Benefits – what it means to a worker
 - *More money in your pay packet, so you can afford X*

-
- Use “what it means for you is
 - Tailor benefits to meet needs / issues / interests

Benefits for a pitch (WIIFM)

Protection benefits

- Advice (legal / industrial)
- Info distribution
- Discrimination “watchdog”
- Anti-harassment
- Counselling
- PR re grievance
- Compliance
- Safety “policing”
- Assistance re injuries
- Someone on your side
- **Protection** via collective strength

Pay / economic benefits

- Collective negotiation for higher pay from a position of strength
- Recruiting to “critical mass so as to improve collective agreements, including setting up delegate networks etc
- Advice re AWA’s (info., comparisons, what not to do etc.)?
- Pursuing entitlements / underpayments etc.
- Discounts

Pitching for you

- A voice for your trade / profession
- Mass campaigns
- Super
- Health
- Education
- Community issues
- Industry policy
- Keeping the bastards honest
- Leadership & other training (PD)

Types of asks

- Trail close (soft) – asks for an opinion
 - *How does that sound?*
- Close (hard) – asks for a decision
 - *Are you able to join today so you can start getting these benefits I've outlined?*
- Ask and SHUT UP!
- Remember the punch line!

Signals of interest

- Asking about benefits, price conditions etc.
- Lips like it smiling, relaxed lips etc
- Paper fondling..... brochures etc.
- Studying the sign-up form
- Pacing up and down
- Looking for backers... from other staff, partner etc.

Options for closing questions

- Direct close
 - *"May I go ahead and join you up now please?"*
- Assumptive close
 - *"lets go ahead and get you on board...(start form)"*
- Alternative close
 - *Would you like to have deductions from your credit card or direct from your bank account?"*
- Incentive close
 - *"If you join up whil I'm here with you today, you'll get X?" (e.g. 2 months free membership)*
- Fear Close
 - *"join now & you're covered immediately if you run into a problem like harassment, restructuring or a difficult boss etc."*

Objection response - 3F's

Use a formula – feel , felt, Found

- (Acknowledgement)
 - *I understand how you feel,*
- (Reassurance and rapport building)
 - *others have felt that way,*
- (Re-pitch your case, and / or answer the issue)
 - *but what we found is that....*
- (Re-ask)
 - *Can I join you up today please?*

Script example

- **Greeting / Rapport**
- **Issues:**
 - *What are the issues around here as you see it?*
 - *What do you think about X, Y or Z?*
 - *The union is running a wages claim and I like to get your views about it. What do you think about....?*
- **Benefits-**
 - Protection, pay pitching for you
- **Proof?**
- **Ask:**
 - How do you feel about this?
 - Can I join you up with us now please?
- **Thanks. Good bye**

Items for your toolkit

- Presentation aid
- Any other visual proof of benefits
- List of likely objections
- Your favourite script
- Clip board
- List for collecting follow-up address

Conclusion – Skills to practice

- Practice –
 - Open and closed questions – What, Why, How
 - Listening with acknowledgement. Uh Huh!
 - Take any service – list features / benefits. WIIFM
 - Pitching 3P's – Protection, Pay Pitching for you
 - Trial closes and closes
 - Objections using 3F's – Feel, Felt, Found
 - Full script RIP PAN
 - Stopping people – RBWA

Broad sequence of the sign-up process

1. Rapport – Approach or stop - and gain rapport
2. Issues – to identify issues and get agreement of needs (e.g. pay rise or protection at work)
3. Benefits – to explain how union benefits will satisfy their identified needs
4. Proof – to prove your claims and develop trust
5. ask – to get an opinion or a decision
6. Objections – to work out problems that keep people from joining.



Script (best if learnt, and then adapted, and used in conjunction with ad lib variations)

1. (Greeting)

Hi, my name is _____. I'm from the AMWU, the Australian Manufacturing Workers Unions. I'm here talking with people about their rights at work, how to get a better at work, and any issues you'd like to see addressed.

(If recruiting is not done at worksite)

Are you a working person?

And can I ask either where you work, or what you do? (Acknowledge)

And are you a member of a union? (If yes, ask which one. Acknowledge answers).

2. (Benefits)

As long as your firm can afford it, would it be good to get more pay at work? (Acknowledge response)

To get pay rises, we show people how to work together with other employees, find ways to improve the firm's output, and then negotiate with the management so you get a share of productivity gains, or to address particular issues.

This means you get bigger pay rises – pay rises that include both the increased cost of living and a share of the productivity gains from the increased output of the firm – and you get things fixed that concern you.

Does that sound good to you?

You can do this as a group in your workplace, and it works better if you have a negotiating professional from the union to help with organising the process.

3. (Proof)

Our data shows that your get more by working together than if you only have an individual contract. (show back and front of Presentation Aid).

The other benefits of being in a union are protection if you get in a spot of bother, more influence so your issues get addressed, and big savings. (show inside of Presentation Aid and further outline the benefits, especially the savings in the Union Shopper brochure).

How do your feel about this?.

(Acknowledge and / or discuss any points they make, with a view to having the person "heard".



If they raise an issue, mention you will feedback their views. If issues at the workplace come up, keep probing until you get all the issues, and relate that issue back to the benefits the Union can provide. Preferably use your one-page survey form to record the number of times an issue is raised, and other comments).

(If the person engages to some extent, and you have struck up a rapport, ask the person to join, as follows).

4. (Ask)

Our approach is that building a strong grassroots union is the best way to make sure you get help with getting pay rises, and get protected if you run into a spot of bother at work.

It also helps make sure the management listens to you, and delivers on your rights at work. We'd love to have you join the union.

How do you feel about joining?

(Depending on relevance, outline various union benefits from attached list below, or your Presentation Aid, emphasizing what's in it for them. Ad-lib as necessary. For example:)

You get help around work issues whenever you need it – via Union staff or Delegates, and you can also call the Unions HelpDesk. If necessary, there's free legal help etc, etc.

(If positively inclined, or a yes:)

Great. How it works is that we make easy monthly deductions from your credit card or bank account. The union dues are X, which is usually less than a couple of coffees per week.

(As necessary, outline part time rate, or explain payroll deductions, cash payments etc. Then close:)

So can we go ahead now and get you on board?

(Pause, wait, look for assent, and / or get out the Application Form and proceed to fill it in for them, ideally with a credit card on automatic annual renewal, and get their signature. As appropriate, emphasise any combination of the benefits of joining – see over – or again show the Presentation Aid with pictures of benefits.

If they are interested in joining, but undecided, give them a union document that emphasizes benefits of joining, get their name and phone number, and follow up with them again in a few days – face to face. Whether they engage with you, join or whatever, thank them politely for their time and their views, say goodbye and move on. Apart from a few people, you will get a positive reception for having sought their views. Don't spend more than 15 minutes with any one person . Remember this is a game of both skill, and the number of people you ask. Tick off on your form re whether the person was home, or what time you should come back).



5. Objections (Negotiate)

First ask the person to elaborate on their objection, and see if you can answer the question as a simple matter of information. The re-close. If the objection persists, use the Feel, felt, found formula below.

Feel, Felt, Found

Feel, Felt, Found routine for structuring your responses to any obstacles they have to joining (so-called "Objections"). Use it if persons are unsure about joining, and you want to continue persuading them. The routine is formula to acknowledge their concern, and "soften" your response to them.

I understand you feel, others have felt like that. And what we've found is that when people realize the protection that is available, and the average extra wages that union sites get, they decided to join up. (Also, address any specific point they make, or re-emphasise other specific benefits of joining). We would love to have you the union, so can go ahead and organize it now please?