

THE RECRUITING PROCESS – Understanding It

*The LESS you personally say, the more money you're going to make!!!
That's right!!!*

The objective is NOT to sell or talk someone into something.

The OBJECTIVE IS TO GIVE YOUR PROSPECT A COMPLETE EXPOSURE... the chance to SEE or HEAR a **COMPLETE PRESENTATION**.

So we use **Marketing Tools** (DVD or Magazine or Website or Recording) & **Events** to do the **COMPLETE PRESENTATIONS**. So get the duct tape out now & apply some right across your mouth 😊 because you'll probably need it! 😊 We all want our prospects to have a chance to get the *full story* before they make a decision! So be the USHER – not the Preacher!!

How do you get a marketing tool out? However you are comfortable with it – here are some suggestions for your *warm* market (people you know).

Hey Todd – I've just started a part-time project with a New York Stock Exchange company – and I'm really fired up about it. I want you to take a look at it – I know you may not even be interested, which is fine – but I'm sure you'll at least have some suggestions for me. Would you take a look at this? Great! We can talk about it in a day or two. Would Wednesday (or whatever day is a couple days away) be good?

Hey Susan, you mentioned the other day that you'd love to retire your Mom (or that you'd love to have a real vacation, or that you'd love to be able to make a lot more money, etc.) – *I may have just found the answer*. Take a look at this – and then we can talk about it. Can you look at it tonight? (Always try to get a commitment as to when they'll review the material).

So what do you say when you get questions from the person you are giving a Marketing Tool to review? **DO NOT ANSWER QUESTIONS**. Here is a good response: "That's a great question and I promise you, the answer is right here in this DVD (or Magazine, etc.)." "This will answer that question much better than me!" (Point to the Marketing tool.) "And after you look at it, you may have some other questions – and I'll make sure you get answers to every one of them."

RECRUITING PROCESS – Following Up **Where the Money Is**

1. Expose

- a. Use a DVD, Magazine, Sizzle Call Recording, Website or live Event

2. Follow Up Calls

- a. Is this a good time / do you have just a few minutes now?
- b. Did you look at the DVD? – or
Did you read over the Magazine? – or
Did you hear the Recording?

c. What did you like the best?



VERY IMPORTANT QUESTION

- d. Great, I couldn't agree more...
- *** e. The next step is for me to introduce you to my business partner – and they are very busy & have only a few quick minutes – so hang on just a second...
- f. 3-way to your business partner (expert). Briefly tell your business partner (expert) a little about your prospect. Then quickly **CLICK OVER** – so that all 3 of you are on the line now.

Introduce like this:

Mr. Johnson (Business Partner), this is Sally (prospect), -she (edify them briefly) is a really sharp woman who's currently working at Sears.

Sally (prospect), this is my business partner, Mr. Johnson. He knows all the facts about this; he knows how to make a lot of money with this company; and he really loves helping people and having fun.

- g. **Say nothing more.** Let your Business Partner build a little rapport, see what they liked best, and maybe answer some questions, and most importantly, *move them to the next step*, which ideally is to invite them to a live Open House / Business Briefing or Private Business Reception – or get them another marketing tool (DVD, Magazine, or Website).
- h. Once your business partner has invited them out (or whatever the next step was for your prospect), you need to **get off the phone quickly**. Give them directions if they need it and then you "have another call waiting," etc. Do not get caught answering questions now. If they ask any, you can say, *"That's a great question and I want you to get the complete answer to that - and the best way to get the complete answer is to ...come to the Business Briefing / PBR / or watch the DVD."*

3. What if they have NOT reviewed the marketing tool?

a. Oh, you haven't looked at the (DVD/Magazine)? Well, Sally (prospect), *I'm really glad you haven't looked at it!*

[Then pause a couple seconds].

Sally (Prospect), I'd like to talk to you just a couple quick minutes before you take a look at it. Is this good now?

Great. I've got a **short recording** I'd like you to listen to so hang on, I'll connect it right now, then we'll talk.

(3-way into a sizzle call – Get the numbers from your upline support.)

Did you hear it OK? Great!

b. *What did you like the best about what you just heard?*

Now go back to the script/directions above at ***

IMPORTANT NOTE: Before you start making your follow up calls, call your upline experts to confirm that they will be available for you.

OK – IT'S TIME TO GET STARTED!

Have FUN with it! Yes, you might be a little out of your comfort zone at first – we all have been - but you'll get past that fast. Keep in mind **your passion for WHY** you are doing this. If your WHY is big enough, your determination and commitment will match that and take you to the top!

Please stay in contact with your **COACH/TRAINER** – on a daily or near daily basis during your first few weeks. And **BE AND STAY COACHABLE**. We are teaching you the PROVEN SYSTEM. If you complicate it, you immediately become less duplicatable, and **being duplicatable is what will allow you to grow a very large organization**, creating "assets" who are creating overrides that go into your bank account every night!

SO KEEP IT SIMPLE LIKE IT IS!!!

For once in your life, you have an opportunity to **GROW your OWN BUSINESS** as big as you want to.....AND you have more SUPPORT than you can even imagine right now. There are hundreds if not thousands of successful role models for you to follow.

Take ownership of your business (mentally) and take charge!!