



*on*

# *The Language of Success*

## *Relationship Recruiting*

*“Our mission is to help you make your vision a reality.”*

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## Relationship Recruiting

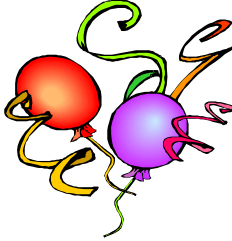
### Relationship Recruiting



You have the chance to offer others the gift of your home-based business. Fun, friendship, financial rewards...they are all good reasons to recruit. But the **best reason** of all is that everyone deserves the opportunity to make up their own mind! When you recruit, you share your most important product. This program will help you get fluent at the Language of Success of Relationship Recruiting!

#### There Are Lots of Reasons **WHY** Someone Joins You

- Product
- Profit
- Purpose
- People
- Personal Growth



What's Your **WHY** for **Sharing** Your Business Opportunity?

**FAYC** stand for \_\_\_\_\_

Every Recruit Adds \_\_\_\_\_

#### Who Are Your Prospects?

- People on Your "Who Do You Know?" List
- People You Meet
- People at Parties
- Referrals

**Learn to START CONVERSATIONS!**

**Become a FABULOUS LISTENER!**

#### The Secret to Meeting People is Deciding That You Want To!

You can start conversations with a \_\_\_\_\_, a \_\_\_\_\_, a \_\_\_\_\_, a \_\_\_\_\_.

#### Leave Your Agenda at the Door!

Become a \_\_\_\_\_.

#### Why Don't Qualified Prospects **VOLUNTEER**?

- They may not be aware \_\_\_\_\_
- They may not want to \_\_\_\_\_
- They don't think \_\_\_\_\_



## Relationship Recruiting

### The “I”'s Have It

#### Inform

Try any of these approaches to inform people you know, people you meet when you're “out and about,” and people referred by others.



**The Direct Approach** ~ Use with people you know may have an interest  
*“I started a business that I absolutely love and I thought of you. I think it would be fun to work together. Can we get together and talk about it so we can see if anything interests you?”*

**The Opinion Approach** ~ Great for people who intimidate you  
*“I've started my own business and I would really value your opinion. Would you spend a little time with me and tell me what you think?”*

**The Third-Party Approach** ~ Can be used with absolutely anyone

*“I've started a business and I was wondering if you could help me. Who do you know who would be interested in something like this?” “Who do you know that has talked about starting a home-based business?”*

**Approaching your “warmest market”** ~ Your closest circle of friends and family

*“I know you care about my success. Can you help me? I need practice on my presentation. Can I practice on you?”*

#### Inform People At Your Parties

- **Be excited!**
- **Watch and listen all the time!**
- **Tell your “WHY” story.**

*“Why do you think someone like me would do something like this?”* The answers they give are \_\_\_\_\_.

Write your WHY story here. Try ending with *“Why do you think someone like me would do something like this?”*

- **Describe the business as one of your three services.**  
*“My favorite service is offering you the opportunity to do what I do.”*
- **Sprinkle recruiting messages throughout your presentation.**  
Be sure you mention the business opportunity \_\_\_\_\_.
- **Use the recruiting tools your company offers.**  
Always ask, *“If this isn't for you, would you pass it on?”*
- **Avoid clichés when talking about your favorite benefits.**  
Describe your favorite benefits here using real-life examples:



- **Use your Customer Care Card effectively!**  
Write down what you will say as you go through each question.

# Relationship Recruiting

## Invite

### ➤ Invite Your Hostess

Write down your five natural opportunities to invite your Hostess. What word choices would you be comfortable using?

- 1.
- 2.
- 3.
- 4.
- 5.

### ➤ Invite Every Guest

Write down how you will make Business Information available to your guests:

How will you let your guests know that you will be inviting them individually?

*“Is there anything about my business that looks good to you? If I give you some information, would you take a look?”* When the guest takes information, make an appointment to follow up in \_\_\_\_\_.

