

## ***Engage!***

In our last Issue of our fortnightly e-newsletter Engage!, I emphasised the importance of community engagement that will continue to reflect rewards that will be returned to reflect our principles that continue to make a difference.

The forthcoming

Freemasonry promotion and external communication remains one of our key areas for all Lodges to remain persistent with in order to meet our membership targets as outlined in our 2010-2013 Strategic Plan. Our target is 13,710 total members by 2013.

I am pleased to learn that many of our Districts are regularly engaging with their local communities and it's with this kind of forward planning, dedication and hard work at both District and Lodge level, that Freemasonry in Victoria will soar to empower future generations for years to come.

Muhammad Ali once said, "The fight is won or lost far away from witnesses - behind the lines, in the gym, and out there on the road, long before I dance under those lights."

Yours Fraternally

Vaughan Werner, Grand Master

## **Knock! Knock! Who cares?**

By Mark Richardson

The lifeblood of any business is its customers. The lifeblood of any membership based organisation is its members. Without ongoing customers or members, the lifeblood of any business or organisation

will quickly dry and the 'should haves', 'could haves' and 'if onlys' will fill the very heart of the organisation until it stops beating. Lights out!

A good salesperson can sell anything to anyone - once. A better salesperson can sell anything to anyone and have that same anyone sell that same anything to someone else. That's two ticks on the sales board with only one flick of the pen. The difference between the good and the better salesperson is approach. Approach is the very essence that will ultimately determine the fate of any business or organisation.

My father was a successful and renowned new car salesman for over thirty years. I would often enquire as to why he was so successful at selling cars. He would laugh claiming he never sold one car in thirty years. His approach was simple. He only ever assisted people in choosing the 'right' vehicle to suit their lifestyle. The key to his success was customer service – a relationship that *he* created to make his customers feel was worth pursuing - and alerting friends and family to create a relationship with him too.

My father may have found his niche and calling in car sales, (oops I mean assisting others to willingly hand over their money to his dealership), but if his approach was applied to a membership based organisation such a Freemasons Victoria, would he have been as successful? Would he have recruited as many new Freemasons as he put families in new cars? The answer is simple. We will never know, but if his recruitment approach mirrored his sales approach, I am sure he would have been judged by what he did, rather than by what he said; and that is to create a positive experience, develop a relationship that in the eyes of any prospective member would be whole heartedly worth pursuing.

### **Hello! Hello! Is anyone there?**

Over the past fortnight, I have made several internet and telephone enquiries to membership based organisations and sporting clubs under the guise I wanted my family members or myself to join. Some of these include Scouts Victoria, The AFL, Ambulance Victoria, Victorian Netball Association and Melbourne Storm. To date, I received a secondary internet enquiry form to complete from Ambulance Victoria. Within 24 hours I received an enquiry confirmation receipt from Scouts Victoria, followed by a personalised email to assist me with identifying the 'right' Scout Group for my son, plus and an additional phone call from a District Coordinator to introduce Scouts to my family on the same night.

Sitting beside Jim Puohotaua in Grand Lodge each day, I am amazed by his approach with telephone enquiries from prospective members. I imagine Jim's approach is similar to that of my fathers', he immediately creates a positive experience with knowledge, guidance, explanation and reassurance that the potential Freemason has made the right decision for himself by taking the first step in pursuing a relationship with 'like-minded' men, Freemasons. All Jim promises, he immediately delivers with enthusiasm and passion. The moment he hangs ups, Jim packages a Freemasons 'Application Kit', makes notes on the candidate, diarises dates to follow-up to ensure their second conversation mirrors the first that reinforces Freemasons Victoria as a consistent organisation that is true to their word, the prospective member is special to the organisation, valued and appreciated. Afterall, the prospective Freemason is the lifeblood of our organisation and organisations depend on relationships – the lifeblood. More often than not, the prospective member has started their

Freemason journey on their own accord. It's up to our approach, like Jim's, that will keep our collective heart beating to the same welcoming tune. Our principles will speak for themselves.

For me, I need to borrow my neighbours' son next week as I have a meeting with the Scouts. Oops!