

The Recruiting Process

Enrolling a member or associate is usually a process not an event. Therefore be patient with people. It usually takes 3-5 exposures before a person can make an intelligent decision to get started as a LegalShield member and/or associate. Form a good relationship with people. As they come to know you, like you, and trust you, they'll join you in due time!

An "exposure" is simply taking someone from not knowing to knowing about our membership and opportunity by using a 3rd party tool. Examples of 3rd party tools are listed in "1st Base" below. After you launch your business with momentum, develop the habit of exposing at least 2-5 new prospects per day by leading them through the following 5 steps. This habit, along with good membership retention habits, should help you STAY Performance Club Qualified, receive your car bonus check or a New BMW, and possibly a luxury vacation for 2!

Remember, there are 3 groups of people and types of feedback we're expecting:

Group 1 - The 30% who are not interested right now but may not mind referring other people.

Group 2 - The 55% who may want a membership but have questions or need more information.

Group 3 - The 9% who are ready to enroll right now.

1st Base: Select Your Approach & Give your prospect a 3rd Party Exposure Tool.

- a. Someone you already know
- b. Someone you meet while you're out
- c. Calling a referral
- d. Attending a business networking event

*There are 3 types of recruiting approaches: (See www.teamplatinum.biz/recruiting)

Select Your 3rd Party Tool: (See www.teamplatinum.biz/recruiting)

5 minute income opportunity overview: 512-703-6148 (option 1)

5 minute membership only (our services) overview: 512-703-6148 (option 2)

15 minute PCC full overview: 919-348-2255

14 minute video: www.GreatWorkPlan.com/new

"Making My First Ten Million" booklet - by Brian Carruthers

2nd Base: Follow Up with a 3-way call.

- a. Be positive: *"What did you like Best?"*
- b. Validate: *"Great! (Me too!)"*
 - Remember "Feel, Felt, Found": *"I know how you FEEL, I FELT the same way, and here's what I FOUND out..."*
- c. Edify Your Trainer & do a 3-way call: *"I'm going to introduce you to someone briefly that I have a lot of respect for... I want you to hear his/her story, hold on!"*

3rd Base Send/Bring them to a Live Briefing/Luncheon (See "Calendar" page at www.teamplatinum.biz)

Home Plate: Complete their game plan using the Launch Packet (See teamplatinum.biz/launch)