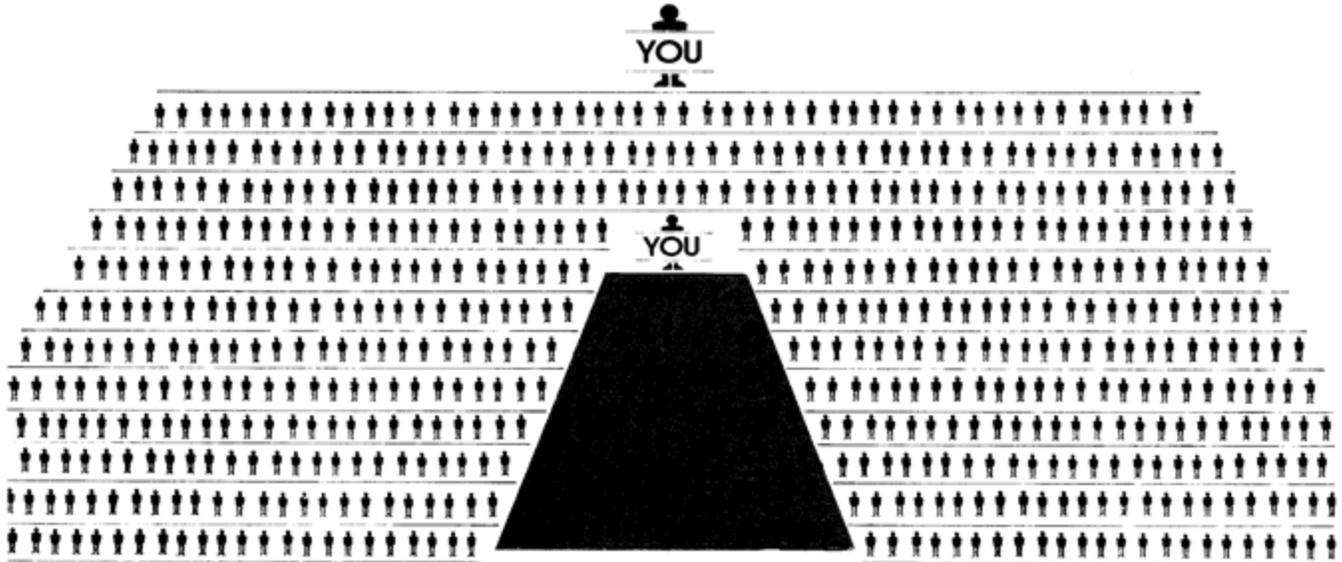




RECRUITING WORKSHOP



TEAM TENACIOUS



Name: _____

REVISED DECEMBER 2019

RECRUITING

THE KEY TO WEALTH

Every successful organization in America became great by recruiting key individuals that lead them to greatness. All major companies in America have ongoing recruiting machines (they call it a personnel department). They know they are going to lose people to other companies through career changes, illness or even death, so in order to fulfill their objectives, they must keep those talented people coming through the front door faster than they are leaving or they will experience a crisis. We are all heads of our own companies, and you have the same challenge. It may be on a smaller scale but nevertheless the exact same challenge.

Our goal is to increase our business size, and the only way to do that is to add more agents to our brokerage/agency. The way you should always look at Primerica is that you have your own financial brokerage agency. You are free to develop it into as big an agency as you can by getting people excited about the prospect of having their own agency with no limitations as to its size or profitability. We believe the key is for people to see clearly that the business is theirs, and only they limit themselves. There are no restraints, your future is entirely in your hands. Commit to building a huge agency, and we will help you build it.

PS. How the Brain Learns

Retention after 24 Hours

- ~ Lecture =5%
- ~ Reading =10%
- ~ Audio-Visual =20%
- ~ Demonstration =30%
- ~ Discussion =50%
- ~ Practice by doing =75%
- ~ Teaching others =90%

TABLE OF CONTENTS

Why Recruit?	4
PRI Uniqueness	5
Who to Recruit	6
Psychology of Recruiting	7-8
The Magic of Tap Rooting	9
How to Recruit	10-11
How to Use Tuesday Nights (M&B)	12
Qualifying Questions	13-16
Important Recruiting Reminders	17
Leadership Principles of Recruiting	18
Width and Depth: Knowing the Difference	19
Prospecting: Who?	20
Prospecting: Face to Face	21
Pre-Close Recruiting Form (Optional)	22

WHY RECRUIT?

