

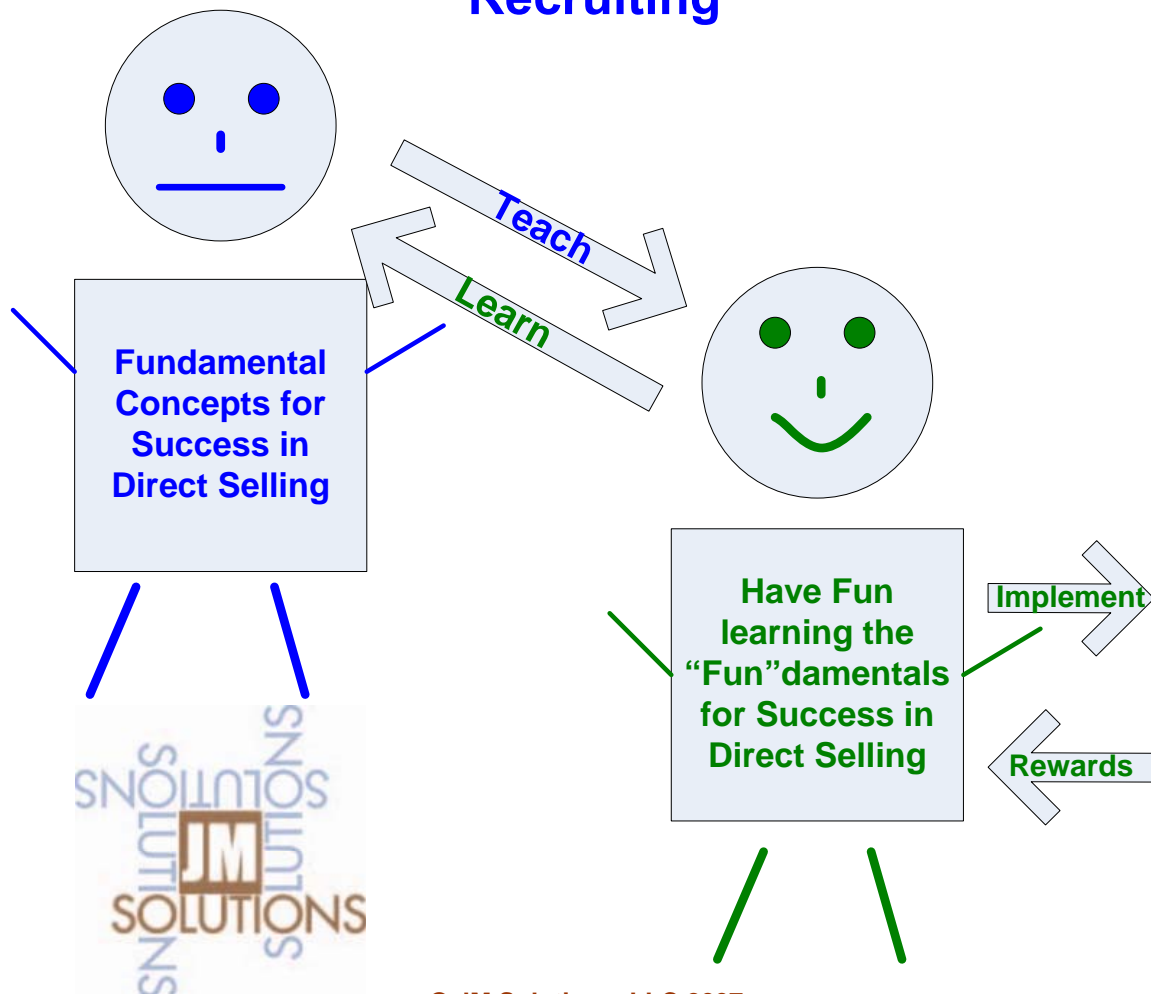
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# *The “Fun”damentals of Recruiting*



# “Fun”damentals of Recruiting



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# The “Fun”damentals of Recruiting

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# The “Fun”damentals of Recruiting

## Track 1: Introduction

Welcome to *The “Fun”damentals of Recruiting*. This seminar contains tried and true ways to recruit with a fun little twist! Our session focuses on the techniques that are the foundation of recruiting. The tools and techniques used together create a recruiting synergy that will improve your recruiting whether you are an experienced recruiter or new to the recruiting arena, and it is a duplicable program. Once trained in *The “Fun”damentals of Recruiting*, you will be able to train those you bring into your business to recruit themselves and then your business will grow exponentially.

