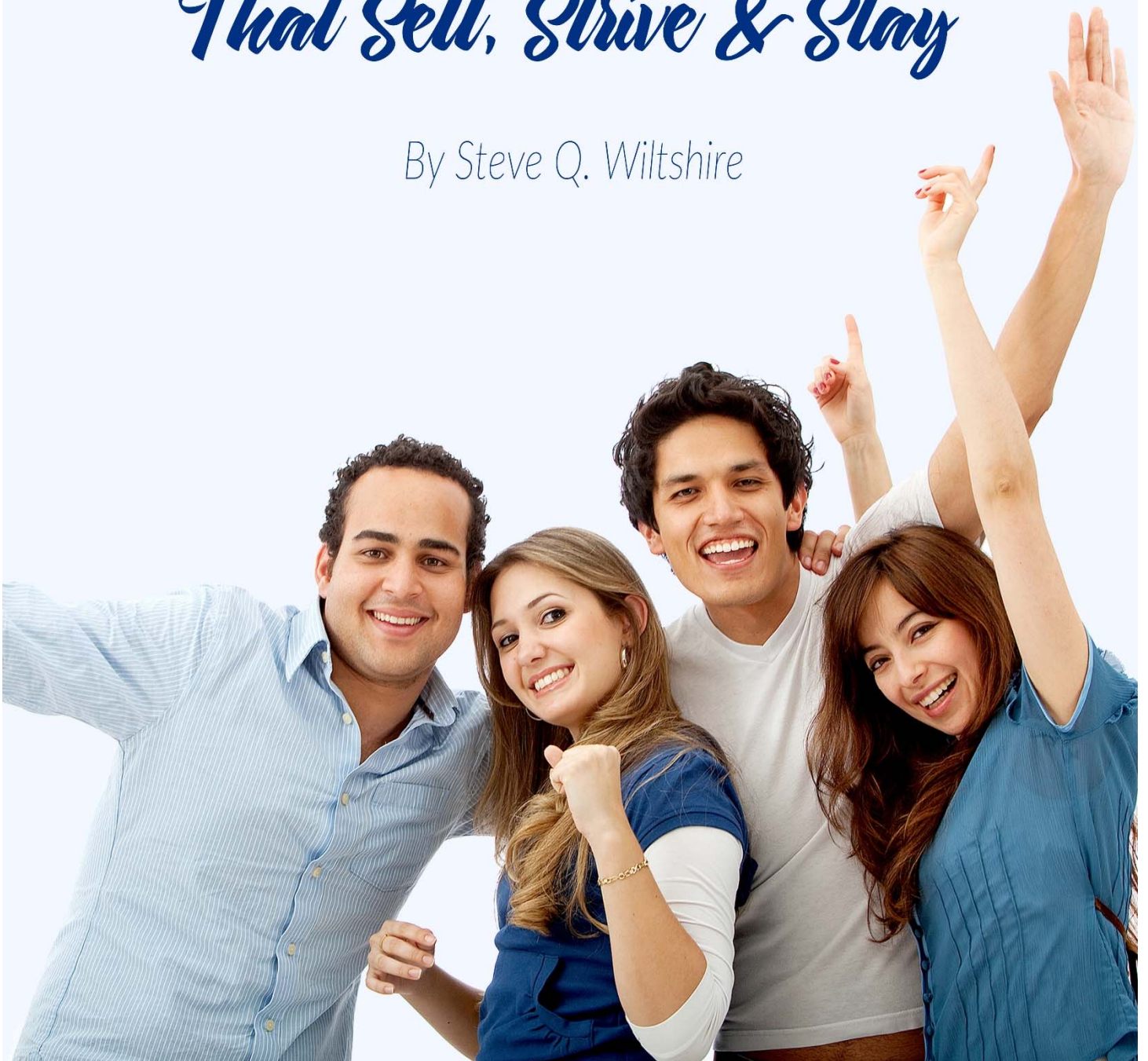


Recruiting Business Builders *That Sell, Strive & Stay*

By Steve Q. Wiltshire



Recruiting Business Builders that Sell, Strive & Stay

eBook

Welcome to “**Recruiting Business Builders that Sell, Strive and Stay;**” how to do what you love to do, making a difference in the lives of others and attracting business builders that are determined, coachable and committed.