1. It's a better way to prospect and set appointments.

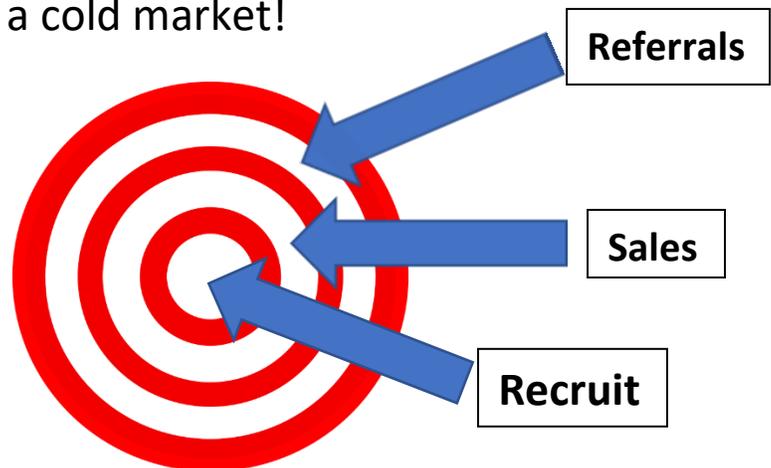
-Trainee sets them up

-You help Trainee set them

-Either is better than working in a cold market!

2. It's a better way to sell.

Bullseye example



3. It's the best way to get referrals.

4. You're always in a Warm market.

5. It gives you greater business persistency / QBI.

6. It provides Unlimited income.

7. It provides Security.

8. You're building a company within a company.

9. The #1 recruiter is always the #1 producer long term --
the #1 producer is the #1 money earner.

10. So you don't have to anymore.

PRI UNIQUENESS

<i>Trad. Sales Management Models</i> --Recruit to Teach to Sell--	<i>PRI Sales Management</i> --Recruit to Teach to Build--
(General Agencies such as: Real Estate, Insurance, Investments, etc.)	(A HYBRID MODEL – A mix of Franchise Systems, General Agency Systems, Direct Selling, Etc.)
Broker only one who receives overrides.	Agents can receive overrides.
Agents can only sell, never recruit.	Agents can sell AND recruit.
Broker loses best producers.	Broker/RVP retains best producers.
Production is never multiplied.	Brokers/RVP's and agents can multiply production.
The Agents must leave agency to become a broker.	Agent doesn't have to leave Agency/RVP to become a Broker/RVP.

WHO TO RECRUIT?

1. Recruit in the right market.

Married - Age 25-65 – Children – Homeowner - \$30,000+ income

2. Recruit "greenies".

3. Recruit people who have excelled elsewhere.

4. Recruit people who are dissatisfied with current situation—the timing is right.

5. Recruit both husband and wife.

6. Recruit the selective masses

--Recruit everyone and hire the ones who qualify

7. Recruit people you can relate to: teachers recruit teachers, coaches recruit coaches, etc....

8. Identifying ideal good recruits — IN ORDER OF IMPORTANCE:

- Priority 1. Do they have a market?
- Priority 2. Do they have credibility?
- Priority 3. How much time are they willing to work?
- Priority 4. What are their talents and abilities?

Only field train in markets of people that have 1 & 2. Let people that are only 3 & 4 tag along as third wheel on KT's with the 1 & 2's.

Experience the positive impact on the prospect while training twice as many people at the same time. Take 3 or more trainees and give yourself even more credibility!

PSYCHOLOGY OF RECRUITING

1. Know your job description-

“I help people fix broken finances and broken careers.”

“I locate and develop people for vice president positions.”

“I help locate & develop people for vice president positions.”

“I locate, train & develop leaders for ownership positions within our firm”

*“The firm teaches families how to make better use of their money so they can become debt free and financially independent. But I locate and train individuals to own and operate the offices.”

