

# ΑΣΦ

## ALPHA SIGMA PHI

alphasig.org

## REFUTING THE NO

Goal: Resolve a PNM's hesitation with accepting membership.

### MOST COMMON OBJECTIONS TALKING POINTS

#### Time

- Fraternity is fun – something to look forward to – does not feel like obligation.
- Two meetings per week – 3-5 hours required; the rest is optional.
- Walk through an average week for him and help him understand he has the time.
  - 168 hours in a week. 12-18 hours of class/12-18 hours of studying/10-20 hours working/2-4 hours in other student organizations/8 hours a day sleeping/3 hour a day eating/1 hour a day at the gym – leaves 36-24 open hours a week.

#### Money

- Allow payment plans, one-time membership cost.
- Only Fraternity with no annual dues.
- As Founding Fathers – they set semester chapter dues.
- Most affordable Fraternity in the country – price match guarantee.
- Talk about value of membership – their Return on Investment is key (lifelong friends, etc.).

#### Grades

- Proven Alpha Sigs have higher GPA and graduation rate – keeps you at the school.
- Founded at Yale on literary purposes; scholarship plan/study program is available.
- Intangible life skills (working with others, conflict resolution, etc.) are invaluable!
- Opportunity to apply what you've learned in class and round out the resume: tie into major.

#### Hazing

- Zero tolerance hazing policy.
- Talk about Membership Orientation Program – full initiation within 35 days.
- Advisors and the Health and Safety plan ensure we have fun but in a responsible way.

### FORMULA

After asking “What's holding you back from being a Yes” (see extending the bid)

- Listen
  - Understand what their root issue is
- Acknowledge
  - Let them know that's a normal concern and others have had that
- Soften
  - Give them the accurate information and talking points above
- Resolve
  - Show them how they can work their issue out in this experience
- Confirm
  - That they understand and it's no longer an issue

**ALPHA SIG**

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