I want you to know how honored I am to have this opportunity to serve you in becoming all that you can be in your life and what I want for you is to create a life of fulfillment, vitality and freedom and this is really what this is all about. When you learn how to share your business opportunity in a way that’s authentic and you become extraordinary at launching your new reps and coach your team members how to do the same, everything will change for you, however you must be committed to learning what’s really working in the market place in today’s economy and evolve yourself, your practices and what you offer.

If you really want to lead in a big way you’ve got to understand what you really do. What does that mean? Listen to me very carefully... our industry is really about turning people from employees to entrepreneurs by giving them the tools to accomplish their rendition of an ideal business. What a gift! It’s all about positioning yourself as a mentor and feeling like a mentor even though you might have not yet experienced mentoring. Just decided right now, you’re a mentor and you’re committed to learning how and mentoring others to become successful.

Your new perspective is to mentor others how to become resilient and resourceful and that they don’t have to depend on an employer or anyone else for that matter to create their ideal life and have the freedom to choose what’s most important to them in life.

Make the decision right now that you’re a mentor and trainer. When others ask you what you do. You no longer say “*I am a consultant for XYZ company,*” you say, “*I’m a mentor and trainer for XZY company. I coach and train men and women how to create their ideal life, business and strong economy.*”

Everything will change when you really own that.

If you study people who are successful in any industry one commonality is similar among them all; they have mastered their craft. In fact if you study teenagers who are

extraordinary at a sport or playing an instrument they zone in and practice, practice and practice.

Mastering your business opportunity is a 5-step process. I call this process my 5 – I program.

1. **Interest:** How to create interest at your events, parties, through you circle of influence and in the market place.
2. **Invitation:** How to successfully invite someone to hear about your business opportunity; whether you invite them to a launch party, virtual launch, opportunity event, opportunity call, listen to a recording or meet them in person.
3. **Interview:** How to connect live or one on one via a phone call to share your business opportunity. We covered every step of this last week in our webinar **“Designing a Recruiting Conversation that Converts.”**
4. **Initial Training:** How to successfully launch, train and coach your new partner. We’ll nail this during our webinar. And last...
5. **Introduction Party:** Whether you call it a launch party or an introduction party, or virtual party it’s paramount that it’s extraordinary for your new partner. NO EXCEPTIONS! We’ll nail this section as well.

Here we go! Here are my success keys on how to recruit business builders that sell, stick, strive and stay.

First Success Key: Begin with the end in mind: GET ORGANIZED

Step 1: Create your TIP list: Who's talented, interested or has potential? Always begin by asking yourself, “Who has expressed interest in the past? Who has talent? Who would I love to work with? Who has potential but doesn’t know it. Meaning, I’ve never thought about sharing my business opportunity with them? You’re tip list is your roadmap! If you were in my Gold Program and I was coaching you personally and you told me you wanted to take a promotion or earn a trip and needed XYZ number of new partners, this is the first request I would have of you. Take an hour and create your TIP list.

Step 2: Identify all opportunity events and resources: Let's talk leverage! The key to successfully recruiting is having ideal events, resources and key supporters that bring credibility to your opportunity and simplify the process.

What events do you have to invite guests to? Do you have live opportunity events in your local community, opportunity calls, Facebook opportunity events or even an ideal recorded resource or video about your business opportunity? This is a very important question. It's important that you're aware of the activities that are available for you to invite guests to or have a resource, like a recording of an opportunity call to share with anyone on your TIP list. I want to challenge you to create a specific list of events and resources available for you to invite guests to or research the best recording that shares the most important aspects about your business opportunity.