2. Know, accept, and work the #'s-

Out of 100 recruits:

63 inactive after 2 years

15 produce for life

2 become RVP's

3. Understand and fully believe we've got the greatest business opportunity going.

4. Every human being would benefit by working with PRI.

5. Assume everyone wants in, but just doesn't know it yet.

6. Show commitment—People join you not just PRI.

7. Be excited!

- Calm and professional but upbeat enthusiasm.

8. Become a person other people want to follow.

- Always be Self-improving!

9. Look through the prospect into their market.

- You don't know who they don't know knows. Tap Root!

This is my Personal Example of Tap Rooting:

(You find your BEST people by going DEEP!)

Mike & LuAnn Olson

Jim Crandall & Jim Orlando (Farm Equip. Dealers- Northern WI)

Harlen & Mabel Zietler

Karl & Lonnie Casper

Roy & Mary Fuller

Rod & Becky Cook

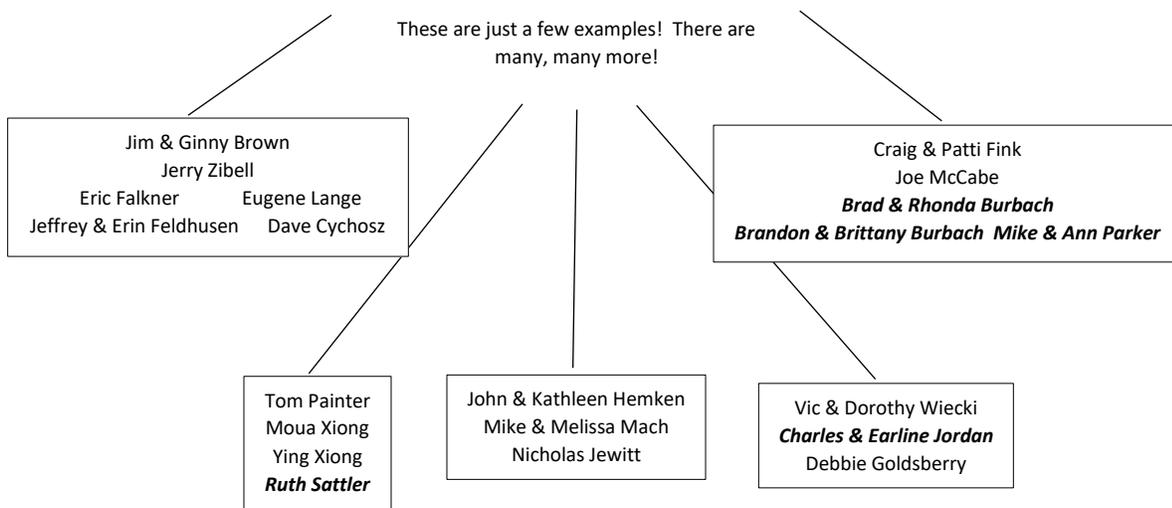
Cindy Lucas

College Student- (in biz for only 2 wks)

Don & Carol Martinson

Jim & Julie Martinson

These are just a few examples! There are many, many more!



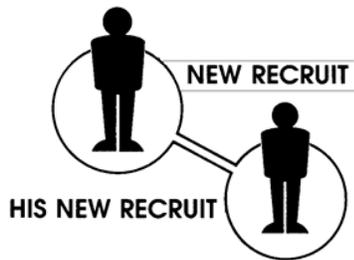
Who will your Tap Rooting story be about?

THE MAGIC OF TAP ROOTING

Recruit Isn't a Recruit Until they Have a Recruit!!!

A new person really isn't anchored into the business until he or she has:

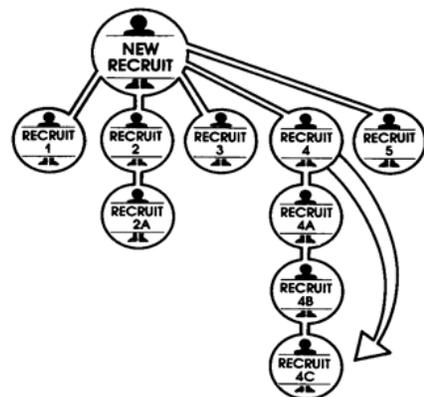
1. Become trained and licensed
2. Become a Crusader for our products and made sales!
3. Recruit a new person!



