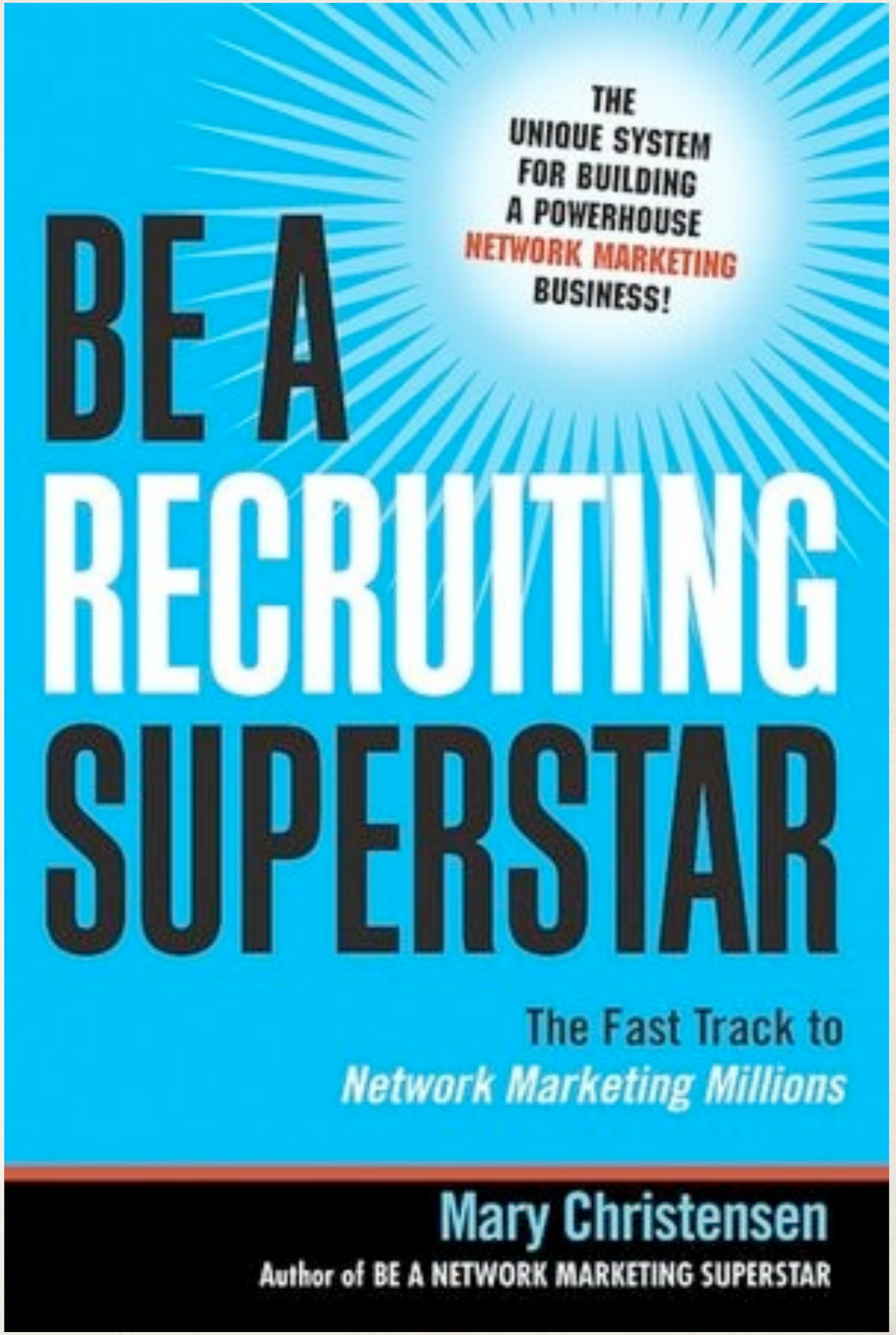
# BE A RECRUITING SUPERSTAR

from the book by Mary Christensen



- Sell products and you will earn money for now.
- Recruit people and you will earn money forever!
- *- Mary Christensen*

- What is the number one reason people start a network marketing business ?