Step 3: Choose your supporters: Who are your best supporters? Meaning, which upline leader or peer might you reach out to that will support you with three way calls to connect with anyone who's taken the time to attend an opportunity event or listen to an audio but has questions and needs a perspective from a more experienced individual. This is also a very important aspect that supports the decision process of those who you're sharing your business opportunity with.

Step 4: Decide how you'll approach them: Your #1 objective is to have a "Vision Conversation" with them. I'll explain that in a moment. In order to have a conversation with them you'll first have to distinguish how you'll evoke a connection through text, a Facebook message or voicemail. One of the greatest ways to position yourself for a conversation that leads into a Vision Conversation is to invite everyone on your TIP list to a VIP Celebration party; which is a fun theme party where you spoil your guests, create an extraordinary experience for them and share your products and program. When you invite guests to a theme party that sounds fun, you've positioned yourself to receive a returned call because you're inviting them to something that will warrant them to call you back.

The essence of our industry is philosophy, approach and systems. Right now we're discussing how to approach others. This is where you need to use your head and your heart. What do you know about them? What might get them to call you back? How about spending a little time on their FB wall and notice what's happening in their life and if they're active on FB write an acknowledgement on their FB wall about them, not your business opportunity or send them a text to see how they are and rev up dialog and set up a time to chat and see how they are. How about a card in the mail? I still think cards are a very effective way to connect because most people don't send cards anymore. I have

coached hundreds of leaders in my Protégé Program who have become top recruiters and one of their monthly consistent practices is the watch a movie with their family and in 90 minutes have written 25 cards to send to individuals on their TIP List that they want to connect with about their business opportunity. Ironically they don't even write anything about the business they simple acknowledge, inspire and connect.

Step 5: The Vision Conversation: Let's get honest. Most of you are fearful of even bringing up the business to others. You want to, but you avoid it and when you do, you get tongue tied and feel weird and uncomfortable.

Do you know why you feel weird or fearful or have people signing up that aren't doing anything? First, you don't really like how you're approaching them and it feels intrusive and for good reason because how most people are taught isn't anything I would ever do either. Second, your timing is off. You're throwing up on someone and it's not attractive. It's like someone talking to you in your personal space and you can't breathe. And third, some of you are selling the kit instead of leading them to their pain and vision. Well all of that is about to change right now!

The secret is that you feel good about you, your approach and how you make others feel. And most importantly, are detached from an outcome. People don't care what you know or what you offer until they know how much you care. Your new perspective is to see yourself as a life mentor; a person that inspires, encourages, sees the best in others and evokes vision.

Back to the Vision Conversation!

Where are we? You're on the phone with someone that you want to share your business opportunity with. They've responded to you through your ability to connect with them through a card, text, an invitation to an event or you wrote an inspirational message on their Facebook wall. Basically they've reached out to you and you're at the beginning of a Vision Conversation.

- How's your week going? (*weather talk*)
- How's life?
- Eventually the person you're talking with will say, "How are you?" Or if they're a talker, listen and listen and listen and then say, "Isn't life great! I'm so grateful for my life." Believe me they'll eventually say, "How are you?" You say, "Awesome! I love my life. I'm so focused on my vision this year Lisa. How about you Lisa, What do you want to accomplish and experience the second half of 2015?" (Be empowering! It's

attractive.) If they say, I haven't thought about it. Then you say, "Do you want greater health, more time for your most important relationships, an ideal vacation, a more fulfilling career or to increase your income? What's important to you?" When they begin to respond, listen and then mirror it back by saying, "I hear you saying you want" (mirror back their response).

