

Title of Workshop *Getting to 'yes'*

Date presented:

Total time of workshop: 1 hour

Description of Session: Join us to explore the various ways to acquire leads and turn them into host families. Learn how to answer questions, overcome reservations and turn obstacles into advantages. Share your ideas and help us brainstorm how we will reach our goal to find host families in these challenging economic times.

Training Methodologies used:

lecture, pair work/ role playing, brainstorming

Materials Needed:

Flip chart with - community mapping filled in for speed of explanation

- website www.opportunityisnowhere.com written on one page
 - objections to hosting with space to write overcoming them
- markers, scenario cards, note cards, pens

Goal: To identify places to acquire leads and to turn them into host families.

Behavioral Learning Objectives

By the end of this session participants will be able to make a list of places and ways to generate hosting leads and be able to decide which objections to hosting they should accept and how to overcome the others to find host families.

Activity 1: generating leads/ community mapping

Time: 10 min

Step 1: show flip chart and explain it

Step 2: assign them to make one of their own at home

Activity 2: lecture on Truths about finding host families

Time: 6 min

I. Truths about finding Host families.

A. Hosting is not for everyone.

1. Some really don't have room
2. Some have financial or medical reasons not to host
3. Some don't have the right temperament

B. The vast majority of families will not host unless they are asked

1. Some will call from ads or posters
2. Some who hosted before might answer a cooler email

C. Most families have to be asked more than once.

1. Reservations have to be acknowledged and overcome
2. Timing has to be right

Activity 3: role play in pairs. 1 pair per table role play & others watch & take notes

Time: 15 min

Step 1: give directions

Step 2: pass out scenarios and give time to role play

Step 3: discuss results

Activity 4: lecture-What does it take to be good at finding host families?

Time: 6 min

II. What does it take to be good at finding host families?

A. Love and belief in the Product- student and experience

1. Know your product-people who have hosted, returnees, had good and bad experiences
2. Student can be related to, have fun with, learn from, share our lives with, entertain, be entertained by, gets us motivated to go places and do things we always wanted to do but thought we were too busy
3. Know about your Exchange programs and what they offer

- B. Prospecting/Fishing what do you see here www.opportunityisnowhere.com
1. Sources of leads what we talked about at the beginning
 - a. internet form A's
 - b. files on people you talked to previously
 - c. former or current host families
 - d. names of friends that students give you as mid year or pre-return
 - e. rosters of names from other groups you belong to
 - f. people who call you from paper articles or posters
 - g. talking about exchange programs to everyone you meet, wear your orgs T-shirts/apparel
 2. Asking- "Have you ever thought about hosting an exchange student?"
 - a. if they show any interest give them a business card, get their name
 - b. send them info
 - c. host now or later
 - d. get referrals
- C. Turning objections into advantages

Activity 5: brainstorming-- Turning objections into advantages

Time: 15 min

Step 1: use prewritten list on flip chart, have helper write what people say

Step 2: add any you know that they didn't think of

Step 3: Ask for other objections they have heard.

Step 4: pass out preprinted list of overcoming objections

Finish lecture & Closing

Time: 6 min

- D. Fishing for 'yes'
1. Success is found in
 - a. Maybe, I'll think about it, I'll talk to my family
 - b. getting referrals
 - c. follow up contacts, invites to events, exchange program stories
 2. Calling the leads
 - a. have a plan, relax
 - b. enjoy the call and getting to know new people
 - c. count small successes
 - d. don't be discouraged by "no", it is the most common answer!

III. Tips for success

- A. Don't depend on people to call you back- call them when you are ready
- B. Be grateful for whatever help people can give you
- C. Keep note cards/data base on everyone with date, who talked to and what they said
- D. Find the hook, what aspect of hosting turns them on and focus on that
 1. exposure to culture
 2. children exposed
 3. cheaper than travel
 4. practice on others teen
 5. enlarge family without childbirth
 6. love of teens
 7. want to learn about a certain country
- E. Call back internet leads the same day, they may be fishing
- F. Answer reservation and objections with "I understand how you might feel that way..." or "Many families feel that way at first. Have you considered that..."
- G. Don't paint too rosy of a picture. It may come back to haunt you.
- H. Stress exchange program's service to help make this a success. Stay involved with the kids and have fun!

evaluation 2 min