



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Skills - The Phone Part 2 - They Said Yes

Howdy Rick, ,

So now that we have some basic phone skills stored away in our memory, let's talk specifically about how to handle the end of the call. More specifically what do you say to:

- **Yes**
- No
- Maybe

Okay, let's be honest getting a yes, should be the easiest of your three potential answers to handle. But still, if we are nervous, or get too nervous, or even get too excited it doesn't always help us in generating good, clear, effective communication. So,

#1 Thank you, thank you, thank you. Yeah, pretty obvious, but you'd be surprised. So practice this in the mirror, with a friend, or whoever, but practice. Clearly you are thankful, but make sure they know it.

I clearly recall one time, when good friend and board member actually handed me an envelop right before the start of what was going to be a tense board meeting. I opened the envelope, slid the check out, stared at the \$15,000 amount, slid the check back in, and started talking about details of the upcoming meeting. Uh scratch that, started whining about details of the upcoming meeting.

All of a sudden I picked up on my friends facial response. He was devastated. He had just meet a major need in a near crises moment. But because I was lost in myself, I flew right past it.

Never, ever, be so busy, so tense, so distracted you can't thank someone for their gift, whether it be \$5 or \$15,000. And this story took place in person, being on the phone makes it even easier to make this mistake, since you are already in a remote mode anyhow.

#2 Be prepared to give next steps.

They said yes, but now what? Make sure you give clear guidelines in how to use your webpage/giving pages and assure them you will also email or mail them a partner response form. Since you are on the phone, most likely you will only be explaining all of this verbally so make sure and go slow, are concise, and clear. Yeah, maybe you are talking to a 25 year old. But on the chance you are talking to an old guy (like the one in the photo below). He doesn't hear real well, so be kind. If you feel confident or they clearly indicate they will use an online mechanism, great, but double down (like I mentioned above) and still send an email or text confirmation of the giving page info. and any necessary instructions.

#3 Repeat

With great tact, repeat what's been discussed and decided before you hang up. But do it as a positive way of saying thanks, again. "Mr. Fritzeimer, before I let you go, I just want to thank you again for your commitment of \$50/month towards our (fill in the blank) ministry. Your regular partnership will make a huge difference in the lives of (again fill in the blank). If you have any questions or need any help with your partnership pledge, do not hesitate to call, email or text me back. Thanks so much!"

#4 Follow up

Now, watch and pay attention. Sorry to say, a pledge is not a gift. Did they go to the website and sign up? Did a check come in the mail? I would guess that if they are going to give online, give them 10-14 days to make something happen. Snail mail, you just about have to give them 30 days.

But you've got to be very diligent to make sure that 1st gift happens and that both you (if you aren't representing the ministries general fund) and the ministry send them a thank you and appropriate next gift information.

What if the gift doesn't come in? [Sorry, you'll have to email me for that answer. :-\)](#)

So much more could be said here, but I'll stop with this, best practice thank you systems, do NOT thank a new donor just one time. Creating a New Donor/Partner Welcome Series is critical if you really want to promote connection and engagement with a new partner.

NEXT WEEK

Handling the dreaded, NO!

Passionately,

Rick

P.S. Have a question or development topic you'd like to read about? Just let me know. I spend approximately 6 hours each week in reading and research on the latest and most relevant of development issues. I'd love to hunt down some answers for you if that's what's needed. Please [contact me or email me.](#)



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