There is a big difference in just "signing up" someone and anchoring them into the business. Anyone can do No. 1. A lot of people can do No. 1 and 2. But the person who is serious about a business opportunity, and the person you can consider part of your building process, is someone who has done ALL THREE.

Leg is not a Leg Until it is at Least Four Deep in that Leg!!

If you TRULY want to build a team, each person you hire, should hire at least four people. The Law of Averages says that at least one of those people will remain a serious, committed person.



HOW TO RECRUIT

1. Recruit through a warm market.

2. Make a good first impression:

- get introduced properly
- smile
- firm handshake
- good eye contact
- nice appearance

3. Know the steps to qualification (N.E.A.D.S.)

What career or job do they have NOW?

What do they ENJOY most about what they have now?

What would they ALTER/change about what have now?

4. Build your confidence by giving a winning presentation.

Create a sense of urgency by getting permission to move quickly during intro.

5. Close them on (not just invite them to) the meeting.

6. Use manager's credibility to keep them from backing out.

7. Get proper commitments.

8. Before the close:

Preplan the close focused on recruiting (Pre-Close Recruiting Form)

Build confidence through preparation and P.D.R. (Practice, Drill, Rehearse)

Fill out pre-close recruiting form (when appropriate)

9. On the close, use involvement questions:

- A. Not to be assumptive, but if you were making an extra \$1000 month part-time with PRI, what would you use it for?
- B. Not to be assumptive, but if you became a Vice President making \$100,000 per year would your wife continue to work outside of the home or stay home with the children?
- C. Build a picture in their mind by asking a minimum of five questions about their answer

10. After you have implemented their FNA, use their shortfall:

WHY? Fact: if they don't make up their shortfall they can't have their goals and dreams come true! It is mathematically impossible.

HOPE IS DEAD IN THEIR LIVES

How? Use questions to build pictures and emotions.

1. If you had the choice would you rather get an extra \$1833 or give up on some of your goals and dreams?
2. If you can't get \$1833, what goals and dreams would you want to give up (ask both husband and wife)?
3. Used to hope; now you can't even hope unless you get the extra money.
4. Could you get a \$1833 raise from your boss? What would he say?
5. Could you switch companies with your career and make more money? How would you go about doing it?
6. How would you feel if I could help you make up the short fall without the stress of completely changing careers or having to ask your boss for a raise?

HOW TO USE TUESDAY NIGHTS

(Money & Business Meeting)

Before:

Three things: **1) Arrive early - Meet staff 2) Bring notepad 3) Look sharp**

You pickup & bring, or meet at neutral location

Never meet at the office

No meeting before the meeting

Sell the speakers

The answer to all questions is: "I'm glad you asked that because that will be covered at the meeting."

Sign them in and hand them the **Meeting Questionnaire Survey Form**

Ask them to fill out part 1

Introduce prospect to the speaker and people with common backgrounds

During:

Be alert and answer questions

Once in, stay in

Prospects are recruited by the environment

After:

"Now you can see why I'm so excited. What did you like most, helping people or making money?" "Finish up your form and I'll come right back"

Have them complete the questionnaire

Use team recruiting - Introduce prospect to someone like them

Introduce prospect to your manager with steps to qualification information

Set the follow-up or confirm it

QUALIFYING QUESTIONS

ADDRESSING COMMON RECRUITING CONCERNS BEFORE THEY COME UP (IAN PRUKNER AUDIO ON TEAMTENACIOUS.BIZ)

You recruit people away from what they're doing, not toward Primerica. **Expose the Nightmare, Sell the Dream.** People join you. Is this the person who can help me deliver my dreams? They are attracted to where you're going, not what you're going through. And you better put in the work to make it happen. People join people they know, like, and trust. You have to bend over backwards to help people. People will borrow your belief until they have their own. Your vision has to be big enough to let others' dreams fit inside of them. Cast a wide enough to catch everyone.

