



# RECRUITING WORKSHOP



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# 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%

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# 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.

**Recruiting Approach** = Client **72%** ————— 88% Close Recruit/Sale  
Recruit **16%** of the time

(The numbers do not add up to 100% because you rarely CLOSE Recruits OR Sales 100% of the time!)

**Sales Approach** = Client **46%** ————— 62% Close Recruit/Sale  
Recruit **16%** of the time

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

## *Traditional Sales Management Models--Recruit to Teach to Sell*

(General Agencies such as: Real Estate, Insurance, Investments, etc.)

### Problems:

1. Broker only one who receives overrides.
2. Agents can only sell, never recruit.
3. Broker loses best producers.
4. Production is never multiplied.
5. The Agents have to leave agency to become a broker.

# PRI UNIQUENESS

## ***PRI Sales Management--Recruit to Teach to Build***

(A HYBRID MODEL – A mix of Franchise Systems, General Agency Systems, Direct Selling, Etc.)

### **Solutions:**

1. Agents can receive overrides.
2. Agents can sell AND recruit.
3. Broker/RVP retains best producers.
4. Brokers/RVP's and agents can multiply production.
5. Agent doesn't have to leave Agency/RVP to become a Broker/RVP.

# WHO TO RECRUIT

1. Recruit in the Right market.

Age 25 - 55  
Married  
Children

Homeowners  
Employed  
\$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 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 others 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) (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

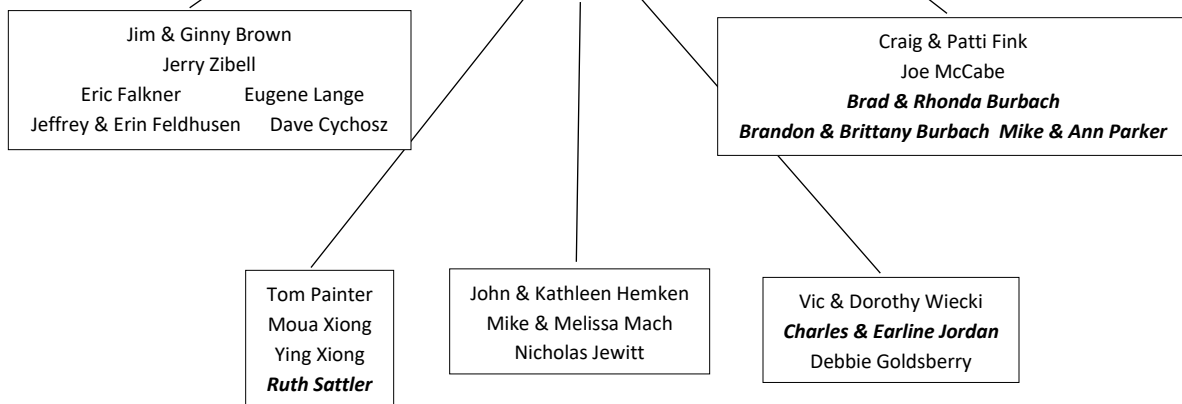
Cindy Lucas

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?**

# HOW TO RECRUIT

1. Recruit through a warm market.
2. Make a good first impression:
  - get introduced properly
  - smile
  - firm hand shake
  - 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** (not just invite them) to the meeting.
6. Use manager's credibility to keep them from backing out.
7. Get proper commitments.

8. How to use the Money & Business Meeting (Tues. Nights):

**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 \_\_\_\_\_

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

Sit in front row: 80% - 20% rule

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

Introduce prospect to someone like them

Introduce prospect to your manager with steps to qualification information

Team recruiting

Set follow-up or confirm it

Go to the restaurant with them

9. Before the close:

Preplan the close focused on recruiting

Build confidence through preparation and P.D.R.

Fill out pre-close recruiting form(when appropriate)

## ***PRE-CLOSE RECRUITING FORM***

What is the main reason they will come to work?

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?

# HOW TO RECRUIT

10. 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
11. 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? Using 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?





## OVERCOMING RECRUITING OBJECTIONS

6. Common recruiting objections:

***"I don't have time."***

Other than that, is there any other reason why you wouldn't go ahead and give this thing a try? **No.** Well, Primerica was designed for people like you because you're the kind of people we want to hire. You don't have time because you are motivated and you're out working hard because you care about your family. Your time is very valuable. This is the kind of people we want to get in the business. We designed the business so if you free up one hour of your time and you introduce me to somebody you know, I'll give them the recruiting presentation. Chances are, I'll hire them; they are working for you; they will be in your business; they may not be like you; they may be able to work seven nights a week. That means your business will be open seven nights a week. So, now that time is not a problem, let's go ahead and knock out this turbo app and get things started. Fair enough?

