

TOASTMASTERS DISTRICT 74

Vice President Membership Resource

Converting Guests to Members

Guest Follow-Up & Conversion Playbook

Purpose

This playbook gives a practical guide for turning a positive guest experience into a membership conversation. It should be used as a guide — not a rigid script. Use your own personality, judgement, and genuine interest in the guest.

1. The Conversion Approach

A simple flow to guide every guest conversation, from thank-you to invitation:

- **Connect — Thank the guest and make the follow-up personal.**
- **Discover** — Understand why they attended and what they want to achieve.
- **Demonstrate Value** — Connect what they liked to a benefit that matters to them.
- **Address Concerns** — Listen carefully, acknowledge questions, and respond honestly.
- **Ask** — Invite the guest to become a member.
- **Follow Up** — If they are not ready, agree on the next step and keep the relationship warm.

2. Before You Follow Up

- Review the guest information captured at the meeting.
- Know who will make the follow-up and when.
- Recall something specific the guest enjoyed or participated in.
- Be ready with basic information about membership, meetings, and the club.
- If you do not know an answer, commit to finding out and getting back to the guest.

3. The 48-Hour Follow-Up Call

This script recommends calling guests ideally within **48 hours** of the open house. Start with appreciation and then move into discovery rather than immediately trying to sell membership.

- 1. Open warmly:** *"Hi _____, this is _____ from _____ Toastmasters. Thank you for attending our event. It was great having you with us."*
- 2. Discover motivation:** *"What got you interested in attending our event?"*
- 3. Explore the experience:** *"What did you like best about what you saw or experienced?"*
- 4. Connect the benefit:** *"That's great! You mentioned _____. One of the things Toastmasters provides is _____, which can help you _____."*
- 5. Invite questions:** *"Is there anything else you would like to know before we get you started?"*
- 6. Address the concern:** *Listen, acknowledge the concern, answer it as accurately as possible, and confirm that you have addressed the question.*
- 7. Ask:** *"Are you ready to get started?"*

4. If the Guest Is Ready

Say: *"Fantastic! Let's get you started on your journey to become _____."*

- Explain the immediate next step clearly.
- Offer assistance with the joining process.
- Confirm when they expect to complete the registration / payment.
- Invite them to the next meeting and make them feel welcome before they arrive.

5. If the Guest Is Unsure

Say: “Do you see Toastmasters as a vehicle to help you achieve _____?”

- Ask what is holding them back.
- Clarify whether the issue is information, timing, cost, confidence, or another concern.
- Agree on a specific next step rather than ending with “let me know.”
- Keep the relationship positive even if they do not join immediately.

6. Common Concerns & Helpful Responses

"I don't have time."

Ask what meeting frequency or format would work for them and explain the value of consistent participation. Focus on what they want to achieve rather than arguing about time.

"I want to think about it."

Ask what information would help them make a decision. Offer to answer the specific question and agree when you can follow up.

"I'm nervous about speaking."

Acknowledge that nervousness is common. Explain that Toastmasters provides a supportive environment in which members can practise and receive feedback.

"The membership fee is expensive."

Understand what they are comparing it with and clarify the value they are seeking. If you do not know the current fees or payment arrangements, provide the correct information rather than guessing.

"I want to visit another club."

Respect the decision. Encourage them to experience Toastmasters and invite them back. Leave the door open for future contact.

"I'm not sure Toastmasters is for me."

Return to their original motivation. Ask what they hoped to gain from attending and whether the experience addressed that need.

7. Follow-Up Sequence

1. **First follow-up:** Personal call or message. Thank the guest, discover motivation, and answer questions.
2. **Second touch:** Share something relevant to the guest's goal and invite them to the next meeting.
3. **Membership conversation:** Ask whether they are ready to join. Address any remaining concern.
4. **If not ready:** Agree on the next action and keep the relationship warm.
5. **After joining:** Welcome the new member, help them attend the next meeting, and connect them with club members.

8. WhatsApp Follow-Up Templates

After the visit

Hi _____! It was wonderful having you at our Toastmasters meeting. 😊 I hope you enjoyed the experience. I'd love to hear what you enjoyed most and answer any questions you may have. We'd be delighted to have you join us again.

Membership invitation

Hi _____! Following up on your visit, you mentioned that you'd like to improve _____. Toastmasters can give you a supportive environment to practise and build that skill. Would you like us to help you get started with membership?

If they are not ready

Thanks for letting me know, _____. I completely understand. If you have any questions, I'm happy to help. You're always welcome to join us for another meeting, and I'll be happy to keep you updated.

9. Guest Conversion Tracking

Use this log to track every guest from first visit through to membership decision.

Guest	Main Goal / Interest	Follow-Up Owner	Next Action	Joined?

10. Conversion Checklist

- ☐ Guest information was captured.
- ☐ A follow-up owner was assigned.
- ☐ Guest was contacted promptly.
- ☐ Guest's motivation was identified.
- ☐ Guest's favourite part of the experience was identified.
- ☐ Benefits were connected to the guest's personal goal.
- ☐ Questions and concerns were addressed.
- ☐ Membership was explicitly invited.
- ☐ A next action was agreed.
- ☐ Follow-up was recorded.

11. Key Principles

- **Listen more than you speak. The guest's answers should shape the conversation.**
- Sell the outcome, not just the membership. Connect Toastmasters to what the guest wants to achieve.
- Be helpful, not pushy. A good follow-up builds trust even when the guest is not ready to join.
- Never guess. If you do not know an answer, say so, find the correct information, and follow up.
- Ask. Do not assume that a guest will join without being invited to take the next step.
- Be yourself. This script is a guide; use your own personality and judgement.

Remember: A successful guest visit is only the beginning. Consistent, personal, and purposeful follow-up is what turns interest into membership.