## **How a few words from the sales world actually illustrate the reasons that we work so hard at our Marketing and PR (public relations) efforts in our clubs. It all revolves around “Cold Calls” and “Warm Calls”.**

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## **From WayUp.com:** **What Are The Key Differences between cold and warm calls?**

“**Cold calling is calling someone or some group with whom you have had no previous contact in regard to your service, product, or company.**

**Warm calling is following up on another contact you’ve had with a prospective organization or customer”.**

Cold calls have a typical closure rate of 10%. That means that for every 10 calls that you make, only 1 will result in someone being interested in your product to the point of accepting additional information or actually making a purchase. This percentage slightly increases if your cold calls are to people or groups that actually participate with, or use, products similar to yours.

Warm calls on the other hand are when you get an actual inquiry from a prospective customer regarding your products or services. People who are interested in calling or contacting you about your service are already 50% sold on your program. A good salesperson can close these sales and produce new customers, or in the example of our Kiwanis clubs, new members.

You can see from these short illustrations that it is much easier to sign new members if they are “warm calls” than spending all the extra effort on cold calls. So, how do you get these warm calls? Well, it boils down to marketing your club and sharing your club’s success with the media in such a way that lots of people will hear or see your stories and some of these people will want to participate on future programs. You make sure that your club contact information is available on all of your stories so someone can easily reach out to you. Even better is when you have a “clickable” link in your stories so that a person just taps that link and is moved to a page with lots of great information about how to participate in future Kiwanis events or help run these programs as a member. Be sure to request their name and contact information and reach out to them immediately! If you wait a week to react, their interest level will have dropped back to 0%.

If a person approaches you and asks about your programs and shows an interest in helping with these programs, it is much easier to offer them an opportunity to come see your club in action at a service event or come to a club meeting. Ask a club member to become the club’s social media manager, or PR chair, or Marketing chair. If they need help in creating media opportunities (like a club Facebook page or designing press releases or video clips), they can easily contact the district Marketing and PR teams for assistance.

There are lots of people out there in the world that want to serve and want to belong to an organization that has a great background and is effective at making the community a better place to live. It’s just a matter of sharing the good news about your club. A successful marketing campaign can be the difference between warm and cold calls.

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