The key to making *The “Fun”damentals of Recruiting* work for you is to apply what you have learned as soon as possible after leaving the seminar. The old adage, “Practice makes perfect,” is never truer than with recruiting. The more you do it, the easier it becomes. As you learn the techniques and put them to use, you’ll find that recruiting is not something to be feared; it can be fun and rewarding.

This workbook is my FREE gift to you. We learn 13% through audio training but 75% through visual training. By combining the audio and the visual, learning can increase by as much as 200% and retention of what we learn increases from 20% to 50%. So use this workbook. In order to facilitate your use, I have noted the audio tracks that apply each section. That way if you miss anything, you can just replay that track and fill in the missing information.



Best wishes for explosive growth and have fun with *The “Fun”damentals of Recruiting*!

*Janie Mazebrook*



# The “Fun”damentals of Recruiting

## Participant’s Tips

In today’s busy world, we sometimes feel we are bombarded with so much information that it is hard to remember it all. Here are some tips to help you get the most out of *The “Fun”damentals of Recruiting* seminar:

### Take notes

Typically we retain only 20% of what we hear, but that retention rate increases to 50% when we both hear and see information. Writing down the key points helps us to retain information because we see what we have heard.

### Keep an open Mind

In recruiting, you should never prejudice whether the prospect will be successful or if your company’s opportunity is right for that person. The same is true in a learning situation. Never prejudice the information. The techniques taught in this seminar are classic “tried and true” techniques that, in some cases, have a new twist. Listen carefully to self-talk. If you find yourself saying in your mind, “That will never work” or “I can’t do that”, counter that by saying to yourself, “I can do that”, or “That is a good idea. I am going to apply that.” This will enable your mind to store the information successfully rather than filter and disregard it.



your  
“That  
thought  
idea. I

In some cases you may have heard the information before in another way. If you find yourself saying “I have heard this before”, remember this: Research shows that if people are exposed to an idea one time, they retain less than 10% at the end of 30 days. However, if people are exposed to an idea six times, they will retain more than 90%. So even if you are a skilled recruiter, these techniques can add to your foundation.

### Participate

Role Play: Retention of what we see and hear goes up from 50% to 90% when we say and do what we have seen and heard. For this reason, it is always a good idea to role play. After you have completed this training, ask a friend to role play with you. You’ll be surprised at how much more you



# The “Fun”damentals of Recruiting

will retain.

## **APPLY it, don’t just try it**

Sometimes we hear a new idea and try it out once or twice. If we don’t have success, then we move on to something else. The techniques taught in ***The “Fun”damentals of Recruiting*** are already proven, so you need to apply them. That means to use them consistently for the next 21 days. While some people are “natural” recruiters, for most of us recruiting is a skill that requires practice and consistency.

## **Have Fun**

Life is just too short not to enjoy it and one of life’s greatest joys is to help others. Once you believe that your business opportunity can truly change the lives of the people you meet, you will eliminate any fear or concern you have about offering the opportunity to your prospects. As stated in the Introduction of this workbook, once you understand and become skilled at the techniques, you will find that recruiting can be fun. Put aside any thoughts of what gains you will have when you recruit someone and focus on how you can help that person make his or her dreams come true. Look at



each prospect as a treasure chest and recruiting as a game. Your goal in the game is to find the key to unlocking the treasure. When you unlock the chest and find the hidden jewels within, everyone becomes richer, whether that person joins your team or not. At the very least, you may make a new friend; at the very best, you may change someone’s life and help them gain rewards they never thought would be possible.



