

BEE TOOLKIT

TELEPHONE TIPS & TRICKS



elsa

The European Law Students' Association

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Telephone Tips & Trick

Introduction

When calling a potential partner, it is essential to have a structure that makes it easy for the other person to follow what you are saying. Many potential partners are not familiar with ELSA, this can make it challenging to convey the essence of ELSA and the benefits of a synergy with our association.

The phone call structure

1. Introduce yourself and ELSA briefly. It is not necessary to elaborate on your position in ELSA as someone unfamiliar with ELSA will not understand our internal governance structure. If your counterpart has a law background, you can ask if they are familiar with ELSA from their studies. In both cases, you may introduce ELSA briefly, but adapt it to your counterpart's knowledge. Try to stay within 3-4 sentences.

- a. **Representative:** "Hello you have reached xx"
You: "Hello, my name is XX and I am from the European Law Student's Association, ELSA. You may have heard of our association from your years at university"
Representative: "Yes I vaguely remember and association by that name" / No, unfortunately, I am not aware of your association.
You: "We are the world's largest independent law students' association, with approximately 70 000 members, in 44 different countries. I am calling you today because I see great potential for synergy between X and ELSA."

2. Present the specific partnership you wish to propose. It is good to be specific about the partnership and how cooperation can be beneficial.

- a. *For instance:* "I see from your website that you are currently expanding. We believe the visibility you can receive through cooperation with us would be very beneficial at the stage you are in."
- b. Or "This year we are arranging a project, called X on topic Y, and as I see your firm has a strong focus on topic Y in your work I believe we will greatly benefit from your expertise as well as offer you visibility and recruitment possibilities at the Z, W and X Universities/for your firm"
- c. You should prepare at least two arguments you can provide in case of a negative response. There is no harm in trying to persuade the potential partner as long as you stay friendly and respectful.

3. Arrange a meeting: Suggest that you arrange a meeting to discuss the possibilities further. Inform that you will send a confirmation by email, in which you will provide further information about ELSA and the potential partnership. The meeting can be through skype or a call, but it is recommended to have it in person, if possible.

- a. “I can elaborate on this further in a meeting and show you in detail what we do and how a partnership can benefit both XXX and ELSA. Would a meeting this week be possible for you?”
- b. “Hmm maybe, I am available for a brief meeting on X date at X time”
- c. “That’s great. Then we will meet on X date to discuss the cooperation further. I will send you an email before the meeting with more information about ELSA and what we hope we can achieve together. Thank you for your time, I will see you on X date.”

Tips

- a. Be polite, avoid ELSA abbreviations and speak in clear terms.
- b. Try to avoid asking for a meeting and instead make it seem natural and certain that you will meet. For instance: “I can elaborate on this further in a meeting”
- c. When possible, try to turn any arguments around. The most important example would be in regard to a discussion around monetary support;
 - i. “We have no money for that”
 - ii. “So you do not believe you can benefit from this cooperation?”
 - iii. “Yes”
 - iv. “For (x) EUR we offer visibility among (y)k law students and young lawyers as well as great recruiting options. Where else could you get such HR Marketing for that price? We believe the cooperation would create both a benefit for your company and save you money.”
- d. You should always keep in mind that cooperation can be a lot more than just a monetary contribution and be prepared to brainstorm different ways of collaboration before the meeting.
- e. Keep Calm. It is okay to take small breaks. If you lose your train of thought and realise that you are rambling you can simply say that you will start over and say it again.
- f. At the end of the day, it is important to remember that both you and the potential partner have an interest and a benefit from the discussion; you are equals, and as such your discussion should be based on reciprocity. Potential partners have a lot to benefit from ELSA.

Contact:

For help or questions related to contacting potential partners please contact the BEE Team 2019/20 on coordinator.beetoolkit@elsa.org or president@elsa.org