***"I don't think I can do it."***

I understand how you feel John, but let me ask you a question. Do you think I can do it? **Yes.** Well, great! Because other than introducing me to someone, I'll be doing everything. All you have to do is watch. And with the people you know and the skills I've got, your future looks incredible. Don't you think it make sense to at least give it a try?

***"I'm not really a salesperson."***

That's why you'd be great because we are more in the business of educating consumers on how to get more value for their money. You'd like to help people wouldn't you? Besides the whole sales concept is about learning responses to certain concerns that people have that prevent them from going ahead with something that is truly good for them. If you could help them make a good decision for themselves and their families, that would be good wouldn't it? **Yes.** You can learn that and I'll help you; I'll be right there for every step until you tell me you don't need me anymore. Is that fair enough? **Yes.** Great. Let's get started right away.

## OVERCOMING RECRUITING OBJECTIONS

***"I'm not sure about paying the \$99.-\$25./mo"***

***--Big mistake/little mistake***

\_\_\_\_\_, ***I just don't know?*** Well, \_\_\_\_\_, let us look at it this way. If you were going to make a mistake in life would you rather make a little mistake or a big mistake? (*wfa*) ***A little mistake?*** Great, let us look at this two different ways. You go to work with our company, go through a little bit of effort to get legal with me and you work with me a little bit, go out and find out if it is for you, but you don't have enough time, and it never gets off the ground, you never make a dime, you blow the \$199 it costs you to get a license, and you never make a sale. At least you found out it was not for you. Look at it another way. You do not give it a try and 3 years down the road, 4 or 5 people you know are in my business making \$100,000 a year these are people that could have been in your business. Each one of those people is worth a minimum to you of \$20,000 a year (x 5 = \$100,000 a year mistake -- every year for the rest of your life). \$100,000 mistake vs. \$161. \_\_\_\_\_, as you agreed, you'd rather make a small mistake than a big mistake. Let's knock out this set of hiring papers and get started. Fair enough?

***"I don't know anything about insurance, investments, etc."***

Boy are you lucky, because we don't need to retrain you, and you'll be able to move much more quickly. The less you know, the better. We can teach you the correct way. We've found that people with no prior experience have worked out far better than people with industry experience. By the way, did you know everything about every job you had before you started? ***No***. I'll make sure you receive everything you need to learn to be successful. Is that fair enough? I am excited to work with you. Let's get your Turbo app started.

***"If it's so good, why isn't everyone doing it?"***

Let me ask you this, if being thin is healthier, why isn't everyone? ***I don't know***. Because it requires some discipline to be thin just like it requires discipline to be successful and not everyone has it. And with our training program we'll be able to help you develop some self-discipline. So let's go ahead and fill out this screening application. Fair enough?

***"How are you doing at it?"***

Unbelievable. But what's more important is how you'll do at it. And from talking to you and getting to know you, I know you have all the skills you need to be a success if you choose to. So the only question is, do you choose to?

***"I don't know if I can make it to the meeting."***

***--Lot of info***

You know, after meeting with you over coffee, I can tell you have a lot of business sense and if you were going to make a decision, would you like to have a lot of information or a little information? ***A lot.*** It just so happens that this \_\_\_\_\_ night, there will be a Regional Vice President in town. He is going through everything in detail. He knows a little more than I do. It is a lot easier to understand the second time around. There are going to be a lot of other people leaving their full time jobs, changing careers. Basically, it will be a place for you to get more information. Whether you go to work for us or not and whether you buy any of our products or not, this is going to be one of the biggest decisions you've ever made in your life and as you agreed, you would like to have a lot of information to base that decision on instead of a little. I tell you what, I will go ahead and save you a seat. Now, I've got a lot of people that want to fill those seats, so if you don't show up, you are bumping somebody else that could be there. You're not the kind of person that would stand me up, are you? ***No.*** Great, I'll save you a seat.

***"Is this like amway?"***

Do you like amway? ***Not really.*** Great! You'll love our company then. We're really nothing like them. You see, with us you must get licensed to market our products. We have a very comprehensive training program. We market only financial service products, investments, mortgages, debt elimination and insurance's. In addition, the average commission potential per client is between \$500 and \$2000 -- not \$1.98. So in every way, other than the opportunity to build your own sales force, we are different. By the way, the only realistic way to get financially independent is to get others to cooperate with you, wouldn't you agree? ***Yes.*** So you don't see anything wrong with giving others the same opportunity you have, how soon would you like to get started?

