

IPMA RECRUITING CAMPAIGN

Scripts for Cold Calls to Prospective Members

When you don't have a Manager's name yet:

Hello. My name is _____. I am calling on behalf of the International Practice Management Association and would like to speak with the person within your [company/firm] who manages your paralegals. Can you provide me with the name and phone number of that person? [**OR** Can you connect me to that person?]

When you are talking to a Manager:

Hello, [Mr./Ms. ____]. My name is _____. I am calling on behalf of the International Practice Management Association (or the IPMA) which is a professional organization specifically for those individuals who manage paralegals and other practice support professionals such as legal assistants, contract attorneys, litigation support and docketing personnel. The IPMA promotes the development, professional standing and visibility of practice management professionals. Have you heard about the IPMA? [Ask if you can tell them a bit about the association. If they are agreeable, continue with the next paragraph. If they seem rushed, skip the next paragraph and pick up where you offer to send him/her information.]

The IPMA provides educational resources (a Managerial Skills Seminar, an Annual Conference & Expo, webinars, etc.); networking opportunities (Chapter Meetings, Affinity Groups for members who share common interests who have quarterly calls, IPMATalk which is an online discussion group, a Mentoring Program, etc.); management resources (national compensation and benefits survey, New Manager Starter Kit, position papers, etc.); and other tools specifically for Paralegal and practice management professionals. Managers from law firms of all sizes [including _____] and numerous corporations [such as _____] and more belong to the IPMA, and we are hoping that you will join us as well. [Tailor the lists to the type of firm or company you are contacting.]

Would it be okay with you if I sent you some information about the IPMA? [Upon getting consent to send information, get the manager's e-mail address and send him/her a pdf of the tri-fold brochure, a link to the website and a membership application. Be sure to follow up afterwards!]

Template of an Email to Use When Sending Information to a Prospective Member

Thank you for taking the time to speak with me today regarding the International Practice Management Association ("IPMA"). Attached is a copy of our brochure which highlights many of the benefits of an IPMA membership. For more information, feel free to visit our web site at www.theipma.org.

We hope that you will consider becoming a member of the IPMA. We would welcome your participation in Chapter Meetings and Affinity Group calls to discuss issues affecting the management of paralegals and other practice support professionals. Our membership is represented by law firms, corporations, educational institutions, service providers and governmental, judicial and legal agencies, all of whom are willing to share their knowledge to help other managers hone their management skills. Given the wide variety of backgrounds and the different perspectives that each of us has, we offer something for everyone! For your convenience, I am including a membership form that you can use to apply for an IPMA membership.

If you have any questions in the meantime, please feel free to contact me. Thank you!