*“I know you’re going to have questions. **What’s the best number and time to reach you tomorrow?**”*

**A DSA Survey of People New to the Industry found that most people joined their company because someone asked them!**

## Possible Responses

- *“Yes, I’ll look at it.”*
- The “yes, but no” response. For example, *“It does look like fun (YES), but I’m too busy (NO).”* This response is normal! Write down what you would feel comfortable saying:
- *“No, thank you.”*

Check to be sure you understand. *“No, like never? Or should we talk at another time?”*

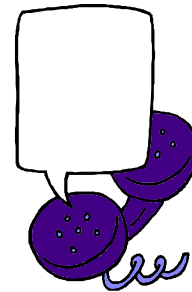
## Follow Up Promptly

Start a Get InFORMed sheet (page 7 in this workbook) and make as many notes as possible.

When you call when you said you would, two things happen:

- 1.
- 2.

*“I will follow up with you until you tell me you don’t want me to follow up anymore.”*



## Interview

The interview process may take ten minutes...or a year. Some personality types make quick decisions based on instinct. Others take a long time, ask lots of questions and analyze every detail. The important thing to realize is that when your prospect reaches an informed decision that is right for her, it will also be the right decision for you!

## Relationship Recruiting

### Begin a Get InFORMed Sheet

You can use this page to make notes after your first contact and each time you talk to you prospect.  
“When we met at \_\_\_\_, I promised to give you a call today. Do you have a few minutes to talk?”

- If “Yes,” ask, “Did you have a chance to look at the information I gave you?”
  - If “Yes” ~ “Great. From what you know so far, what appeals to you?” You want to start by discovering a possible “heart tug,” rather than asking, “Do you have any questions?”  
If your prospect gives you a positive response, make your next question a “trial close.”  
“Great! Do you want to talk about how this business can fit in your life, or do just want to know how to get started?”
  - If “No” ~ “That’s okay. Why don’t you grab it now and we’ll look at it together?” This suggestion helps avoid endless phone tag. After all, it’s not the packet you gave her that does the recruiting – you do!
- If your prospect says, “No, I don’t have time to talk right now,” ask, “When would you have a few minutes?” Arrange a specific time to call again.

### Help Your Prospect Make an Informed Decision

If your prospect has questions or needs more information, try to get together in person. If time or distance makes it impossible, continue on the phone.

### Ask questions about:

- **Family:** Tell me about your family. Do you have children? How old are they? Where do you live? How long have you lived there? How do you like it?
- **Occupation:** Do you work outside the home? What do you do? What do you like about your job? Is there anything you would change?
- **Recreation:** What do you enjoy doing with your free time? Do you like to travel? What was your favorite vacation?
- **Motivation:** Is there a big event coming up in your life? Is there anything you’ve been putting off because you need to save up the money?

As you listen, pay attention to “green flags” that your prospect is interested in a change in her life.

### Answer Her Questions

Let your prospect know that you expect her to have questions. Most people do!

The most common questions are:

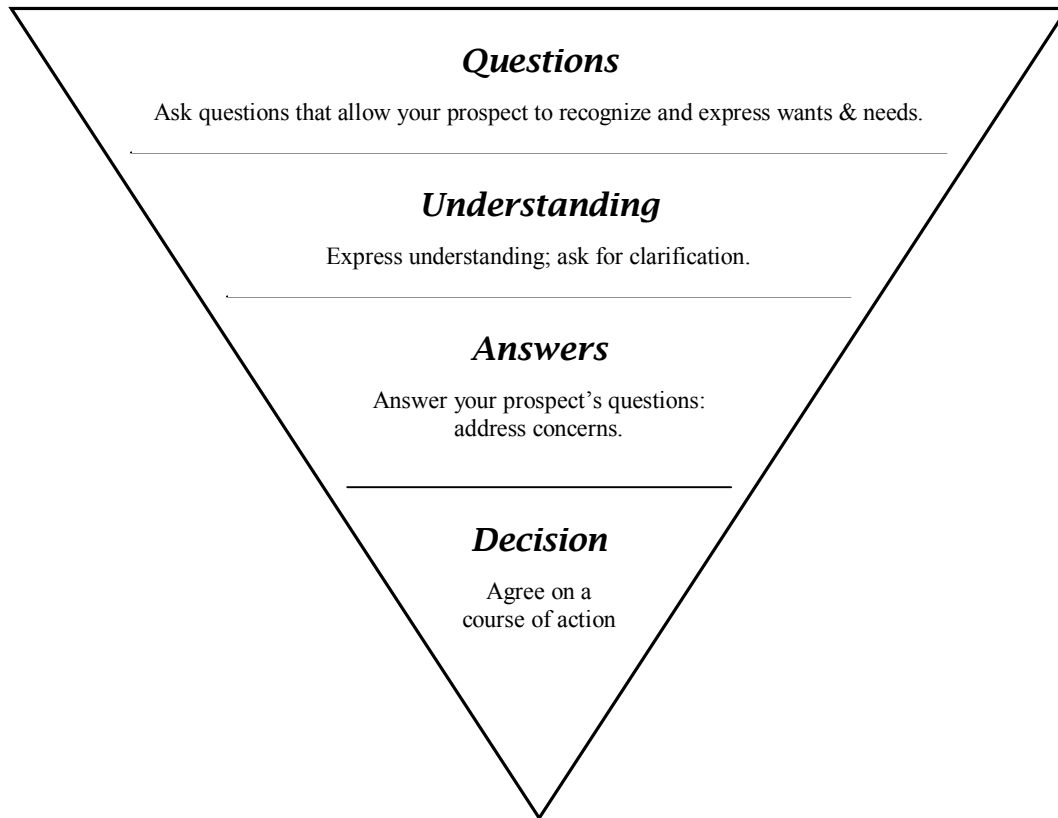
- “What does the business involve?”
- “How much can I earn?”
- “How will I learn to do this?”
- “What does it take to get started?”

