

Second Chance for a First Impression Worksheet

“ Mr. Airey,

I have been contemplating joining the Moose for some time but have just had an unpleasant encounter with whoever answers the phone for your Lodge located on #####.

I called out because someone had told me it was wing night and I wanted to verify. I figured that my wife and I could check it out and see what we thought and I could ask for an application while I was there. After I found out it was wing night I asked what flavors that they had. I was told in a very rude tone, “ I don’t have time for this. If you want to know what we’ve got drive out here.”

I can understand that if he is busy he may not have the time but there is absolutely no excuse for the curtness. I am appalled that someone would talk to someone who is potentially going to spend money at their establishment this way. The cost of this man’s rudeness is one less member (not to mention the friends that probably would have followed me in). I will not spread the word as I had originally intended because that may undo some of the good work that I am sure that your organization does.

Thank you for your time,

Angry man in ##”



In your table groups:

–Develop a 2nd Impression Action Plan for a 1st Impression Gone Bad.

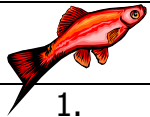
Instructions:

–Assume the Customer We Lost in the “Wings Example” Is Giving the Lodge a 2nd Chance.

–Work Together to Create an Action Plan on How to Win Him Back (Include at Least 3 Steps)



| Potential Members Concerns/Objections | Overcome Objections |
|---------------------------------------|---------------------|
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Action Plan Steps:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.