



OVERCOMING OBJECTIONS

The best potential new members are balanced men who are involved on campus and in their community. They may not think they have time for a fraternity experience, and they may not know what makes SigEp different. Having an open and honest conversation about the objections potential new members have to joining is an important step to making them feel comfortable accepting your invitation to SigEp. Below are two tactics to help potential new members overcome their own objections:

Isolating Objections

Ask, "if ____ was no longer an issue, would you be able to join?"

- If their response is "Yes", then you help them overcome their objection
- If their response is "No", then you need to identify what their actual objection is

Feel, Felt, Found, Find

1. I understand how you feel...
2. I felt the same way...
3. What I found was...
4. I think you'll find...

Use this framework when you know their sole objection and want to overcome it.

Here are common objections potential new members have and several responses to each to begin a conversation and overcome those objections.

Overcoming Objections Guide	
1. I can't afford it	<ul style="list-style-type: none"> • How much do you think it costs to be in the fraternity? Can I show you exactly how much it costs and what you're investing in? • Have you heard about the Balanced Man Scholarship we're offering? • We can set up a payment plan for you...would that be helpful? • A portion of your dues go towards leadership events like Carlson Leadership Academy and the Ruck Leadership Institute. Can I tell you more about those opportunities?
2. I don't have time	<ul style="list-style-type: none"> • How much time do you think it takes to be in a fraternity? Can you give 3-4 hours per week to the fraternity? • What else are you involved in on campus? We've got brothers involved in that too! • Can I introduce you to ____? He has a full-time job, is a full-time student and still manages a great GPA.

<p>3. I already have friends...why do I need to pay for more in SigEp?</p>	<ul style="list-style-type: none"> • Think of your fraternity dues more as an investment in your future. You pay ___ each semester and gain access to leadership programs, a multi-million-dollar network, and a lifetime of personal growth. • Most student organizations require some type of membership fee. Can I show you exactly what you'll be paying for and what you're going to get out of this experience? • Everyone in our chapter also has friends outside the fraternity. How could your life be different if your best friends were also values-based and driven individuals like SigEps?
<p>4. I need to focus on my academics</p>	<ul style="list-style-type: none"> • That's why we're interested in you! We all take academics seriously. We have a minimum GPA standard of ____ for membership. Last semester, our cumulative GPA as a chapter was ____. • Over the next few years, you'll spend about 90% of your time outside of the classroom. How are you going to maximize that time to become an even better person? • The Balanced Man Scholarship rewards freshmen who have demonstrated academic excellence. Are you interested in applying? • Can I introduce you to someone in your major? He may be able to help you study for your next exam.
<p>5. My significant other doesn't want me to join</p>	<ul style="list-style-type: none"> • What are his/her concerns? • We have a lot of events that you can include your significant other in. Would he/she be interested in meeting more of the brothers at these events? • Would your significant other be open to speaking to my significant other? Maybe that would ease their worries?
<p>6. My parents are nervous about me being in a fraternity</p>	<ul style="list-style-type: none"> • What are their concerns? • Have you told them about the Balanced Man Program? • Can I connect your parents with our Faculty Fellow/Chapter Counselor/AVC President? • My parents were the same way until they learned more about the Fraternity. Can I connect your parents with mine so they can talk about their concerns?
<p>7. I'd like to wait until next semester</p>	<ul style="list-style-type: none"> • What is going to change between now and then? • Can I show you what we have left on the calendar for this semester? We still have several events that you might find beneficial. • If your concern is because it's late in the semester, we can prorate your dues so you're not paying for events you didn't get to participate in. Would that help?
<p>8. I don't drink... aren't fraternities all about alcohol?</p>	<ul style="list-style-type: none"> • There are many brothers who don't drink. Do you think that is an expectation to be in our fraternity? • Have you heard about our substance-free chapter house? • Most of our events do not include alcohol (for example, chapter meals, RLC speakers, alumni networking events, professional development seminars, etc.). Did you know that?
<p>9. Don't all fraternities haze?</p>	<ul style="list-style-type: none"> • Have you heard about our Balanced Man Program yet? SigEp was one of the first fraternities to ban pledging and hazing. Instead of hazing, we have a four-year system of development. • Check out the Balanced Man Program app and you can see everything we do in the Sigma Challenge. • Can I introduce you to one of our newest members? He can tell you all about his experience so far.