- Lisa, how fulfilled are you with your income?
- Lisa, I have an additional income stream opportunity that you might be interested in. Or, Lisa you're one of the most talented hostesses I have ever had a party with and you could truly create any level of success with (XYZ Company) that you wanted. Or, you've been on my mind and I know could create any level of success you desired with (XYZ) company and I wanted to reach out to you. Or, Lisa you love our product and it's time to get your products for free or highly discounted through our auto ship program and enjoy tax savings and an additional income stream. Are you open to discussing it?
- Lisa, if you could create an additional income stream that would generate you \$1,000 - \$3,000 a month without taking up a huge amount of time, what would you do with the income?
- What's important to you about that?
- Identify the need and step into empowerment (what might be the benefit of test driving a new car or how about researching an ideal Private School for your children or how about researching your ideal vacation). There's something that happens when others feel that you believe they could have what they want. It's amazing when that happens.
- How fulfilled are you with your career on a scale of 1 - 10?
- What would make it a 10?

"Lisa, this could turn into an amazing income stream for you and eventually an ideal career. I want to extend an invitation to join me for an inspirational call on Sunday evening at 6pm to learn more about the magic of (XYZ company). Or, I have a recording I can email you about the magic of (XYZ company) Or, I want to extend an invitation for you to meet me for a Starbucks beverage to learn more about the magic of (XYZ company).

Lisa, you will feel one of three ways after you listen to the conference call or Lisa, you'll feel one of three ways after you listen to the recording about the (XYZ company) opportunity.

First, you might realize this isn't for you. Second, you might realize that this is exactly what you've been looking for and if so, I'll guide you every step of the way. Third, you might realize that it's an amazing opportunity however the time isn't quite right. I'll be here when you're ready to re-visit it. Lisa, will you have time to listen to the recording today or tomorrow? Great, what time is ideal to reconnect on Friday?"

The "Vision Conversation" is like courting--the first date, that first impression that gravitates others to you. In fact, they might not even know logically why they're attracted to you. Why? It's more of an emotional response because, *"Attraction just is!"* There's something that happens when we're able to evoke vision and pain in others. This is where the conversation goes from surface to depth. And there's something that happens within us when we're in an amplified state of love, service and detached from our own agenda. It's something that is unexplainable and that you must experience in order to understand, however now you know that there's a system to guide you on the process and it truly makes a lot of sense. Doesn't it?

The Vision Conversation won't always lead others to your business opportunity and frankly, sometime you might now even offer an invitation to hear more about your business opportunity if the timing doesn't feel right, however I will tell you that they'll be moved, touched and inspired by the conversation and you'll need to know when to say, *"I understand you're not interested. I respect that. I want you to know how impressed I am with you and wanted to share this with you."* Meaning, that friend, co-worker, previous hostess or person you do business with isn't yet interested and you don't want them to feel pressured, or weird and you want to hold your value and share your respect for them.

Step 6: Send your guest an extraordinary invitation to an event, email invitation or resource: Immediately after someone expresses interest about attending an opportunity you'll definitely want to mail or email an invitation regardless if it's to a live opportunity event, Facebook opportunity event, to meet you in person or even if you're sending them a resource to watch or listen to.

Let's revisit step 2 "Identify all opportunity events and resources." What ideal brochure or video is a great introduction about your business opportunity? For example, Eric Worre's trailer video, "The Rise of the Entrepreneur," is an ideal video to share with anyone about our industry because it reveals where the world is headed and that the only security we have is within ourselves and that the industrial age is over. Jobs and government assistance will become more and more difficult to obtain. The opportunities that our parents and grandparents experienced, going to work in Corporate America are not the same opportunities our upcoming generations will have. Why? Overseas competition and

technology. Everyone needs an additional income stream and a Plan B. This video positions you as an expert and someone who cares about helping others plan ahead. The video will shock them, get them to think about their future and the importance of empowering our youth to be resourceful, resilient and create skills to generate income. You could add Eric's trailer video link in your invitation email, follow up email or both.

I have designed a sample invitation to an event or an opportunity call in the transcript for you to mold and shape for you and also an example of a follow-up email to send to someone that's willing to listen to a recording which is where ended the Vision Conversation. Lisa agreed to listen to a recording about your business opportunity.

