

# We must all become salesmen

By Marshall Goodman, VP Membership Development

**D**uring my comments at the spring House of Delegates, I mentioned that we need to provide some specific sales tools to chapters that find themselves unable to find new guests.

Gentlemen, we must all become salesmen if we want to increase membership, especially if we have run out of contacts that we feel would be interested in our hobby. Sitting around and watching your chorus get smaller is not a good thing. If you are worried about it, do something about it.

To help with this problem, I want to tell you how you can meet new potential chorus guests easily.

The actual activity is called contacting and is based on being friendly and listening. It has three very simple steps or stages.

Step 1. Be friendly to everyone you meet or talk to on the telephone. A smile goes a long way to breaking down barriers. Just practicing this part will make you feel better.

Step 2. Find a way to strike up a conversation. If you hear someone humming a song or tapping their foot to some music, that is a sign that you could chat with them about it. They could be wearing something that has music associated with it. It does not matter where this happens: in the line at the market, theatre, restaurant, elevator or record store. I have even struck up a conversation with a person calling me to have my lawn fertilized or my windows cleaned. How about your bank teller, or the postman?

Step 3. At some point the exact question you want to ask is "Do you sing?" The three answers you need to prepare for are if they say "No," if they say "Yes" or if they say "Only in the shower." Pretty simple, eh?

If they say "Only in the shower," tell them that's where you started out as well. Give them your 30-second story about how you enjoy singing with your chorus or quartet. Then listen.

If they say "No," ask them if they are interested in learning to sing? If they say no at this point, you are done. Just say "OK" and nothing more. If they then ask you "Why?" then you have an opportunity to give them your 30-second story about how you enjoy singing with your chorus or quartet. Then listen.

Alternatively, if they say "Yes," then ask them to tell you about their singing experiences. Listen, then listen some more. Keep them chatting about it. At a suitable point, give them your 30-second story about how you enjoy singing with your chorus quartet. Then listen.

That's it. If they are interested in more information, get their phone number or e-mail address and get it to your chapter membership vice president or chapter president.

Please read this to your chapters at your next meeting. It may help reduce the barriers that some older members feel are holding them back from making contacts.

If you have any questions on this, please feel free to get in touch with me. ♣

## What an experience!

By Rick Morrison

**T**o the members of *Rumors* and members of *APOC*, I cannot thank each of you enough for the memories that I will cherish for the rest of my life. This past weekend was a blast to past for me. I not only had a chance to meet up with three very dear and old friends but also with many Ontario Barbershoppers that I haven't seen for 14 years or more. Matter of fact, there were many people I saw in the distance and wanted to sing or chat with them but I simply ran out of time. Why couldn't this have been a week-long convention?

As it was, I arrived in B.C. at 3:30 a.m. on Monday morning (your time) and it's taken me two days to decompress from such a high energy weekend. I'm getting to old to be closing bars on Friday and Saturday nights at conventions.

When Chris asked if I would attend many months ago and the chorus would help with airline costs, I didn't think there were any songs I remembered from 20 years ago. As time marched on and the four of us started to converse back and forth, it was as if we stopped singing six months ago. The inside jokes and wit were right where we left off in 1988.

Dave sent us a CD of some old recordings and we proceeded to bone up on some

songs. We decided on three numbers about a week before contest and frankly, I didn't put much work into it. I wasn't sure what level the others would be at either.

We were asked to mic test on the Friday but Rob was unavailable. Dave found **Don Pelvin** sitting in the woods and he agreed to sing with us. We all met on Friday before contest and quickly came up with two songs that would not embarrass us.

I can't remember the last time we all tested the mics on stage for a contest, but I would venture to say its been 30 years. We were honored and thrilled to be given the opportunity to set the stage for the competitors. It seemed fitting that past champions would do this.

Why Don is not singing in a quartet is a mystery to me. This man would be hounded by BBS's in the Evergreen district. Don, thanks for the opportunity to sing with you.

On Saturday, *Rumors* met for the first time in 18 years. Funny how our reunion would be at convention and we would be singing on the contest stage. In our youth, the fire in our belly was the need to compete.



Photo — Waldo Redekop

*Rumors*

Tenor: **Bill Moore**

Lead: **Rick Morrison**

Bass: **Rob Lamont**

Baritone: **Dave Beetham** ♣

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