People don't join because they don't trust you or the company or what you're saying to them (skeptical), or they don't believe in or trust themselves to follow through. They don't believe they can learn. They don't see learning as the key to mastering a new skill and making more money, having a better quality of life.

ALWAYS start with F.O.R.M. : Expose the nightmare!

I really appreciate you taking a little bit of time together today and I'm excited to share with you a little about what we're doing. So, tell me a little bit about your family... not married? Brothers and sisters in the area? What do they do?

What do you do for work now? How long have you been doing that? What do you love about what you're doing? What did it take you to be really great at what you're doing? (Let them brag!) What would you change about what you're doing, if you were in charge? How do you feel about the hours?

If you were able to make the same amount in maybe less time, would you maybe be interested in doing that? Are you 100% happy with the amount of money you're making right now? What about your opportunities to advance? Do you have any ability to have any ownership in your company, the ability to pass something on to your kids? What about vacation time, things like that?

What do you guys like to do for fun? How come you're not doing more of that right now? (time, money) If you were able to make what you're making now but have

more control of your time to do the things that you love doing, that would be interesting to you right?

If you were able to make what you're making now, or 2 or 3 or 4 times what you're making now, but do it in even less time than you're spending to do it now, obviously that would interest you right? Tell me, 10-year plan: what are you excited about in life? Where do you want to be? What do you want to get to? Imagine if you had 3, 4, 5 times the income you have now, obviously those dreams would be a lot closer to reality, right? Great well that's exactly what I'm going to talk to you about today.

Staying in control of the conversation

I'm sure you probably have some questions for me, I've got a few questions for you. Is it alright if I ask you a couple of questions? Listen, if at any time in our conversation today you feel like this wouldn't be for you, would you stop me and let me know? Great because I don't want to waste your time, I don't want to waste my time, if it's just something you're not interested in, stop me and let me know. Conversely, if at any point when we're talking, I feel like this wouldn't be a good fit for you, I'm going to stop you and let you know, is that fair?

Are they money motivated?

Scale of 1 to 10, 1 being not helpful, 10 being extremely helpful, how helpful would you say an extra \$1000 or \$2000 a month on the side would be to you? In other words, extra money would be really, really, helpful to you right now, is that what you're saying?

How much time can they commit?

The next question I have for you, is we really have three learning tracks we like to start people on. One is **NO TIME**, we call it a silent partner. It's basically just referring people that may be able to use our services and we're going to do all the work, we'll manage all the client relationships, this takes no time. You get 50% of the commission that you would be eligible for. So, takes zero time, but most people wouldn't make more than \$5-800 a month doing that.

The second is a **SPARE TIME** learning track, that's someone who's going to put in maybe 5-10 hours a week and they're actually going to go see the clients, learn how to present, and most people will generally make between \$800 and \$1500 a month, Some make a little more, some make a little less, but that's the average for 5-10 hours a week.

And the third track we have is really a **LEADERSHIP DEVELOPMENT** track and that's someone that's going to put in 10 hours a week plus, and they're just going to do the same thing the spare time person is going to do, but they're going to do more of it, they're going to start training their own people. Most of those people will make between \$1500 and \$2500 a month to start and then as they get better, start building their teams that obviously can go up, and go up pretty quickly. Based on the time commitments you have right now, work, school, other things going on, which of those three do you feel like would be the best fit for you right now? So, you don't feel like ___ would be out of the question for you, that would be doable right?

Can they afford the IBA and commit to prelicensing class?

The next question I have for you, this is a regulated industry, you are required to get a license okay? We pay for it, we pay for the class, we pay for the exam. It is a 2.5-day class, and I'm not going to lie to you, it's boring. It's going to be inconvenient. It's going to eat up two whole days, but you'll do it once, you'll learn a ton, and you'll never have to do it again. So, we'll pay for the class, we'll pay for the exam, you are required to fund a one-time \$124 licensing registration cost okay? Would you have any problem being able to fund that today if you were interested in getting started with us? (If not today, when do you think you would be able to do it?)

Do they make their own decisions?

The next question I have for you is, provided there's a mutual interest in working together, would you be able to make that decision today on your own, or do you need to talk to somebody else? Are you going to need to talk to someone else before making your decision?

Is the timing right for them?