# The “Fun”damentals of Recruiting

## Track 2: The Recruiting Attitude

### Why Recruit?

**Write down all the reasons you can think of for recruiting**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### Your Company's Mission

**Write down your company's Mission Statement. Then memorize it!**

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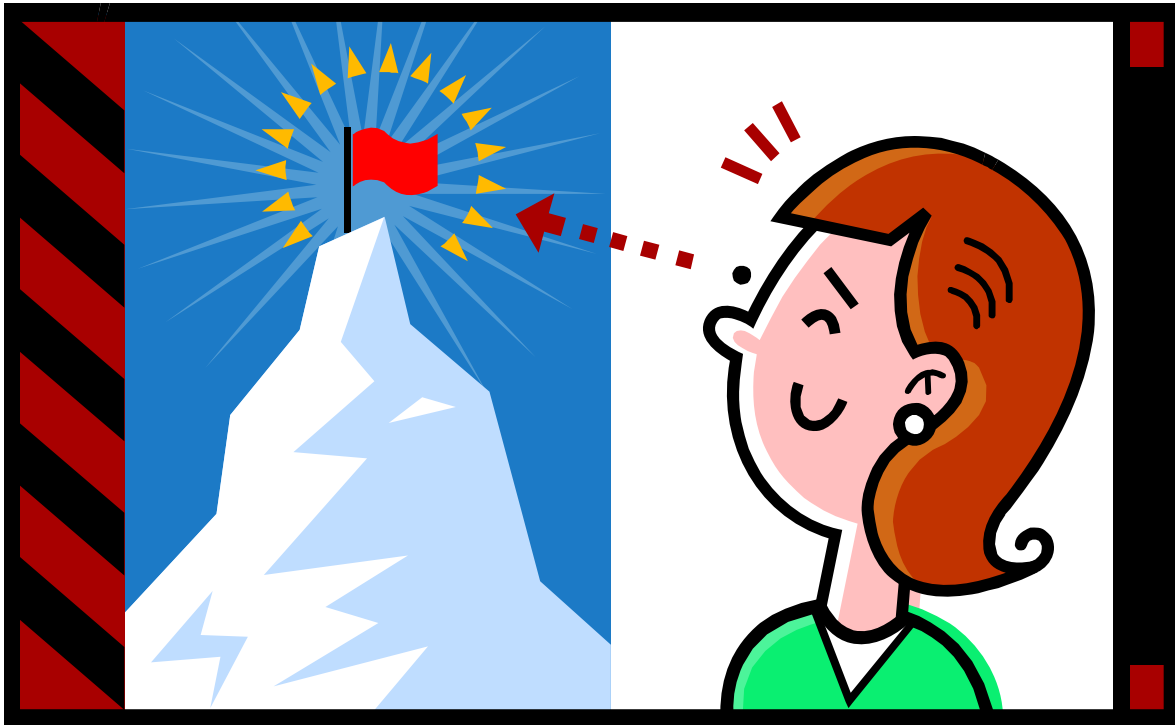
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# The “Fun”damentals of Recruiting

**Summary of why we should recruit:**

Do it \_\_\_\_\_

Do it \_\_\_\_\_

Do it \_\_\_\_\_

**A very important thing to remember:**

We are NEVER:

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# The “Fun”damentals of Recruiting

## Track 3: The 6 Steps of Recruiting

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_





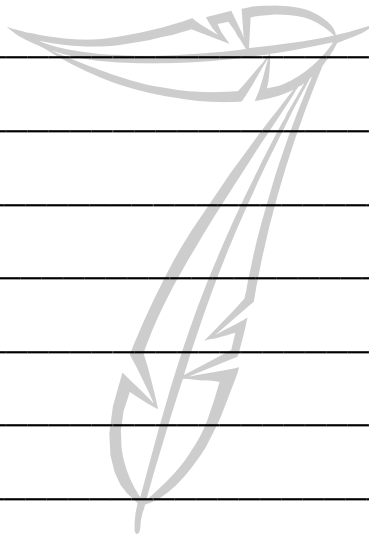
# The “Fun”damentals of Recruiting

## Track 4: Step #1. Creating the Prospecting List

The first thing you must do is \_\_\_\_\_ a \_\_\_\_\_  
\_\_\_\_\_.