- SOMEBODY ASKED THEM!

- The majority of people never considered the business before they were approached.

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- What is the number one reason people *don't* start a network marketing business?

- Nobody asked them! People are not going to come knocking on your door.
- You have to reach out to them- preferably before somebody else does.
- Don’t prejudge, don’t hesitate, don’t hold back. The more people you talk to, the more successful you will be.

# Principle Number One

- Find a need and fill it .

# Principle Number One

- Imagine your prospect is a target, and the benefits of your opportunity are arrows. But before you take aim, you are going to be blindfolded.

- Will your arrows reach their target?

# Principle Number One

- You have to know where your prospects stand  before you aim. It is called “LISTENING”.

- If you spend 80% of your time learning about your prospects’ ambitions, experiences,personality, circumstances and priorities, you won’t waste your time shooting arrows that don’t apply to them.

# Principle Number Two

- Duplication!

# Principle Number Two

- The way to fast track your business is to reach out to as many people as possible. The more people you approach, the more people will join and the faster you will build your organization.

# Principle Number Two

- If you want to build your organization fast, your approach to recruiting has to be easy to learn, remember and repeat.

- The more you stray from the tried and true, the harder it will be to replicate your example.

# Principle Number Three

- The more you say the less they will hear.

# Principle Number Three

- Words will not convince people to buy your products or your opportunity.
- The more time you spend talking, the less time they will spend listening .
- The faster you talk, the more desperate you will sound .

# Principle Number Three

- People are like water. We tend to follow the easiest route. Every complication, every unnecessary detail, gives us an excuse to say”not now” or “No”.

- Make it easy for prospects to make a decision by keeping it simple.

# Principle Number Four

- It's not about you.

# Principle Number Four

- Read your prospects signals and tailor your information to their interest level.

- Keep their unique circumstances in mind- show an interest in their life.

# Principle Number Four

- Ask about their family, friends , work, hobbies and passions.

- When you show you are interested in them, they will be interested in you.

- Prospecting is the time to connect with your prospects and for them to connect with you.

- Save details for a training.

# Principle Number Five

- Emotion carries more weight than logic.

# Principle Number Five

- People are driven by emotion, not logic.

- We base our decisions on feelings, then justify them with reason.

# Principle Number Five

- If your approach is too theoretical, rational or dry, you will drive people away.

- Belief and passion will inspire your prospects.

- If you want to touch hearts, then you must speak from the heart.

# Principle Number Six

- Build relationships.

# Principle Number Six

- Take away the relationship aspect of network marketing and nothing separates you from any other direct marketer or online seller .

- You will waste all the time , effort and energy you spend on finding prospects if you neglect to build relationships with them .

# Principle Number Six

- Prospects sign with people they like and stay with people they like .

- Never become so high tech that you neglect the high- touch approach that is the magic of network marketing .

# Principle Number Seven

- Work the numbers.

# Principle Number Seven

- Not everyone you approach will join, and not everyone will stay.

- Most join with small goals, a few with the intent to reach the top.

- Only  a few will have what it takes to make it happen.

# Principle Number Seven

- Others will be dreamers who lack the determination and discipline to succeed.

- You need to approach lots of people.Work your business like a numbers game.It's not magic, it's math!

# Principle Number Seven

- Not everyone you approach will join, and not everyone will stay.

- Most join with small goals, a few with the intent to reach the top.

- Only  a few will have what it takes to make it happen.

# Principle Number Eight

- It's never too soon to start .

# Principle Number Eight

- The sooner you start recruiting, the sooner you will get results.

- Don't worry that you are new. That's when you are most excited ! Enthusiasm carries more weight than details.

# Principle Number Eight

- Don't waste that positive energy. Channel your excitement into recruits by telling everyone what you are doing and why you are doing it, right from the start.

- If you don't know the answer to their question, there is nothing wrong with saying "I don't know but I can find out".

# Principle Number Eight

- Whatever you do, don't let inexperience or insecurity stop you from recruiting from day one.The sooner you start, the sooner your first person will sign. Nothing builds confidence like success.

