

How to Recruit Now—Right Now

By Caterina Rando, MCC

The other day I was in the middle of a recruiting sandwich. I was on a three way call with my upline and a super star in my downline-or as us more savvy direct sellers call it my success line.

You know how the next part of this story goes. It is the last day of the month and if my downline person promotes, I promote. My super star did not need one or two or three new consultants, she needed five. Five- five today with paperwork, with initial orders, with payment.

The three of us made an agreement. We would all get off our three way call and begin to make calls separately to see if we could add any new recruits in the next 60 minutes. In one hour we would talk again and see if we had any success.

I found myself in an amazing place. I wanted to come through for my downline and I wanted to show my upline that I was doing everything I could to help my leaders and build my team. I was also clear I was not just looking for names and social security numbers I was looking for women who did in fact want to grow a business.

I pulled up my prospect list with a kind of definiteness of purpose I had never experienced before. I reminded myself to speak with certainty, positivity and enthusiasm. This time though I was adding a very important additional component- urgency.

Here is what I did in my positive, certain, enthusiastic and urgent state when I made a call. First I asked if they had a minute to talk. Second, as I always teach I took a few seconds to acknowledge the individual. Saying something like: "It was great to meet you at Sarah's show I really appreciate your interest and excitement for our products, you would be so great at this." Then I would ask the key question that is what made this recruiting blitz work. "I am on a deadline today. Because of your interest I would like to make you an irresistible to join us. Would you like to hear it?" Would you believe that everyone I spoke in my hour said "yes" to hearing my offer. "In my first five minutes of calls I got a "yes" to joining the company. That pumped me up for more.

By the way, my irresistible offer I used was to pay the new consultants membership fee. In most of our companies that is between \$40.00 -\$99.00. You could offer a case of catalogs or other needed equipment or supplies, you could offer to buy their business cards or chip in for a small kit. Whatever is doable for you.

I called as many people on my prospect list as I could get through. I left an irresistible offer message for those I did not get a hold of.

When we had our three way call at the end of the hour I had two new recruits for my consultants team, my upline had one and the consultant they were for had one. She felt so supported by us that she got another one by the end of the day and got her promotion. Plus three of the five new team members are definitely going to be business builders, we are all excited to have them on our team.

I was reminded all success really does start with a decision to take action. Better yet – take action now. I also learned that I am going to stop talking to my team about how their recruiting is going and start doing one-on-one and three-way phone blitzes with everyone on my team who wants to be a business builder.

The next time you are thinking about how to motivate someone on your team. Remember that there is nothing more motivating than accomplishment.

SUCCESS ACTION TO TAKE TODAY

Call three of your team members who you see as leaders and ask them if they can give you an hour on the phone this week. Tell them you are going to coach them on their recruiting. When you have a phone date take five minutes to come up with your urgent offer and then tell them to spend the next 55 minutes on the phone and to call you at the end of the hour with their results.

Apply these strategies and you will get great results and your team will grow strong.

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.