How soon would you like to get started making extra money? If there's a mutual interest in working together, I'd like to help you get started, are you okay with that?

Do they believe? Can they succeed here? (They want to "think about it")

Normally when people tell me they need to think about it, after they've said yes to all the questions that you've answered yes to, what they're really saying is, Gosh, I don't know if I can do this or I'd be any good at it. Is that kind of how you feel? (They don't trust you/the company, or they don't believe in themselves) Well, let me ask you a question, do you believe I can do this? I'm going to do all the talking, I'm going to answer all the questions. Your job is to smile (can you smile?) and nod (can you nod?) Now can you smile and nod together? Awesome, you'd be perfect. Your job is to smile and nod and I'm going to do the rest for you. So, if I were doing it with you, and helping you, and answering the questions, would that make you feel better about getting started today?

I'm going to help you every step of the way. You're never going to meet somebody as committed to your success as I will be. I'm going to bend over backwards to help you succeed. If I'm doing it with you, you and me together, well there's nothing we can't do.

They want to do research

Great, is there anything specifically that you're looking to get some more information about? We can definitely go and look that up right now. If you have questions, I'd love to answer them. What's your concern?

Never get rejected!

Hey, you know what, I really appreciate your time. Don't even worry about it. I think this may not be something that's the right fit for you. (Who ELSE is giving them an opportunity to create an unlimited residual recurring passive income, while changing families lives forever? Nobody! So, if you need to think about that, you're probably not who we're looking for, you're just not opportunity minded.)

IMPORTANT RECRUITING REMINDERS

1. Attitude--remember, assume they want in--they just don't know it yet. You get what you expect to get out of life!

- Great recruiters look for the reason they will come to work.
- Poor recruiters look for the reason they won't come to work.

2. A concern is nothing more than a request for more information. A question in their mind that hasn't been answered yet.

3. Expect concerns (be prepared) -- but do not create them.

4. Steps to handling the final concerns.

a. _____ them out.

b. _____ it back.

c. Question its importance.

d. Answer it:

1. _____ 2. _____ 3. _____

e. _____ the answer.

f. "By the way..."

5. The importance of asking "Why?"

6. What is the "**worst case scenario?**"

- World class education in money and finance
- Tax deductions on things you already do
- Spare tire – license and education that can make them money at will
- Leadership development and mentoring, relationships

LEADERSHIP PRINCIPLES OF RECRUITING

1. Get new recruits off to fast start:

- Control the point of contact

2. Lock in new recruits.

- Get their qualified list and sell them the dream
- Explain the three forms of field training compensation

3. Know the difference width and depth can make.

4. You are always one recruit away from an explosion.

5. Set a standard of excellence.

6. Judge your team's growth by the growth of your meeting attendance.

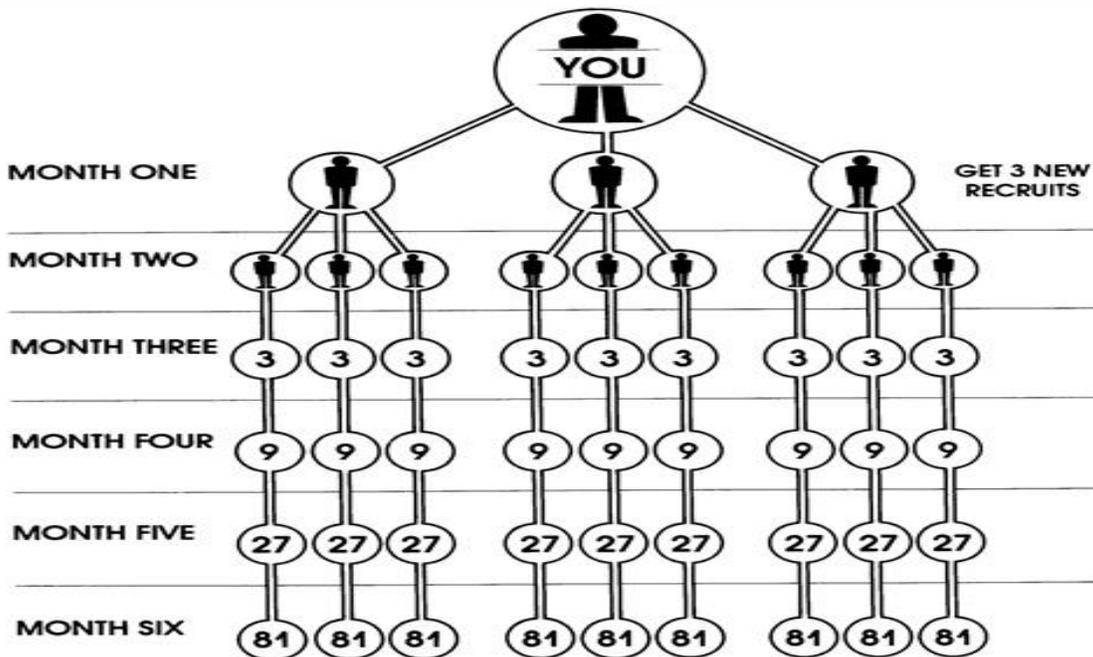
7. Build with BIG events.