## ***RECRUITING CLOSES***

---

- “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

# MANAGEMENT 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 3 forms of field training compensation
  
3. The difference width can make.

<b>Month</b>	<b>Hire 1</b>	<b>Hire 2</b>	<b>Hire 3</b>
	<b>Who Hires</b>	<b>Who Hires</b>	<b>Who Hires</b>
1	1 <hr style="width: 50px; margin: 0 auto;"/> x1	1 <hr style="width: 50px; margin: 0 auto;"/> x2	3 <hr style="width: 50px; margin: 0 auto;"/> x3
2	1 <hr style="width: 50px; margin: 0 auto;"/> x1	4 <hr style="width: 50px; margin: 0 auto;"/> x2	9 <hr style="width: 50px; margin: 0 auto;"/> x3
3	1 <hr style="width: 50px; margin: 0 auto;"/> x1	8 <hr style="width: 50px; margin: 0 auto;"/> x2	27 <hr style="width: 50px; margin: 0 auto;"/> x3
4	1 <hr style="width: 50px; margin: 0 auto;"/> x1	16 <hr style="width: 50px; margin: 0 auto;"/> x2	81 <hr style="width: 50px; margin: 0 auto;"/> x3
5	1 <hr style="width: 50px; margin: 0 auto;"/> x1	32 <hr style="width: 50px; margin: 0 auto;"/> x2	243 <hr style="width: 50px; margin: 0 auto;"/> x3
6	1 <hr style="width: 50px; margin: 0 auto;"/> x1	64 <hr style="width: 50px; margin: 0 auto;"/> x2	729 <hr style="width: 50px; margin: 0 auto;"/> x3
<b>Team Total</b>	<b>7</b>	<b>127</b>	<b>1093</b>

## MANAGEMENT PRINCIPLES OF RECRUITING

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.

# PROSPECTING

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

The best way to prospect is through the recruits 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 1<sup>st</sup> seven levels of prospecting.

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

# 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?



## B) Three Phases of successful prospecting: Phraseology

### **Phase #1 - for new recruits and/or when you don't want to disclose any information.**

“I have a friend who is in charge of expansion for a company in the area, he/she is trying to locate some key people to fill management positions and help him/her open up several offices. I told him/her that if i ran across any sharp people that i would pass along their name and phone number. I don't know if you'd be interested or even if you'd qualify, but I think you are the type of person that he/she is looking for (sharp, credibility, people skills). He/she is conducting interviews right now and I'd suggest getting in touch with him/her.

Let me jot down his/her name and number.” (write down name and number of trainer, tear the paper in half and hand both slips of paper with pen to the person and say), “why don't you jot down your name and number too, because he/she is extremely busy and hard to get a hold of.” (then after receiving number say), “what's the best time to reach you at this number? The next time i talk to him i'll pass along your name and number.”

*What does he/she do / what is it all about?*

“He/she teaches people how to make and save money, I'm really not qualified to talk about it, it's best if you speak directly with (trainer).”

### **Phase #2 - for new recruit with limited knowledge and confidence.**

“I'm in a management training program with a local company that is expanding rapidly in the area. They are looking for some key people to fill part- time and full-time management positions and help them open up several offices. You seem like a very sharp person, have you ever given any thought to doing something in addition to or instead of what you're already doing? W.F.A. I don't know if you'd be interested or even if you'd qualify, however, I know the person in charge of interviewing, if I could get you an interview would you be interested?”

### **What's it all about?**

“It's really very simple, but hard to explain in a matter of a few minutes.

Basically, we are an educational company that teaches middle income families and small business owners how to make, save, and accumulate money. I'm not certified to talk about it yet, but does that sound like something you'd be interested in learning more about?” WFA

“Let me jot down his/her name and number.” (write down name and number of trainer, tear the paper in half and hand both slips of paper with pen to the person and say). “why don't you jot down your name and number too, because he/she is extremely busy and hard to get a hold of.” (then after receiving number say), “what's the best time to reach you at this number? The next time i talk to him I'll pass along your name and number.”

### **Phase #3- for licensed, confident people (District and above) must be competent and able to field most all recruiting questions/objections!**

“I'm expanding my business / in charge of expansion in this area. I'm looking to locate 7 to 10 key people to fill management positions and help open several offices. You seem like a very sharp person, have you every given any thought to doing something in addition to or instead of what you're already doing? WFA I don't know if you'd be interested or even if you'd qualify, but let me give you my name and number.”(write down you name and number, tear the paper in half and hand both slips of paper with pen to the person and say), “why don't you jot down your name and number too, because i am extremely busy and hard to get a hold of.” (then after receiving number say), “what's the best time to reach you at this number? I am super busy for the next couple of days, but i will touch base with you within 2 to 3 days and set a time so that we can get together briefly to discuss the possibilities that exist between us. If it's not something that interests you or you don't qualify maybe you can refer me to the type of person I'm looking for.”

Lines to get you out of giving more information:

- A. I don't like to mix business with pleasure
- B Tap your watch--I need to get going. Since you're interested give me your name and number and I'll get back with you in the next couple of weeks.