### The Seven Missing Things In People’s Lives

1. A \_\_\_\_\_
2. R \_\_\_\_\_
3. E \_\_\_\_\_
4. S \_\_\_\_\_
5. C \_\_\_\_\_
6. U \_\_\_\_\_
7. E \_\_\_\_\_



**We need to do A RESCUE!**





# **The “Fun”damentals of Recruiting**

## **Who Do You Know**

1. Who is always joining team activities? (Needs Affiliation)
  
2. Who seems to be looking for positive comments? How do you like my new suit, hair, dress, etc.? (Needs Recognition)
  
3. Who says they are bored? (Needs Excitement)
  
4. Who is doing volunteer work? (Needs Sense of Mission/Achievement)
  
5. Who can't do things because of work hours or talks about company layoffs? (Needs Flexibility and Control)
  
6. Who is already selling or talking about selling for another direct selling company or is constantly entering sweepstakes or lotteries? (Needs Unlimited Opportunity)
  
7. Who declines invitations to go places because they can't afford it or is talking about things they need but can't buy? (Needs Extra Earnings)
  
8. Who just had a baby?



# The “Fun”damentals of Recruiting

## Track 5: Step #2. Approaching Your Prospects

### The 30-Second Commercial

The elements of the 30-Second Commercial are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Examples:

You call a friend or acquaintance from your Who Do You Know list:

*“Hello, this is Janice. How are you? I was thinking about you and wanted to give you a call. Do you have a minute? I’ve started working with the best company...its called Rena Ware. Have you heard of us? We have the most unbelievable cookware that you use without any water! Everyone wants to see it. I am having so much fun and making quite a bit of extra money too.”*

You meet someone at a social gathering:

*“Hi. My name is Janice. I’m with Discovery Toys. Have you heard of us? We’ve been in business for over 25 years. Not only do we offer great products that help children learn while they play, but I’ve been able to leave my full time job and start my own business where I can finally earn what I’m worth.”*



# The “Fun”damentals of Recruiting

You meet someone in a store or a mall:

*“Hi, I’m Janice Mazibrook. I noticed your baby and wanted to tell you how cute she is. I bet you love every minute with her. Are you working fulltime, too? I’m with a company called Lifesketch. We sell the most extraordinary online scrap booking studios. It’s fun, and the best part is I am able to help people preserve those precious memories forever. And even better is that I was able to quit my full time job and stay home with my kids.”*

Some recruiters like to use humor as an interest grabber.

*“I’m with a terrific company called Passion Parties. We sell lotions and potions and things that excite, delight and go buzz in the night. I have a great time and I make such good money. My parties are really fun...we laugh the whole evening...then I keep laughing all the way to the bank.”*

**My 30-Second Commercial:**

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# The “Fun”damentals of Recruiting

## Track 6: Step #3. Setting A Time For The Interview

Now that you have given the prospect a bit of information about the company, something to grab their interest, and mentioned one or more of the missing things, you need to add in a \_\_\_\_\_ statement.

Examples of Transition Statements:

1. *Sounds interesting, doesn't it?*
2. *Sounds like fun, doesn't it?*
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Setting the time...Easy as 1, 2, 3!

1. If the prospect says “**Yes**” to the transition statement, you agree upon a time. Just say:” ***Let's set up a time for me to tell you more.***”
2. Give your prospect an \_\_\_\_\_ of times.
3. The prospect will either pick one of the times or say

# The “Fun”damentals of Recruiting

neither works for her. In that case you say, “***OK, what time would work for you?***”

She picks a time and everyone’s HAPPY!



You’re ready for the next step which is the...





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## Track 7: Step #4. The Interview

The purpose of the interview is to find out about the prospect and answer his or her questions.

