

THE FREE DAILY LEAD SYSTEM...

Ads are a great way to increase recruiting in your business. However, they are not recommended to be your sole method of prospecting. When an ad program is used in conjunction with warm market, cold market, and the three foot rule, it will increase your business and your income.

4 Reasons to Recruit Daily

The best way to become a great recruiter is to do it daily! Whatever your mix of recruiting activity - cold calls, text messages, Facebook, 3rd party tools, or email campaigns - you gotta do some activity every day. When you focus on recruiting daily, the following great things happen.

1) Your Psychology Improves

You start working through the emotional and mental blocks that you may have towards recruiting. Why? Because you start to see results, and you calibrate your emotions to the positive work-reward payoff.

2) You Get Into a Success Groove

Research has shown that it takes about 21 days to create new habit. That's really not very long – it's only 3 weeks time. As you develop your new habits, it becomes easier to pick up where you left off each day. There's less "rehearsal" necessary for how you're going to say things, less psyching yourself up, and more

confidence as your fears get smaller and smaller until they eventually disappear.

3) You Start Developing Relationships with Potential Recruits

Surprisingly you will develop relationships with people you've never spoken with before, who've never returned your call, and whom you don't even know you have a relationship with yet. This happens because some potential recruits are noticing and paying attention to the messages you are delivering, even if they haven't responded yet. After a number of messages from you, they start to get a sense of who you are and some begin to feel as if they know you; even before they've met or spoken with you. An hour of recruiting every business day of the year adds up to 260 hours of prospecting every year. Two hours a day adds up to 540 hours. Three hours a day adds up to 780 hours or little more than a month of recruiting time. With 1-3 hours a day of recruiting, anyone can get more than full pipeline of well qualified potential Recruits.

4) You Develop Posture

Daily leads give you emotional security while recruiting; which in turn, provides you the confidence to talk to anyone at any time about what you do.

Pre-Qualify Incoming Leads

Remember: LEADS are a great way to increase recruiting in your business. However, they are not recommended to be your sole method of prospecting. When an LEAD program is used in conjunction with warm market, cold market, and the three foot rule, they will increase your business and your income. Before launching a LEAD program of any type it is suggested to check with your leadership.

To get the best results from the LEADS, it is suggested to commit to a 12 month cycle of LEADS.

Once LEADS are purchased the fun begins. It is recommended to use a PRE QUALIFICATION form, making it simple to use and easy to duplicate. After an PRE QUALIFICATION is taken, you will call your designated up line and give them all the info from the LEAD. We suggest you follow the script and LEAD PRE QUALIFICATION exactly. Remember the reason for the first call is only for pre-qualifying and not for closing them or recruiting them. These calls should take 15 to 20 minutes!!! If you are on the phone longer than that, you are saying too much and your prospect will most likely not want to move forward. I recommend texting the prospect first to see if it is a good time to talk. The text will identify who you are and why you want to speak with them. Keep in mind if they responded to you they maybe responding to several other people too.

Call your leads as soon as possible. I have always been told in real estate and the mortgage business that time is our enemy.

The more time that passes after the LEAD is purchased the less likely the person will be interested. DO IT NOW!!! WINNERS DON'T WAIT!!!

TELEPHONE TECHNIQUES

The best way to jump-start your business is on the telephone. The telephone is a friend and a timesaver. The better you are on the telephone the more successful you will become. Practice, Practice, and Practice again. Only with repetition will you make improvement with LEAD calls. Recommendation: Record yourself making calls and ask a professional for ways to improve. Or make calls with your active up line support and they can also listen and give support and advice.

12 TIPS FOR SUCCESS ON THE PHONE

1. Warm up and make sure your mind is clear and you are in a good mood before getting on the phone.
2. Have all your phone numbers ready before you start to make your calls.
3. Decide how many calls you will make before you begin.
4. Be respectful of time. No one likes being called too late. (8:30p.m. should be cut-off time for calling ad appointments unless prospect has said otherwise.
5. Keep the area around your telephone clean and free of clutter.
6. Don't spend more than one hour on the telephone without a break.
7. SMILE 1st before talking. Your smile can be heard over the phone
8. Stand up while on the phone, talk loud, talk fast.
9. Keep calls short and to the point. Get appointments and get off the phone.
10. Keep good records of exactly what response you get from each call.
11. Always be professional.
12. Set a goal for the number of presentations you will make each session and stay at it until you reach your goal.

* The one that presents the most WINS!

DO NOT try to be too friendly; it does not work, and they WON'T listen and they won't show up!!! You should be serious, nice, and use professional POSTURE. Think about (James Bond) and the (Terminator): calm, cool, and collected but remember you are in control and you are qualifying them not selling them!

Hi my name is _____(first name) from
(YOUR COMPANY).

My office passed me your INFORMATION, and I want to know if you are still looking for work?

IF NO say..... "Thank you!"

IF YES..... "Do you have 5 minutes for a phone interview?"

IF NO "I will call you back. Thank you!"

IF YES

"Great! I would like to give you an overview of what we do, and what we are looking for, but I have a few questions to see if you would be a good fit for what we are looking for."

LEAD APPLICATION

DATE: _____

Name: _____

Phone: _____

(Your name): _____

QUALIFYING QUESTIONS:

Are you looking for something F/T or P/T _____

Are you currently working right now? _____

Current or last job: _____ How long: _____

Position: _____ Duties: _____

Reason for leaving or looking _____

Prior job : _____ How long: _____

Position: _____ Duties: _____

Reason for leaving or looking _____

Prior job: _____ How long: _____

Position: _____ Duties: _____

Reason for leaving or looking _____

Have you ever owned your own business or been self employed? _____

What company and when? _____

Which is more important to you: flexible hours or more money? _____

On a scale of 1 to 10 how would you rate your communication skills? _____

What is the highest level of education completed? _____

Ok _____(name) you sound like the type of person we are looking for.

Let me give you a quick overview of what we are doing.

Now that you know what we do and what we are looking for... which interest you more the product(s) or the opportunity? _____

GREAT on a scale of 1 to 10... 1 you would like to know more & 10 you are ready to get started where are you? _____ OK GREAT!

The next step is... I am going to have _____ one of our Support Team connect with you to move forward!

Is now a good time for them to call you? _____

If not which is better day or evening? _____

Comments:

Send Pre-Qualified Application to Your Designated Up Line

We recommend letting your support team know before you are making your calls.

Never guarantee the prospect a time your support team will be calling them back.

We recommend always texting your designated up line to let them know you have taken an application.