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**The Art of Speed Recruiting:**

**How to be Successful at In-Person Interactions**

**Introduction:**

* Success starts with the right attitude: “Treat every public interaction as a public service, public education, public relations and a recruitment opportunity
* Word of mouth and personal referral are very effective means of motivating others to volunteer
* Master the art of “Speed Recruiting”
* Whether in a one-on-one or one-to-many interaction such as a trade/career path or open house, put your best image forward and be someone the prospect would want to volunteer with

Prepare to be Successful:

* Set a target/goal
* Know your audience
* Know your competition
	+ Discuss why we shouldn’t have any competition for the right people
* Recruit the Right Recruiters

**Create the Right Environment:**

* Bringing the prospect into your environment (firehouse) vs. their environment (or neutral territory) enhances your chances of closing the sale
* **Hype it up! Market your presence at the event long before the event**
* Create inviting, attractive displays
	+ **Eliminate physical barriers but respect their personal space**
* Make it Interactive:
	+ Integrate Technology: Use a tablet/laptop for showing videos and capturing contact info online
		- Show how technology is integrated into everything we do: CAD, e-Pump Panels, thermal imaging, radios, app-based alerting, GIS, digital dashboards, etc.
	+ Make it fun and interesting:
		- Bounce house (Kids=Parents=Prospects)
		- Create a simple challenge course/competition: Sledge sled, hose-roll bowling, hose line/nozzle target, gear donning, rock climbing wall (tech rescue), etc.
		- Demo e-Hydraulic tools, thermal imager, CPR to music, etc.
		- Include a photo-shoot backdrop, gear, radio/scanner
* Support your efforts with attractive, informative and motivating marketing materials
	+ Prospective Member Guide
	+ Brochure
	+ Giveaway

**Make the Pitch: Develop, rehearse and know your opening line (elevator speech):**

* **Keep it short and sweet – and then “shut-up and listen.” Demonstrate a genuine interest in the prospect.**
* **Never discount the value of a good reference. The person you’re speaking to may not be a prospective volunteer – but they may be a good influencer of others.**
* **Lead with the positives and benefits**
	+ **Give examples of how you and others fit volunteering into their busy lifestyles**
	+ **Tell the prospect what volunteering has meant/done for you**
* **Don’t downplay the requirements but emphasize why training is necessary and how it makes you a better volunteer and person**
* **Be prepared to answer questions**

**Close the Deal:**

* **Ask for the sale or move on**
* **Capture their data**
* **Ask if you can follow up with a phone call or email shortly**

**Follow-up and Follow-through:**

* Follow up with prospects early and often
* **Capture and keep their attention and engagement from inquiry through onboarding**
* Collect and track data, learn from the experience, hone your pitch, improve/streamline your process

**Designed and Powered By:**