- You will also have more credibility when you challenge your newcomers to overcome their recruiting reluctance roadblock.

# Principle Number Nine

- Recruit with integrity .

# Principle Number Nine

- Hype is the number one enemy of this business.

- Enthusiasm is no excuse for exaggerating or misrepresenting the effort required to build a business , or the rewards that can be earned. It takes time, commitment and a willingness to learn to become a top income earner.

# Principle Number Nine

- If you back your belief in your opportunity with realistic expectations and a genuine desire to help your prospects, you will build a stable organization of people who understand that rewards follow results.

# Principle Number Ten

- Lead by example.

# Principle Number Ten

- You can't expect others to do what you do not. The highest income earners in the business are pacesetters. They sell and recruit consistently and they expect the people they recruit to do the same.

- They know the activities that take you to the top will keep you there.

# Peacocks and other Hot prospects

- Every business leader knows that the smartest way to build a great team is to hire personality and train skills. That is because you can't create great personalities, but you can teach the skills needed to get the job done.

- You will create more opportunities to build your organization if you learn to recognize and respond to different personalities.

# Peacocks

- Driven by attention, they love the limelight.

- They are larger than life.They are colourful, spontaneous and passionate.

- They love socializing are enthusiastic and extroverted.

# How Peacocks fit the business

- They are natural networkers. Their vitality and spontaneity are ideal for this business.

- They tend to be undisciplined when it comes to mundane tasks such as record keeping.

- They have difficulty remembering dates and details.

# How to approach Peacocks

- Sell the sizzle and stay away from detail. They are easily distracted.

- Let them do most of the talking.Peacocks will not be interested in the finer points of the compensation plan, but they will be excited by the trips , rewards and conventions.

- They are impulsive and may join on the spot.

# How to keep Peacocks motivated

- Peacocks will work hard for recognition and rewards.Dangle lots of carrots in front of peacocks to keep them focussed.

- Let them bask in the glow of frequent praise and keep them working by reminding them they may get to take the stage on awards night.

# How to keep Peacocks motivated

- Stay in contact by phone or in person. Chances are they will forget to open their email or respond to your phone message.

- High maintenance peacocks have short attention spans and are easily bored. They need constant stimulation to stay motivated, but with the right leadership, will deliver outstanding results.

# Doves

- Doves are driven by the desire to make a worthwhile contribution. They want to be valued.

# Doves

- Doves are sensitive, nurturing and kind.True friends, they will go out of their way to help others.

- They may appear reserved, but they are loyal. Doves are drawn to jobs where the can help others in a meaningful way.

# How Doves fit the business

- Doves truly care about others, and enjoy helping them reach their potential. They are attentive to their customers, although they have to overcome their reluctance to approach people about their business.

- Supportive and intuitive, they make great mentors, once they learn to stop mothering and start managing their people.

# How to approach Doves

- Make sure you don't overlook a dove, because she is not putting herself forward. Approach them first, but don't push.
- Doves are conservative and like to take it slow. They will appreciate hearing about the charitable cause the corporation supports.
- Give them time and space to make a decision. They will turn away if your pressuring them.

# How to keep Doves motivated

- Give doves lots of reassurance and support at the outset and they will grow steadily. They need to feel what they are doing is worthwhile.

- Follow through on your promises and never forget to call when you said you would.

- Doves need to feel appreciated, and will respond to mentoring and support.A personal call will carry more weight than an email.

# Robins

- Robins are motivated by a need for acceptance and belonging.

- Communal by nature, they are happiest when they are part of a group.

- They are generally cheerful and optimistic and place high value on family and friendships.

# How Robins fit the business

- Robins enjoy the social side of network marketing. They are likeable, highly accepting of others and make friendships easily.
- They respond to peer pressure.They want the same as everyone else and will work hard to ensure they don't miss out. They have no desire to be superstars , but they blend into groups as loyal dependable members.

# How to approach Robins

- Make them feel wanted. They will be inspired by stories about how you got involved and by testimonials from others on your team.

