



# How To Sell DeMolay!

## **What Is meant by “Selling” DeMolay?**

If you think about DeMolay as a product, you have to be aware of what it is and how it will appeal in different ways to most potential members. So, you’ve got to figure out what each possible member is looking for and plan your “sales” approach to appeal to that particular person.

Sounds easy doesn’t it? Well, it is both very easy and it is also very difficult at times. You have to be ready to have a prospect say “no” - just remember that DeMolay is not for everyone.

## **Why is it sometimes difficult?**

Let’s say you are talking to a prospect and you happen to use the word “Initiation”. For a 12 or 13 year old, that one word can sound scary so at that point, you might have caused him to think that “DeMolay is not for me”. Be aware that most people have never been in a Masonic Temple or have never been initiated or have ever heard of a Master Inquisitor. That means that you need to plan your comments carefully to say the right things to a potential new member.

## **How do I “Plan” my comments?**

This is easy and it involves only three words: PRACTICE, PRACTICE, PRACTICE! You need to practice enough that you feel confident in your approach to a possible new member and in fact, if you get good enough, you’ll actually be looking for potential new members to talk with as you’ll feel so confident in your “sales” approach! That is what the following material is all about.....we are going to talk you through several possible situations to give you an idea about what (or what not) to say. What do you think the secret is? That’s right, lots of PRACTICE!!!

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## **How and where do I PRACTICE?**

Good question. Here is our suggestion. Talk to your chapter leaders like the Master Councilor and the Chapter “Dad” and see if the chapter can schedule 10-15 minutes at several meetings to hold an informal practice. Follow these steps.....

1. See if someone has a large easel or writing pad and set it up in the north side of the room as people usually don't sit on that side of the room. Make sure that everyone can see the easel. (If you don't have an easel, it's not a big deal, but in that case you'll need to have someone with a pad to take notes)

2. Pick two members of the chapters by asking questions like, “Who thinks they are a good salesman for DeMolay?” That person becomes the seller and then the other DeMolay is the prospect.

3. You need to set up a situation such as: “Let's suppose that Mike (the salesman) is on the same basketball team as Keith and is wearing a DeMolay shirt. After basketball practice, Keith sees you in the shirt and asks, “what is De-MOW-LAY?” Mike, you take it from here and tell Keith what DeMolay is and see if he might become a prospective member.”

4. Be sure to tell Keith to pretend that he knows nothing about DeMolay so he should ask questions that a non-member might ask,

5. Whoever is coordinating the practice should step out of the picture and watch with everyone else. All of the other members and advisors should be encouraged to make written notes (use the easel) so they can debrief the practice.

6. This is a real key! After a few minutes (*don't let it drag on to long, especially if either Mike or Keith are struggling to come up with questions or answers*), have them sit down and then debrief the practice. Use any notes from the easel to describe how well they did or places where their comments were not very good. Most times, our guys will not do very well so doing this with several different pairs is important.

7. The important question to ask if you think Keith would have joined DeMolay based on the comments from Mike. If not, why not?

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**What should we say (or not say)?**

In the debriefing, see if Mike said anything of these things (we've separated them into "good" things and then some "not-so-good" comments:

**GOOD.....**

"What do you like to do?"

"Do you like sports?"

"When you join we have two ceremonies you need to go through and they are both very serious"

"Yes, your parents are invited to see you join and they can be involved with all of our meetings and activities"

"We plan our own activities with help from our Advisors"

"We have a life membership fee so there are no yearly dues"

"We are a big organization so if you go visit your Grandmother in Illinois, we probably a DeMolay Chapter in that area"

"We have scholarships available so when you are ready to head to college, we might be able to help you with some of the costs"

**NOT-SO-GOOD.....**

We are called the Order of DeMolay. *(the only time most young guys use the word "order" is at McDonalds)* Instead say the DeMolay Leaders of Northern California or simply "DeMolay"

You have to be initiated into DeMolay. There are two degrees *(most young guys will have no idea what a 'degree' is)* Use the word "ceremonies" instead

If the prospect asks about the ceremonies, don't tell them that they have to ride a greased pig. It sounds scary and might be a real turn-off. Tell him the ceremonies are serious

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**GOOD.....**

**“You have a chance to become an officer where you’ll learn all about leadership, public speaking, planning budgets, plus lots more”**

**“We meet twice a month where we have formal meetings with a shirt and tie), but the best part of DeMolay is the fun stuff we do after the meetings and at our activities”**

**If Keith said that sports was one of his interests, then tell him about the sports tournaments.**

**If he said that girls were one of his key interests, then tell him about our sister organizations of Rainbow and Job’s Daughters, plus all of the dances, the beach party, plus things that your chapter does with the local Assembly or Bethel.**

**“A lot of famous people were DeMolays—people like, John Wayne, Walt Disney, Dan Rather (the evening news) plus lots of Governors, Senators, Congressmen, sports figures, etc. (Do some research and come up with our listing of names you think might impress your prospect)**

**Talk about friendship and travel and that a member gets to meet lots of good guys (and girls) from all over. It also gives them a chance to travel (this is important if they are from a small town!)**

**NOT-SO-GOOD.....**

**Don’t be surprised if a younger member may not be super interested in girls. They haven’t found out how cool girls can be so they are more into computers or sports. That means that you don’t want to base your sales pitch only on girls as they may assume that unless you have a girlfriend, you cannot be in DeMolay**

**“Since we have a life membership fee, that covers all of your costs in being a DeMolay” We know that is not true as there are costs for many of our activities.**

**If the question comes up about DeMolay being a cult, ask them if they really think that people like Walt Disney or John Wayne would have joined a cult? Parents can attend the ceremonies so they can see for themselves how serious we are and that we are not a cult.**

**(continued)**

**“OK, we’ve practiced, so what’s next?”**

If you feel more confident about how to convince a prospect member that DeMolay is a good investment of their time, then start looking around for guys to talk with. Here are some suggestions for places to look:

- \*\*\* The guy sitting next to you in your English class
- \*\*\* Your friend on the basketball team
- \*\*\* A friend in your church youth group
- \*\*\* A fellow member of your scout troop
- \*\*\* That guy that works with you at In-N-Out Burgers
- \*\*\* Your sisters boyfriend
- \*\*\* Your neighbor who lives across the street
- \*\*\* That guy you met on the last ski trip
- \*\*\* ???

**PRACTICE, PRACTICE and MORE PRACTICE!**

OK, now its up to you to put all of your practice into use. Develop your own “sales approach” so that you feel comfortable regardless of what questions or comments might come your way.

**Good luck!**

