

“10 Top Recruiting Secrets”

Brian Carruthers

- Check out the Super Regional Schedule on www.events.mannatech.com Coming to a city near you. Listen to Gold Presidential JP Koster on <http://livestream.com/mannatechnow/truhealth-tour-dallas>
- Have you seen the “Your Success Guide” a great getting started guide. It is in the Mannatech Library
- First Hispanic Tuesday Night Live” at Corporate Office is June 21st at 7:30 PM also on ww.mannatechlive.com... special Guest Speaker Tammie Mayer
- The next “Tuesday Night Live” at Corporate Office is June 28 at 7:30 PM
- Next Monday we will cover the NEW Mannatech+ app. Prior to the call please sign-up for the service on www.poweredbymannatech.com, install the app on your smart phone and login in with username and password set up on www.poweredbymannatech.com

Program by Brian Carruthers, top Networker for Legal Shield

1. What are you Recruiting people into?

a. Not just a business

People have challenges, problems, etc.

We are recruiting into HOPE, CHANGE, SOLUTION

SO, Stop Selling and Start Solving!

b. Ask and Listen. Let them do the talking.

1) Ask probing questions: How is life going? What’s going on?

2) Find pain points: What do you like best about your job?

What do you like least about your job?

“Hey John let me share my situation with you”... share your pain and your story, why you are in

“Hey would you like to see what I found?”

c. Learn how to paint a New Vision

24-36 months down the road, what will their life look like?

A strategy to take you where you want to go...massive team around the country in fact around the world

Imagine being at all your kids sports functions, going, going vacation whenever they are out of school, could you imagine that?

“Are you on a computer right now? Great, let me walk you through the registration.”

2. Sorting versus Convincing

a. Amateurs convince (showing desperate); professionals sort (it’s an honor to be in my business)

b. We don’t *get* them in our business, I *let* them join my business

Hunting versus fishing...

We are in an attraction business.

c. Conquer Fear

We all have them; need to go through the FEAR to get RESULTS!

Your nerves keep you on your toes so embrace fear.

If we did not have fear, we would not show concern and kindness for others.

d. Sorting takes pressure off of you.

You are merely taking a survey...SW SW SW NEXT.

3. What are the Right Words to Say to Prospects?

a. "If the money was right and if it wouldn't interfere with your busy schedule at all, would you be open to look at a huge opportunity?"

(people need to know it is worth their while; this needs to become second nature so practice, practice, practice)

b. "I don't waste time on anything unless its significant. Someone I respect just told me about a business. You've got to see this. Are you by your computer?"

c. "I am excited about starting a business on the side because I honestly need to. Because I respect your knowledge, would you look at it and give me your opinion?"
(works great on chicken list prospects)

NEED: Confidence, and the words to roll off your tongue.

4. Understanding NO's/Referrals

a. NO simply means you have sorted them out. BUT be sure to ask for referrals.

Just because they are not interested doesn't mean they don't know someone who might be...

"WE NETWORK THROUGH PEOPLE"

"Great, I see you have no interest right now. Who do you know who would be interested in making more money right away?"

b. It is not what you say as much as how you say it...

Smile with acceptance

Get 1-2 or 3 referrals and it is gold.

Their warm market becomes yours

c. Call the referral:

"Hey John, I talked to a friend of yours, Harry, and he said (a lot of great things about you). When I asked him about a business opportunity your name was the first person he mentioned. Would you like to take a look?"

"I asked him who he knows who is really ambitious...and Your name was the first one he mentioned. I have a great business opportunity and it may not be for you but would you like to take a look at it?"

(Notice the compliments!)

5. Maintain An Attractive Attitude through the NO's

a. Very hard for most people to do this...we tend to deflate then carry the "hangover" to the next prospect.

b. Takes 10 NO's to get a YES so maintain your enthusiasm.

STOP letting your enthusiasm to get diminished by a NO.

Every NO is one step closer to a YES!!

6. GAP: Grab A Pen

a. SAY LESS TO MORE PEOPLE...make this your model

Use your enthusiasm, your belief, your conviction!

b. FRIEND: "I have something important I need to show you. It will only take about 15 minutes. You may or may not be interested. Do you have a pen handy? Ok, GRAB a PEN so I can give you a website address. Ok, if I give you this website, will you watch the short video, then call me back?"

If they ask "Sure what is it?"

"All I can tell you is you'll be glad I shared it...if I give you the link will you call me back?"

c. COLD LEAD: "I understand you wanted some information about our company's business from home program. I got back to you as soon as I could. Do you have a pen handy? Ok GRAB A PEN so I can give you a website address. So if I give you this website, will you watch the video and call me back?"

7. Rapport Method

a. GAP is short and sweet, but doesn't build much of a relationship. This one does.

Slow down...ASK and LISTEN

TWO EARS and ONE MOUTH...always remind yourself.

Find a problem to match your solution:

No time

No money

Show how your opportunity meets their issue...

b. Ask: What do you like most about your job? (X)

What do you like least about your job?

If I can show you a business where you can (*like most*) and it doesn't have (*like least*), would you take a quick look at an overview of such an opportunity?

c. This method helps with giving them a WHY...

8. Become a STORY TELLER

a. Mirror and Match

Put them in new shoes

Facts Tell and Stories Sell

b. Start a conversation and then "You know Sam, you remind me of a friend of mine. He was a real estate broker just like you, and I shared with him an opportunity with residual income and now he works one day a week, and makes twice the money."

c. "Hey Bob, I didn't realize it but your story is so much like my friend Gary. He....and now he's making as much money in his side business I introduced him to as he is in his full time job."

d. Put them in a dream world.

9. FEEL FELT FOUND

a. Use it to

Win friends and Influence People

Validate Positive Feedback

Dismantle Negative Feedback

b. Use it everyday

“What did you like best about what you saw?”

“Wow Bob that’s exactly what I saw when I first looked at this opportunity. I am so glad I jumped in because it far exceeded my expectations.”

Notice: NOT just responding to objections...

c. But always use in dismantling their objectives...never “fight” with them whether they say Pyramid Scheme, I don’t like Sales, etc.

10. TEXTING BLITZ

a. Make your phone your greatest tool

People don’t answer your phone calls today, but texting? most within 5 minutes

In texting, SEEK ENGAGEMENT

(you can cut and past the message and get it out to 20 people in less than 5 minutes)

b. Get prospects to check out your opportunity:

TO watch/listen to materials:

1) “I need to show you something important. Got a few minutes?”

2) When they respond “Sure what is it?”

3) “If I, then will you....?”

TO get an appt versus just share some info...

“Coffee?”

TO invite to a meeting:

“Plans Thursday evening?”

If say No what’s up?

“I am going to a business meeting, thought you’ld love to see it.

We can meet up at...”