What's the BUZZ all about?
(Your Company's name, Pictures of Products, People and Opportunities)
You're invited....

(Your Company) offers YOU an opportunity to *create a life you love!* You're invited to join us to hear how (Company name) is making a huge difference for men and women in (America, Canada, around the globe)!

(Your Company) is talent scouting part time representatives who are interested in earning an extra \$1,000 to 1,500 a month and leadership candidates who are interested in earning \$40,000 - \$100,000 a year. Could that be you?

At (Company) we believe you should have the freedom to live each day your way – balancing work around family and lifestyle needs! Loving what you do! Earning what you want! Feeling appreciated and valued! Learning from positive, uplifting people and being rewarded and recognized! It's empowering, satisfying, and can change your life!

Date, Time and Conference Call/Pin

Our country is changing. The industrial age is over. Our teenagers will not have the same opportunities previous generations experienced in Corporate America. Why, technology and overseas competition. I have a personal mission to empower our youth to become resourceful, resilient entrepreneurs and to create their own strong economy. That is one of the reasons I moved forward with (Your Company). I want to invite you to watch a trailer video (about 2 minutes) on the "Rise of the Entrepreneur." It will give you a snapshot of what the future holds for us and our world at large.

<https://www.youtube.com/watch?v=Ftm0zjQcPU0>

If you can't click the link, copy and paste it in a browser

I have so many emails/Facebook templates for my clients and Gold members on how to ideally approach others. This is a template for quickly moving into the opportunity with someone. Remember your last questions during the Vision Conversation was. *"Lisa, will you have time to listen to the recording today or tomorrow?" Great, what time is ideal to reconnect on Friday?"*

Invitation Email Template when sending a resource

"Lisa, I acknowledge you for taking the time to learn more about the (Your company) opportunity and our business model to support you in creating a lucrative income stream.

During this recording you'll learn more about our income stream opportunity, extraordinary product line and our extraordinary mentoring team who will coach and support your journey if you choose to endeavor the path with us. I have attached a link leading you to a short summary of our products and compensation."

Add a link leading them a web page or video about your products and compensation plan

"Lastly, our country is changing. The industrial age is over. Our teenagers will not have the same opportunities previous generations experienced in Corporate America. Why? Technology and overseas competition. Everyone needs a Plan B. I have a personal mission to empower our youth to become resourceful, resilient entrepreneurs and show others how to create their own strong economy. That is one of the reasons I moved forward with [your company]. I want to invite you to watch a trailer video (about 2 minutes) on the "Rise of the Entrepreneur." It will give you a snapshot of what the future holds for us and our world at large."

<https://www.youtube.com/watch?v=Ftm0zjQcPU0>

If you can't click that link, copy and paste it in a browser

"Whether you're interested in receiving the products at wholesale, tax savings, creating an additional income stream or building your rendition of an ideal career, I am here to answer your questions and support you in making a decision that's ideal for you. I have attached a link leading you to a short video that will give you a

snapshot of the mission of our company and the huge impact we are making in guiding others on how to create their own strong economy and a life they love.”

Add link leading them to an inspirational video about your company’s mission

I cannot tell you how this template has been an ideal tool for my clients interested hostesses, guests, friends or partners leads to take action within a short period of time. I am awestruck by their results. We have a lot to cover in a short time. Let's keep moving!

Step 7: The fortune is in the follow up: Often after an interview, opportunity call or live opportunity event the person you shared your business opportunity with joins however becomes apprehensive with their decision or they're very interested and are in process. If they made a commitment to move forward in the business it's important to invite them to a training call, meeting or party and if they aren't quite ready you may want to introduce them to your leader on a three way call. I believe that resources and a stellar follow-up email leading them to resources that they can process on their own timeline is ideal to keep them in process. I have provided a follow up email in the transcript that you can mold and shape to work for you based on the situation.

