

Fast Fabulous Follow Up for Accelerated Recruiting Success

By Caterina Rando, MA, MCC

As a direct selling sales coach I have seen over and over that once the interest and curiosity of a potential recruit has been aroused, you will need to implement some fast and fabulous follow-up techniques in order to add a new team member this month.

Follow-up is more than simply sending out a pack of information on your business. Follow-up is everything you do in relation to a potential recruit in order to meet your objectives.

Use these success strategies to create consistent and effective follow up and grow your team quicker.

Make a List

If you have not made a list of your prospects you are either working too hard or have not made a decision to be a business builder. Work that list to keep consistent with your follow up. Record that a call or conversation has transpired and what the result was.

Have a Plan

Before you do anything sit-down and write out a plan for your follow-up. Decide in advance what action you are going to take and write out a list of what you need to do to accomplish each of those tasks. Give yourself a deadline by when each action must be complete.

Act Now

Initiate the initial follow-up immediately. The time to act is when someone has expressed interest not two weeks from that time. The more urgency you bring to the situation the more your potential recruit will also act with urgency.

Get The Answers

When you begin to talk to someone about your business opportunity find out what makes this person interested in your product, service or opportunity. Begin by discussing what they are interested in learning about, not what you are excited to tell them about.

Create a Routine

If it is not on your calendar it will not happen. Block out time for follow-up every day. By scheduling the same time everyday you will begin to build momentum and will soon get more done in less time. If you don't you will always be behind with your follow-up and you will always be trying to catch up.

Invite People to Go Where You Are Going

Invite your potential recruits to join you at a show or presentation. When they spend time with you in a non-selling situation this allows you to get to know them and their

needs in a non-threatening situation. If you take a potential recruit to an event where other people know you they will often let your prospect know how wonderful you are.

Urgent Offer

Send out a weekly or monthly success email to your All your potential recruits with a special offer- an urgent offer if they join your team this month. Always follow up with a phone call.

Be Persistent

The answer is “yes” until you hear “no.” If you know someone would be great on your team stay connected to them until that make it clear they are going to join you or they are certain they will not.

If you consistently use these strategies for success on an ongoing basis you will find that soon everybody wants you to be following up with them. They will be saying to you “Thank you, I am so glad you followed up.”

Caterina Rando, MA, MCC, shows women in direct selling how to book, sell, recruit and lead with ease. She is the creator of the Direct Selling with Ease® and Recruiting with Ease® programs and is a contributing author to *Build It Big- 101 Secrets from Top Direct Selling Experts* and *More Build It Big*. To read more articles, listen to business building podcasts and find out about her programs, visit <http://www.directsalescoaching.com>. Caterina can be reached at by email at cat@directsalescoaching.com or by phone at 415 668-4535.