8. Lead by example.

WIDTH AND DEPTH:

KNOWING THE DIFFERENCE!

	1		2		3	
	Each Recruit		Each Recruit		Each Recruit	
	1		2		3	
	x 1		x 2		x 3	
LEVEL 1	1	LEVEL 1	4	LEVEL 1	9	
	x 1		x 2		x 3	
LEVEL 2	1	LEVEL 2	8	LEVEL 2	27	
	x 1		x 2		x 3	
LEVEL 3	1	LEVEL 3	16	LEVEL 3	81	
	x 1		x 2		x 3	
LEVEL 4	1	LEVEL 4	32	LEVEL 4	244	
TEAM TOTAL: 5			62		364	



PROSPECTING: WHO?

Prospecting is..., “simply the art of finding people to give your presentation to.”

The best way to prospect is through the recruit’s natural warm market (Top 25 list). Don’t make the mistake of many by skipping all the way to cold calls without completely going through the 1st seven levels of prospecting. (in THIS order)

1. Greenie sets them up
2. You help the greenie set them up
3. You set them up for the greenie
4. Hiring them inactive
5. Referrals from a satisfied client
6. Referrals from centers of influence

Doctors, coaches, teachers, successful business people

7. Referrals from family and friends (S.T.E.A.M.)

Salesperson

Teacher

Enthusiastic

Ambitious

Money Motivated

8. Out and about, face to face
9. Cold calls

PROSPECTING: FACE TO FACE

Keys to Success:

- Smile and be genuinely excited, enthusiastic, upbeat, full of energy!
- Always maintain eye contact!
- **Don't** give too much information/business card!

1. Strike up a conversation:

- a. Look for something topical to talk about: weather, current events
- b. Pay them a compliment (it must be genuine)

2. Find out if they are the kind of person you are looking for by asking questions:

- A. Are you from around here?
- B. Steps to qualification? (N.E.A.D.S.)
- C. Are you the type of person that keeps your ear to the ground for an opportunity?
- D. Are you making all the money you can spend?
- E. Are you looking for bigger and better?
- F. Are you the owner? Would you like to be?

PRE-CLOSE RECRUITING FORM

What is the main reason they will come to work with us?

How will I recruit them?

What tools will I use?

What were their “Steps to Qualification” answers?

Like most:

Like least:

Which triplicate of choice for opportunity did they pick?

RVP

PT / FT

Silent Partner

Do I have their Meeting Questionnaire Survey Form?

Who in the \$100K FIC book is like them?

How many people in the \$100K FIC book have the same background?

Who in the \$100K FIC book is like their initial list/market?

Which involvement question will I use?

What will their biggest area of concern/objection be?

What is the w/w answer to that area of concern/objection?

If they didn't come to the meeting, have I called to reconfirm?

FNA information and commitments?

Have I practiced the shortfall close with their numbers?

What favorite close do I want to use?

- “Lottery Ticket” close
- “McDonald’s New Expansion Model” close
- “Horizontal v. Vertical Diversification” close
- “10 Times More Talent” close
- “Tax Benefits” close
- “How Many People Know Your Name” close