## Relationship Recruiting

### Picture this visual to QUADruple your results!

When you spend the majority of time relationship building, you and your prospect will both feel good about the results. Ask clarifying questions and express your understanding. **Answer your prospect's questions; don't prattle on about your favorite benefits.**

**This process will make it much easier to arrive at a decision.**



### **“No” is Often Just a Need to “Know”**

Try these three methods to continue the conversation!

- Ask another question
- Use “feel, felt, found”
- *“That’s the beautiful thing about my company.”*

### **The Fortune is in the Follow-up**

We all have a natural fear of appearing “pushy,” so most of us give up before our prospect is ready to say, “Yes!” Take a look at these amazing statistics on prospects that eventually say “yes” to a product or service:

- 2% close on the first exposure
- 3% close on the second exposure
- 5% close on the third exposure
- 10% close on the fourth exposure
- Don't stop here... look at the next percentage!*
- 80% close on the fifth through twelfth exposure

Relationship Recruiting

# Get InFORMed

Name \_\_\_\_\_ Phone (day) \_\_\_\_\_  
 Address \_\_\_\_\_ Phone (eve) \_\_\_\_\_  
 \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Best time to contact \_\_\_\_\_  
 Date/place of 1st contact \_\_\_\_\_  
 Follow up contact dates \_\_\_\_\_

<b><i>Family</i></b>
<b><i>Occupation</i></b>
<b><i>Recreation</i></b>
<b><i>Motivation</i></b>

Spouse \_\_\_\_\_ Children \_\_\_\_\_  
 Current \_\_\_\_\_ Past \_\_\_\_\_  
 Enjoys \_\_\_\_\_  
 What change would s/he like? \_\_\_\_\_

**Notes** (Why would the business be good for her/him?)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
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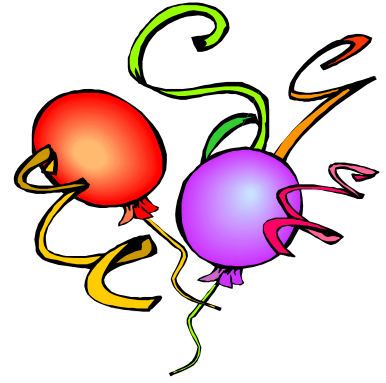
**Edge** (Why would s/he be good for the business? Mark all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> People skills     | <input type="checkbox"/> Large circle of influence | <input type="checkbox"/> Hard worker       |
| <input type="checkbox"/> Sense of humor    | <input type="checkbox"/> Organized                 | <input type="checkbox"/> Self-starter      |
| <input type="checkbox"/> Self-confidence   | <input type="checkbox"/> Good listener             | <input type="checkbox"/> Marketing skills  |
| <input type="checkbox"/> Leadership skills | <input type="checkbox"/> Teaching experience       | <input type="checkbox"/> Loves the product |



## *Fresh Ideas*

You just heard lots of new ideas. You can't possibly try them all right away. Pick out just a few that you want to use right away. Then listen again later and pick out a few more.



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.