

AMERICAN ASSOCIATION OF STATE TROOPERS (NEW YORK MEMBERS)

PMB 312 * 222 PURCHASE ST, RYE, NY 10580
(866) 292-6540 / www.statetroopers.org

NO SALES PERSON MAY MISREPRESENT THE AMERICAN ASSOCIATION OF STATE TROOPERS, NEW YORK MEMBERS. YOU MAY NOT SOLICIT NOR GIVE THE IMPRESSION THAT YOU ARE SOLICITING FOR ANYTHING OTHER THAN A SPONSORSHIP. IT IS ILLEGAL FOR YOU TO MISREPRESENT YOURSELF OR THE ORGANIZATION IN ANY WAY INCLUDING THE PROMISING OF ANY FAVORS. YOU ARE A PAID REPRESENTATIVE CALLING ON BEHALF OF THE ASSOCIATION. IF YOU FAIL TO ADHERE TO THESE GUIDELINES IN ANY WAY, YOUR EMPLOYMENT WILL BE TERMINATED IMMEDIATELY AND YOU MAY BE PROSECUTED! THE FOLLOWING IS THE ONLY SALES PRESENTATION AUTHORIZED BY THE AMERICAN ASSOCIATION OF STATE TROOPERS, NEW YORK MEMBERS. YOU MUST RECITE VERBATIM! YOU MUST HAVE PRIOR APPROVAL FROM THE SALES MANAGER BEFORE YOU CAN GIVE OUT ANY OTHER INFORMATION.

(Their 1st Name), (Your 1st & Last Name), with Safety Publications, calling on behalf of the AMERICAN ASSOCIATION OF STATE TROOPERS, NEW YORK MEMBERS, how are you doing today? (Give Response)

The reason for the call is that we are currently involved in our **DON'T DRINK & DRIVE PROGRAM**. It's an effort to stop the number of drunk drivers and the tragedies you know the cause. It also helps the families of officers who have been injured or killed in the line of duty. (Their 1st Name) as a special favor, can **New York Members of the American Association of State Troopers** count on **YOU FOR YOUR SUPPORT?** To gain your support as a compensated professional fundraiser, you will receive a thank you letter signed by the association's president, an official receipt for your personal records, and a return envelope for you convenience.

IF NO/ANY EXCUSE

I understand how you feel. We have a special spot set aside for people in your position called the Patron's Listing. It's only \$20 but really goes a long way to help out. Can we count on you for that?

(IF NO AGAIN): "THANKS FOR YOUR TIME"

IF ASKED FOR INFORMATION/LEGITIMACY

With your commitment you'll receive a thank you letter signed by our association's president, an official receipt for your personal records and a return envelope for your convenience. All checks are made directly payable to the American Association of State Troopers, New York Members so you know exactly where your money is going. These days the phone calls are less expensive that's why we call first to make certain there's a dollar amount comfortable for you to commit to. Can we count on your support?

IF YES

What we were looking for is a contribution.
THERE ARE THREE LEVELS OF SPONSORSHIP:

Gold is for our stronger supporters at \$100
Silver is at \$60
Bronze which is the most popular is at \$35

Which one of these sponsorships can you handle for the officers?

APPROVED
by *K.A. Brown*
Date 2-26-08

MANDATORY CLOSE

THAT'S CERTAINLY APPRECIATED. We thank you so much again (Their 1st Name) for your fine support of \$_____, are you sure that this is definitely comfortable for you? (Their 1st Name) I'm going to transfer you to the Verification Department to verify your commitment, as well as your address. Thanks again and please stay on the line; this will just take a moment.

PUT YOUR CALL ON MUTE, RAISE YOUR HAND AND SAY SPONSOR!