Follow up email:

I acknowledge you for taking the time to join us (me) to learn more about the (Your company) opportunity and our business model to support you in creating a lucrative income stream. Whether you're interested in receiving the products at wholesale, tax savings, creating an additional income stream or building your rendition of an ideal career, I am here to answer your questions and support you in making a decision that's ideal for you. I have attached a link leading you to a short video that will give you a snapshot of the mission of our company and the huge impact we are making in guiding others on how to create their own strong economy and a life they love.

Add link leading them to an inspirational video about your company’s mission

If you're like most of my guests, you might want greater clarification of what you heard about the product, income stream compensation plan and our extraordinary mentoring team who will coach and support your journey in (Your company) if you choose to endeavor the path with us. I have attached a link leading you to a short summary of our products and compensation.

Add a link leading them a web page or video about your products and compensation plan

Lastly, our country is changing. The industrial age is over. Our teenagers will not have the same opportunities previous generations experienced in Corporate America. Why, technology and overseas competition. I have a personal mission to empower our youth to become resourceful, resilient entrepreneurs and to create their own strong economy. That is one of the reasons I moved forward with (Your Company). I want to invite you to watch a trailer video (about 2 minutes) on the "Rise of the Entrepreneur." It will give you a snapshot of what the future holds for us and our world at large.

<https://www.youtube.com/watch?v=Ftm0zjQcPU0>

If you can't click, that link, copy and paste it in a browser

Second Success Key: Coach and train your new partner to SUCCESS

If you want to recruit business builders, your number one objective is to engage them in your commitment to them. Think of yourself just like a professional coach. Professional coaches schedule coaching sessions with their clients. When I begin partnering with a new client I coach them every week for the first month to keep them focused, accountable and in action in service of what they want to achieve and experience.

Your objective is to give them the "Wow Experience!" The bottom line is to cultivate a relationship, evoke their vision and give them this experience that has them think, "Wow! She's amazing! I can really envision building a business with this company."

It's this experience that catches them by surprise and ignites a vision that leads to a desire to be in partnership with you. It's you being the best authentic version of yourself and serving to your greatest capacity. Service really is the highest activity to which we can aspire.

Too many network marketers and direct sellers focus on getting the person to sign up instead of cultivating a relationship that leads to commitment. There's something that happens when you prove your value and your commitment to the other person. It's this attraction thing that you can't even really explain. The other person feels good when they hear from you. They instinctually feel this excitement and it's most often unexplainable. I'll tell you why. It falls under the category of hope, possibility, transformation and outcome.

Immediately after your new partner joins the business, your first step is to schedule their first coaching call and give yourself 30 – 45 minutes to guide them appropriately to the ideal BASIC training, let me say that again, BASIC training that will support them in understanding the raw basic steps on how to launch their business. Lead your new partner to a live training class on basics, a conference call on the basics or an audio that your up-line leader or your company offers on basics for new representatives and then challenge your new partner to email you their takeaways, action steps and questions following the training and schedule a time to coach them.

The greatest decision you can make to ensure retention, develop connection and to develop seasoned producers is for you or your local leadership team to host a live basic training in your local city or offer a basic training conference call for your new recruits and team members. Repeat after me, “A confused mind says NO!” Let’s face it, your new partners only need to focus on one activity their first few month in the business. “On-the-job training” is ideal for your local new recruits and a live basic training is Plan A. Plan B would be leading them to a training conference call or recording designed by you, your upline leader or home office and then have them listen to it, email you their questions or takeaways and then coach them through the process.

The fact is 90% of your team just needs to know the basics and whether you’re a leader in Network Marketing or Direct Sales there are basics that you and I know all team members need to master in order to experience success in a challenge market.

Third Success Key: The Launch Party

Launching your new recruit is paramount. You have three choices. First, you can support your new recruit with their launch party by actually doing it with them or second, offer them a virtual launch or third, coach them how to host their own launch party. If you’re in network market, yes make it a party. People are attracted to fun.

