



GATEKEEPER

If you are calling a *business number* and a *receptionist* picks up, this should get you through to the candidate:

You: Hello, is **(CANDIDATE'S NAME)** there?

Receptionist: Who's calling?

You: **(YOUR FIRST NAME ONLY)**. Is **he/she** in?

Receptionist: Where are you calling from? / What is the call with regard to?

You: The International Society of Female Professionals. I am calling in regard to the application **he/she** submitted. Is **he/she** in?

THE INTRODUCTION

Good morning/Good afternoon **(CANDIDATE NAME)** this is **(USE FIRST AND LAST NAME)**, a senior membership coordinator here at the International Society of Female Professionals, how are you?

(Response): Good, thank you.

I'm calling in regard to the application you submitted to join our association, and at this point, I just have a few additional questions in order to complete your membership.

Qualifying INTERVIEW

BOND, CONNECT, LISTEN

1. Now professionally speaking, I see here that you are the _____ of _____. How many years of experience do you have in this career? OR: How long have you had this business?
2. Tell me a bit more about your role with the company. What does your average day look like?
3. In looking back, what exactly prompted you to get involved in this profession? OR: What exactly prompted you to start this business? (**RESPOND**: So it's been a natural progression for you...)
4. What is your area of expertise? / What are you best noted for?
5. What is your highest degree of education?
 - a. Your major area of study?
 - b. And from which institution?
 - c. And the year received?
6. Do you belong to any professional societies, organizations, or trade associations?
7. Being a professional woman; what would you say has been the biggest challenge you've had to overcome in your career?
8. So tell me, what's on the horizon for you - where do you see yourself in the next 3 to 5 years? (**RESPOND**: So continuing to grow and making a difference is important to you..?)
9. Obviously, you're successful with what you're doing, what do you feel has been the key to your success?
10. What do you consider to be the highlight of your career? (What are you most proud of?)
11. (**APPLICANT NAME**), there are many different reasons for wanting to become a member of the ISFP. Most professionals join for the networking, professional development, career advancement, and of course the opportunities to be had. Others benefit from the personal branding, mentorship, and the additional exposure. Which of these reasons is more important to you? (**If they say, they are not sure: Everyone can benefit from the additional networking and opportunities**)

PRESENTATION

(Paint a Beautiful Picture)

Very well...Now as you know, the International Society of Female Professionals is the world's leading professional association for women. With over 225,000 members worldwide, our mission is very simple - **we're dedicated to empowering and advancing professional women.**

** Now, I must say, (**First Name**), in *listening* to you, the *feeling* I get is that you are accomplished and I believe that you that would make a valuable addition to our membership base, helping to empower, inspire, and mentor fellow members. So on that basis; I will **certainly** approve your inclusion into the International Society of Female Professionals. **Congratulations!** (*Wait for response*) It's very well deserved!

****Let me explain what happens at this point:** To start the networking and branding process, our Editorial Department will professionally write, edit, and publish your biographical profile in our online directory. They will also create an announcement on the homepage of our website acknowledging your inclusion into the society. This way all of our members will be able to see who you are, and what you do.

We also create a webpage for you on our website, which will be instantly picked up by all the major search engines. This will **immediately** increase your online exposure and establish your own personalized brand. I always recommend that our members send a photo to feature with their profile, as it enhances the networking experience. By the way ... most of our members add that they've been accepted to the ISFP on their website, social profiles, and resumes under honors and affiliations section.

Most importantly, we'll also be sending you your personalized username and password to access the online platform, so you can begin networking **immediately.**

And of course, you'll be receiving your certificate of achievement to commemorate your acceptance into the association. It will read: "The International Society of Female Professionals honors (**First Name Last Name**) for demonstrating professional excellence in (**Member Industry**)."
Is that how you'd like your name to appear?

Now, (**APPLICANT NAME**), as a newly inducted member, you will also be featured on our social media channels. We spotlight the accomplishments and success stories of many of our distinguished members. This will help bring you additional exposure and introduce you to all of our followers!

**Muscle up, Lean in
and GET PAID!**

CLOSE

**POINT OF
NO
RETURN**

NO CALLING ANYONE BACK AFTER THIS POINT

(MUST QUOTE IN HUNDREDS)

Now, we extend to all of our members a choice of either the Lifetime or the Five Year membership. The Lifetime is only **two hundred and 99 dollars**, and the Five Year, is **one hundred ninety nine dollars**. The difference is, with the **Lifetime**, you will have access to all the benefits for **life**, your certificate will state you are an honored lifetime member, and you will **never** have to reapply.

