

A Pocketful of Recruiting Ideas

***Let's think about Recruiting:
To recruit effectively..use your head and your heart!***

Your Heart:

What keeps you involved in your business? Identify your passion for what you do and why you do it. Recruiting is sharing the satisfaction and excitement that's in your heart.

Your Head:

Your recruiting skills (when you remember to apply them!) will help you to think like your recruit is thinking.

On the pages that follow, you will be introduced to a five-step approach to recruiting success. Use your head to remember this approach. Learn the steps and practice them.

Always know which step you are in and use your head to follow the steps in order!

The following questions will prepare you to use the Five Steps to your greatest advantage:

**Recruiting is actively talking with others about your direct selling business. What holds you back from speaking up?*

**The products you talk about with excitement are the products you sell. Which of your products do you show without hesitation?*

**How can you demonstrate that same confidence and enthusiasm when you're talking about your company's business opportunity?*

Keeping recruiting skills fresh in your mind will help you make the most of the passion you have for your company and your business opportunity.

Five Steps to Recruiting Success
Overview
..a framework for recruiting success!

Step One: Generate Interest

Promote your business with passion so others are attracted to what you do

Step Two: Secure Appointment

Identify a time to meet with your prospective recruit

Step Three: Present the Opportunity

Meet to provide customized information to help your recruit see the benefits of getting involved

Step Four: Invite Objections

Open the door to unresolved concerns

Step Five: Guide to Decision

Encourage your recruit to make a decision

Five Steps to Recruiting Success

Step One: Generate Interest

What does an effective commercial for your business opportunity look like:

- *High impact*
- *Brief*
- *Illustrates the fun of being involved*
- *Helps people picture themselves*
- *Said in your own words*
- *Avoids clichés like flexible hours & excellent earning potential*
- *Reflects your sincere enthusiasm*

Step Two: Secure Appointment

Have you ever thought about doing what I am doing?

Some will say yes, some will say no!

Instead of asking for an “appointment”, try saying:

- *Let’s set aside time to visit*
- *Let’s schedule a few minutes to answer your questions*
- *Let’s find time to chat*

Don’t intimidate..instead, show your excitement!

Step Three: Present Opportunity

- *Uncover needs by asking questions*
- *Take notes!*
- *Focus efforts on whether to get involved instead of providing a training class on how to be a consultant.*
- *Emphasize the fun of being in the business*
- *Present benefits that match a prospect's unique needs*
- *Be Excited!*

Step Four: Invite Objections

Objections are ... a sign on interest your invitation to tell more

- *Before asking for objections, do a mini-review of topics already discussed*
- *Identify areas your prospect would still like to talk about*
- *Take notes*
- *Write down all objections, then work on each one.*
- *Build rapport by connecting with your prospect's fears & feelings*

Step Five: Guide to Decision

Review the steps your prospect has taken so far, and remind her of her positive feedback to your program

Guide her to the next step to take

- *Ask a closing question confidently and with excitement...*
- *Examples:*
- *When would you like to receive your first check?*
- *Which training date would work better for you...this one or that one?*

- *Help your prospect move from feeling the pain of deciding to feeling the fun of being involved with your company.*

Sometimes our need to chat gets the best of us!

Always follow the five steps in order so you won't tell too much too soon!