Talk just a couple of minutes \_\_\_\_\_

**Encourage the prospect to talk about his or herself.**

Do this by asking \_\_\_\_\_

### Open-Ended Questions:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

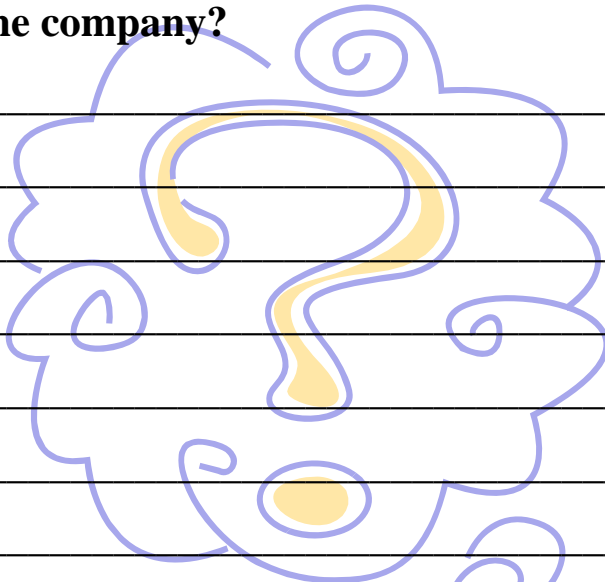




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## Track 8: The 5 Questions In Every Prospect’s Mind

### 1. What about the company?



Example: *“Rena Ware has been in business for over 60 years. Our headquarters are in Redmond, Washington and we provide our products and opportunity worldwide. Our mission is to help families achieve a healthier lifestyle, both physically and financially. It’s great to be associated with a company that is so successful and so dedicated to making a difference.”*

### 2. What about the product?

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# The “Fun”damentals of Recruiting

Example: *“I’m with Discovery Toys. We offer the best quality, educational toys in the world. Most of our products are exclusive to us and all of our toys are designed to help children truly enjoy the learning process so they’ll want to learn even more. I am so proud to be part of a company whose mission is to make a difference.”*

## 3. How do I make money?

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Example: *“With our company you buy the products directly from the company at wholesale and sell them at retail. The difference is yours to keep. When you recruit someone into your business, you also earn a percentage on everything they sell. You can earn on the sales of their recruits as well...X levels deep.”*

The above is enough to answer the question but you could go on to say something like:

*“So by offering the gift of this wonderful opportunity to others and helping them succeed, your business grows. That means unlimited earnings potential for you. It’s nice to know that you can be rewarded financially while making a difference in people’s lives.*



# The “Fun”damentals of Recruiting

*With our company, you get more than money...you have fun and excitement, because in addition to the money, you can also earn fabulous prizes, awards and even trips, and our company gives you the recognition you deserve for your accomplishments.”*

## 4. Will there be training and support?

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*Example: “Our Company takes the work out of owning your own business while providing you the benefits and flexibility of being your own boss and setting your own hours. You have control of your time and unlimited earnings potential without the worry of producing catalogs, new product development, packaging, or most other business functions.*

*We offer the training and support you need to achieve success... from the beautiful catalogs, presentation pieces, training videos and CDs that make it easy to offer the products and opportunity... to training seminars and conventions. There are also local and regional meetings and as your sponsor, I’ll be there to show you the way. Our company really has it all!”*



# The “Fun”damentals of Recruiting

## 5. How do I get started and how much does it cost?

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Example: *“Getting started with us is easy and very inexpensive. Your only investment is your application fee of \_\_\_\_\_. When you enroll, you receive a Demo Kit that has everything you need to get your business started. We offer a Quick-Starter program that enables you to earn additional products to show so you can maximize your earnings. The application is easy to fill out. In only a few minutes, you can own your own business and open the door to a whole world of unlimited opportunity.”*