So, what I can tell you, (**CANDIDATE'S NAME**), is that most professionals tend to go with the Lifetime because it is obviously the most cost-effective. Which do you prefer, the **Lifetime** or the Five Year?

*******▽▽▽▽ (RESUME HERE) ▽▽▽▽*******

➤ * We will be sending you your welcome materials digitally via email, so let's verify your personal e-mail address. Is **(read email on the screen)** the correct email?

CREDIT CARD:

Now, **(APPLICANT NAME)**, for your convenience, we accept **(4)** Visa, **(5)** MasterCard, and **(37)** American Express. Which type of card will you be putting this on? **(Wait for answer)**

1. You can begin with expiration date first. **(PAUSE...wait for response)**
2. And the card numbers read
3. What is the security or CCV number on the card
4. OK, just to review... that was a *(type of card)* card with an expiration date of _____
5. And if you can read the card number one more time for confirmation please.
6. What is the credit card billing zip/postal code? And the street number? **(Where they receive their credit card statement)**
7. **(CANDIDATE'S NAME)**, Just note for your records, your paid statement will reflect our:

(MUST QUOTE IN HUNDREDS)

Program	Price
Lifetime program for just	Two hundred and ninety nine dollars (\$299.00)
5 Year program for just	One hundred ninety nine dollars (\$199.00)
Lifetime Program at the 5 Year price for just	One hundred ninety nine dollars (\$199.00)
1 Year program for just	Ninety nine dollars (\$99.00)

8. *NOW FOR ALL CARDS - READ CREDIT CARD PRE-APPROVAL BELOW* (AFTER you have the card number & address):

Before I put you on a brief hold to process your membership, **(CARD TYPE - Visa/Mastercard/American Express)** has new security measures in place for your protection. Because your credit card is not physically present, and this purchase might be outside of your normal spending pattern, you may receive a text or email alert asking you to authorize the charge. In some cases, your credit card company may also require you to call them in order to approve the purchase. Please remain on the line and be ready to approve the transaction if necessary.

9. OK, I WILL NOW PLACE YOU ON A BRIEF HOLD WHILE I GET YOUR CONFIRMATION NUMBER.

If the transaction declines, read the CREDIT CARD DECLINE REBUTTAL!

If the sale processes successfully, continue below.

(After you return with their confirmation number)

Thank you for holding. Your confirmation number is **(MEMBER ID)**. Please note that the charge will appear on your statement as "**Women's Network**". You have also been sent an email receipt confirming your purchase.

Please take down my name and number for your records. Again, my name is **(YOUR FIRST AND LAST NAME)**, and our number here is, 1-718-440-9304. **Our contact email is support@theisfp.com and our website is www.THEISFP.com.**

I'll be serving as your membership coordinator, and all I ask is, as good things continue to happen to you in the future, please be sure to let me know so that I can update your profile for you.

BACK END INTERVIEW

1. Do you have any honors or awards you'd like included in your biography?
2. Are you involved with any charitable organizations or do any volunteer work within your community?
3. Now on a more personal level, what are a few of your hobbies or special interests that we can mention in your profile such as traveling, reading, sports...?
4. We require an alternative phone number for your profile. This is not for publication. What is your Home/Business Number? (Only ask for numbers we do not have.) We also require an additional email address. Can you please provide me with one? **If they ask why: This will help to ensure you receive all communications from us.**

TIMELINE

Very well, just to give you the timeline as to when you'll be receiving your items: You'll be receiving your welcome materials via email in the next 3 business days. They will contain your congratulatory letter, the proof of your biography, at which point you can make any changes or additions that you'd like, as well as your username and password to access the online platform, so you can begin networking with the other members immediately. Also included will be your certificate of achievement highlighting your acceptance into the International Society of Female Professionals. Please add our email address "**support@theisfp.com**" to your address book and safe sender list to ensure you receive all pertinent communications.

A member of our staff will follow up with you in approximately 7 business days to ensure you have received your welcome materials. If you have any questions when you receive your items, please do not hesitate to contact me, that's exactly what I'm here for.

Also (**First Name**), if for any reason you wish to cancel your membership within the next 15 days, you may do so and obtain a full refund with no questions asked. For any billing related assistance, simply contact our customer support team by phone or email using the contact information provided in the email receipt just sent to you.

Again, I'd like to be the very first here at the **International Society of Female Professionals** to welcome you aboard; I wish you nothing but continued success. Enjoy your day. (WAIT FOR THEM TO HANG UP FIRST).