Recruiting Insights

- *It's easier to recruit consistently when you sell consistently.*
- *You will sell your business when you are sold yourself.*
- *Visit with guests as they arrive at a show. You'll feel more comfortable giving your presentation when you already feel like you know some of the people in your audience. Visiting before the show helps you choose which benefits to emphasize during your presentation.*
- *Your hostess is an ideal candidate for your business opportunity. Why? Hosting a show demonstrates her confidence in your products. Be sure to compliment her on the job she has done to make your show a success, and let her know how she can benefit by joining your team!*
- *When you recruit, you share an incredible opportunity for personal growth.*
- *People might be afraid to speak up and let you know they're thinking about looking at your business opportunity. Make the idea of meeting with you fun and non-threatening!*
- *Recruit with honesty and integrity. Be a professional.*
- *Your positive attitude helps make your business appealing. If you've had a bad day at home, leave your troubles behind.*
- ***Look for recruits with a desire to achieve success. You can teach skills, but desire must come from within.***
- *Talk about earning potential gracefully. No matter what your earning picture looks like today to sure to explain what it looked like for you at the beginning of your business and set realistic expectations.*
- ***Don't prejudge that your business is not right for someone. Effective recruiting is talking to a number of people...especially people who might say "no". If you're hearing a lot of "no's", you're doing your job. Keep asking and you might be surprised to see which ones say "yes".***
- *When you're afraid to ask, you miss opportunities to serve.*
- *If you're afraid to close, you might be afraid of rejection. Don't take rejection personally. Never let a "no" make you crumble... it's part of the business!*
- *Don't wait for people to approach you! Successful recruiters make recruiting an active, intentional part of their overall approach to business.*
- *Handing out brochures and literature isn't recruiting! It's better to give just enough information to create the desire to meet so your prospect can explore how the business can work for her.*
- *Don't wait until the end of a recruiting interview to check progress. Throughout your time together, ask your prospect how she is feeling (so far) about the idea of getting involved.*
- *Have you set a goal to recruit? Studies have shown that written goals are more meaningful and are more successful accomplish. Write your goal...your words will remind you of the passion that might fade with time.*
- *You are the "product sample" your customers see of your business opportunity. How is your business working for YOU? If you're not delighted with your results, chances are, it will be difficult for you to influence the decision of a prospective recruit. Recruiting does not replace working to make your own business a success.*

Exercises- Take Action!

Every prospect you talk with has unique needs and wants. Skilled direct sales recruiters customize their recruiting by matching needs with benefits.

Identify benefits:

Post a piece of paper in a prominent place in your home or office. Title it “Benefits of joining my company.” For a week, jot down every benefit that comes to mind. This list will be helpful as you continue this exercise.

Identify needs:

Practice asking questions to identify needs.

(Here are two questions to get you started)

- *I can tell you’re excited about our products!
I am too. Tell me more about how you picture a business like this one fitting into your life.*
- *What part of having a Tupperware business gets you most excited?*

Practice customizing your presentation:

Practice matching needs with the benefits of joining your company

Exercises- Take Action!

Are you afraid of appearing pushy?

Stop thinking pushy by focusing on others.

If I shared my business with my best friend, how would she benefit?

1. _____
2. _____
3. _____
4. _____
5. _____

Get Started – NOW!

Know the reason you want to recruit.

Your desire to recruit will help you focus!

Recruiting is:

- *A Stretch*
- *Fun*
- *A link to the growth of your business*
- *An energizer for you and for your group*
- *Personally gratifying*
- *A personal challenge*

Why do YOU want to recruit?

Recruiting Check-Up

True or False

1. *I am clear about why I want to recruit*
2. *I am excited about my business & my excitement shows.*
3. *I have made a commitment to recruit, no matter what.*
4. *I am confident and ready with my one-minute business commercial*
5. *I consistently ask my hostesses and guests if they'd like to know more about my business.*
6. *I know and practice the five steps to successful recruiting*
7. *I talk about my business opportunity at every show*
8. *I always ask for an appointment before handling objections*
9. *I begin all interviews by asking questions to identify needs.*
10. *I confidently and enthusiastically approach the closing process.*

1-3 True Answers

Recruiting is not yet a habit for you. Keep learning and practicing at your shows.

4-7 True Answers

Review the questions you checked as "false" and work with your upline to identify one area to strive to improve. Stay excited about your business, keep focused on recruiting, and keep practicing your skills!

8 or more True Answers

You're on your way to being a top-notch recruiter! Take your business to the next level by sharing with what you've learned about recruiting with your peers and your downline.

Remember...it's not what you know that makes you a successful recruiter, it's what you do. Have you been waiting for the perfect time to grow your business? Stop waiting and start recruiting! You'll become a stronger recruiter with each new person who joins your team.

Make the most of your Tupperware business. Start recruiting today!