



# Cardiovascular Team

MEMBER SECTION



## Phone Recruitment Tips for CVT State Liaisons

### Suggested Script

1. Good morning/afternoon/evening! This is <<Your Name>> from <<Your Institution/Practice>>.
2. Is this Ms./ Mr./ Dr. \_\_\_\_\_? (Am I pronouncing that correctly?)
3. Do you have a few moments to talk?
4. I'd like to chat briefly about the American College of Cardiology.
  - a. What do you know about the ACC? What are your impressions?
  - b. Thanks for sharing that! I've been a member of the ACC for <<x number of years>>, and it's helped my career and my practice in so many ways. <<Share a few of the benefits to you, personally>>
  - c. Let me tell you about a few additional ways in which the ACC and the Cardiovascular Team Member Section are seeking to advance the interests of all CV Team members... <<You could talk about ACC advocacy efforts, the CV Team Member Section and Leadership Council, etc.>>
  - d. How does that sound to you? Was there anything there that surprised you or you didn't know previously?
5. I've met hundreds of CV Team members since I've been an ACC member who have benefited from the educational, networking and leadership opportunities that being a member of the American College of Cardiology has given them. And, of course, the more of us CV Team members there are in the ACC, the more the College is able to advocate for our interests and address the issues that matter to us! Would you consider joining us?
  - a. I would be happy to send you an application and act as your sponsor, should you need one.
  - b. I'd also be happy to act as a resource if you have any questions about the benefits of membership. Feel free to email me at <<Your Email Address>>.

### Other Tips

1. Sharing the ways in which ACC membership has benefited you, personally, will make this seem less like a sales call and more like a conversation.
2. Don't feel as though you have to directly rebut unfavorable responses every time. If the person says something factually inaccurate you can set the record straight, but focus instead on pivoting towards the benefits of ACC membership. Reference the How to Respond to Objections to Joining the ACC document in the toolkit.
3. Invite the person to a local chapter meeting or event, reminding them that—while they don't have to commit to anything—they are eligible for \$50 savings if they become a member at a chapter meeting. Refer to the Chapter Discount Flyer in the toolkit.
4. Refer to the Sample Text for Recruitment Email for a few talking points around membership benefits.