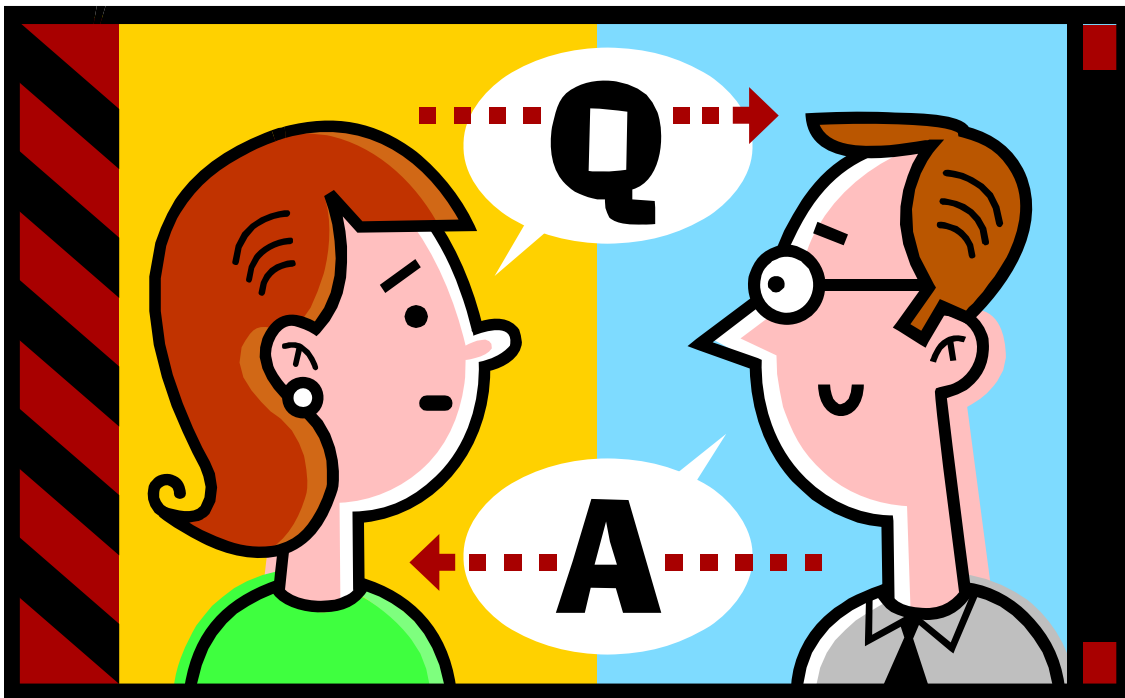
# The “Fun”damentals of Recruiting

**Remember...It’s All About Them!**

When answering **The 5 Questions In Every Prospect’s Mind**, try to phrase the answers in a way that will give a solution to the missing need that you have identified. When you talk about what is important to them, you will retain their interest.

Give them a couple of minutes to think about what you’ve told them and if there aren’t any more questions say:

So \_\_\_\_\_ do \_\_\_\_\_?





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## Track 9: Step #5. Clarifying and Answering Objections

Objections are really just \_\_\_\_\_ in disguise.

Questions and Objections are \_\_\_\_\_!

### Five Steps to Handling Objections:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_



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5. 

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Use the \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
technique!

## 3 Approaches to what you FOUND:

1. 

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2. 

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3. 

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Examples:

**The prospect has just said he or she was too busy and you have responded with the Feel, Felt, and Found technique. Here are the three possible types of Found responses**

### 1. Give a reason to move ahead anyway

**“I know how you feel, I felt the same way myself but I found that these parties gave me the chance to interact with adults...a**





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time that I really needed.”

## 2. Let the prospect know there is a solution

“I know how you feel, I felt the same way myself but I found that my recruiter was able to sit down with my calendar and show me how I could work this business along side my busy schedule.”



## 3. Give the prospect THE solution

“I know how you feel, I felt the same way myself but I found that by coaching my hostess to provide a playroom with a DVD player, I could bring my kids and so could the guests. I bring a new Disney DVD and the kids have a ball. It’s a perfect solution to my busy schedule...I can entertain my kids and do parties at the same time.”

The Feel, Felt, Found Solution is followed with this question:

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Example: *“If I can show you how to plan a schedule to do these parties along side your family and other activities, is there any other reason why you wouldn’t want to get started?”*



# The “Fun”damentals of Recruiting

## Track 10: Step #6. Closing

### The 4 Types of Closes

#### 1. The Test Close

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#### 2. The Assumed Close

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# The “Fun”damentals of Recruiting

## 3. The Alternative Close

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## 4. The Call Back Close

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*Now we’re ready....lets go out and do  
**A RESCUE!***



# The “Fun”damentals of Recruiting

## The Three Most Important Things I Learned Today

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Three Ways I Will APPLY What I Have Learned

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_