The focus of this game is to host an extraordinary party for your new reps’ friends and family. I’ve noticed that many of my clients have gone as far as to ask their new reps to conserve their excitement until their launch party. Instead of telling everyone about their new business and throwing up on them about their agenda, many of my clients that have had huge recruiting success have encouraged their new partners to focus on the party experience and connection. They’ve focused on creating an incredible experience and engaged their new partner to invite their guests to attend their extraordinary friend’s night out theme party. What’s ironic is that the new reps/partner respects how they are being

coached by the recruiter/leader and are somewhat relieved that they don't need to overwhelm their friends. They're impressed with the approach.

Many of my clients share the excitement the guests feel when they announce the new rep is joining the business at the launch party. The guests are totally engaged and everyone congratulates their friend. It becomes an environment of fun, curiosity and encouragement. Many of my clients who are seasoned recruiters also train their new reps to go out and see their friends and family members who can't make it to their launch party. Their motto is to 'invite them to lunch, happy hour, Starbucks or appetizers at their house.' They advise their new reps to simply share their disappointment when their friends say, "Sorry I can't make it" by saying, "I'm so disappointed. I wanted to see you. I have a card for you. Can we get together for Starbucks, lunch or happy hour? I'll bring your card and a catalog!" Stay with me here. This is when you coach your new partner on the Vision Conversation and bring that into a live environment.

One of the greatest decisions a new rep can make in regards to really learning the business is to meet their friends one-on-one. Imagine your new reps/partner meeting six to eight of their guests who cannot make it to their launch party. What might come out of that? Once again, the new rep focuses on their friend and not their agenda and simply schedules a time to visit their friend. During that appointment they naturally share that they've decided to join the company. This is where the magic and opportunities happen simply because the new rep thought out how to best approach the other person. It's all about timing! This is really a 45 minute training and I cover it step by step in my Gold Program course "30 Day Recruiting Mastery Boot Camp."

Immediately after your new partner joins the business your first step is to...

First Step: Schedule their first coaching call within 72 hours.

Second Step: Lead them to your basic training program.

Third Step: Schedule their launch party or if they're out of town, coach them how to do their own or train them how to create their TIP list, approach their friends and family and how to have a Vision Conversation and lead them to your opportunity events or resources.

Fourth Step: Schedule weekly coaching calls and check in calls in between their weekly coaching calls for quick questions and support.

Fifth Step: Coach them on how to have a successful launch party.



Steve Q. Wiltshire, CEO

Lifeline Coaching & Education, Inc.

About Steve:

Steve Wiltshire has been an entrepreneur since he's been 17 years old.

He began his journey in the Direct Sales industry in spite of being uncomfortable talking in front of people. After 6 months of challenges, he conquered his fears and eventually went on to build a multi-million dollar a year business through his mission to support his team members in creating their rendition of an ideal life and business.

In 1998 he hired his first coach and through that experience realized he wanted to learn how to better coach his leaders on his team so he started taking coaching courses through CTI, and that experience led to writing his first book and starting his own coaching and training company in 2002.

Steve is the founder of Lifeline Coaching and Education (www.LifelineCoaches.com). Steve's passion is coaching and training leaders how to impact lives, develop others to their full potential, and build a thriving business. Steve is best known for his Million Dollar Protégé Leadership Program that has impacted the lives of thousands of leaders around the globe.

Steve is a Life Coach, Author and Success Trainer and interviews many influential direct sales/network marketing leaders on his podcast, "[The Leadership Lifeline](#)" online radio show.

Steve has over 80,000 followers, has written over a hundred curriculums and has conducted hundreds of seminars and given keynote messages at many conventions and leadership conferences. Steve contributes his success to the amazing team and coaches that partner together at Lifeline Coaching and Education in service of their mission.

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