

WHAT TO SAY TO PROSPECTS

When talking to casual acquaintances be sure to have a handout to give them and a paper and pen to note their name and phone #/email so that you can do follow up.

Wear something noticeable - a button, a shirt with the new logo prominent - this gives a prospect a chance to open the conversation.

Be sure to talk to people at least 10 years younger than yourself!

Never mention lessons, classes, programmes. Just be positive about having fun, making new friends and moving to all kinds of fun music.

“What would it take to get you interested in Square Dancing?”

“How could I persuade you to come out to an evening of Square Dancing?”

“Would you like to try a fun, new way to exercise?”

“Have you ever thought of going out for an evening of dancing?”

“Would you like to try something new with your partner (husband/wife)?”

“Do you get a chance to get out of the house and socialize, have a lot of fun and do a bit of exercise - all at the same time?”

“Do you like something for free?”

“Would you like to get your whole family involved in a fun, alcohol-free activity?”

“Want to try a new team sport?”

“Do you like to learn new things?”

“When I say Square Dancing, what is the first thing that comes into your head.” *If the answer is all about fiddles, barns and funny clothes, then say:* “Could I totally surprise you? How about coming to see how different things have become.”