- They will be interested in the background of the company and the supportive atmosphere.

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# How to keep Robins motivated

- Because robins tend to follow the leader, their performance will depend largely on your leadership and the dynamics that will exist in your group.
- Set an example and your robin will follow it.
- Robins respond well to clear guidelines, and once they know what is expected of them, they can hold their own in most situations.
- Make sure you let them know how much you enjoy having them on your team.

# Wrens

- Wrens are motivated by security.

- Hardworking and courageous, they are consummate survivors and will do whatever it takes to provide for the people closest to them.

- They are not particularly social outside of their family group, and are wary of strangers.

# Wrens

- Extreme wrens are loners.
- They are happiest with their family and dislike interruptions to their routine.
- They prefer silence to chatter.

# How Wrens fit the business

- Wrens are homemakers and will work hard to provide hard for the people they care about.They never disappoint anyone who is counting on them.

- They have *street smarts*.

- They get results where others fail, ,because they don't give up easily .

# How to approach Wrens

- They are tailor made for a home business, but they are not the easiest to approach. Focus on the flexibility that will enable them to blend work and family roles.

- Don't let their willingness to listen give you  a false sense of security. It can take time to earn a wren's trust, but when you do you will discover a shrewd business sense.

# How to keep Wrens motivated

- Wrens need little outside stimulation to meet the goals they set for themselves.

- Whatever it takes, they will do. Their enterprise and initiative will astound you.

# Eagles

- Eagles are driven by success, status and power.

- Ambitious and goal oriented, eagles were born to win- and to win spectacularly.

- Eagles know what they want and they don't let anything or anybody get in their way.

# Eagles

- They make decisions quickly and delegate effortlessly.
- They have little time for small talk and can be blunt and to the point, which not everyone can relate to.
- Eagles are unafraid of conflict. They can be tactless, which can lead to bruised egos and resentment. They are confident, charismatic, and assertive. They have great faith in themselves, and they get the job done.
- They are also highly competitive. They do not suffer fools and  are impatient.

# How Eagles fit the business

- Eagles are social climbers who relish the opportunity to excel in front of their peers. They soak up the recognition that comes with achievement. Their self- confidence is highly persuasive so they have no trouble attracting recruits. They expect their recruits to perform but no less than they expect of themselves.

# How to approach Eagles

- Make them feel important.
- Eagles are demanding,status driven, and have supreme confidence. They quickly grasp the potential of the business as way to achieve what they want in life.
- Don’t waffle , as eagles are impatient. Aim your eagle’s sights high.
- Talk about the rewards that come with the top levels of the plan. Eagles are not interested in modest rewards.They only want the best, and they believe they  deserve it without question or hesitation.

# How to keep Eagles motivated

- Eagles are the most self-motivated of al birds.
- Once Eagles make a commitment, their confidence,charisma and supreme egos will be powerful forces as they build their organization.
- Recognition is more important to eagles, but tangible rewards excite them more.Exotic trips, late model cars, jewelry, invitations to VIP events and trophies they can display as symbols of their success motivate them more than praise.
- Give Eagles a goal, especially one with status attached, and they'll go for it!

# Owls

- Owls are motivated by the desire for knowledge and understanding.

- Owls are thinkers. Calm , patient, and observant, they are interested in and motivated by detail.

- Owls can’t get enough facts, figures data or information.

# Owls

- They are orderly and organzied and they hate clutter.
  They have serious natures and may lack social skills, but they will remain true to the people they respect.

- They are honest ,reliable and hardworking.

- You are an owl if you think the compensation plan is an interesting read!

# How Owls fit the business

- Owls like being self-employed because it means being in control of their own income.

- They can see the value of the tax breaks that are part of the deal.

- Thoughtful and rational, owls will not be talked into anything that cannot be backed up with sound data.

- They recognize a good business opportunity when they see it and will apply themselves to make it work.

# How to approach Owls

- Owls make decisions based on facts, so do your homework.
- Talk to them about income and benefits.
- Owls will be happy to sit through a presentation on the compensation plan and will soon know more about it than you do.
- Owls are perfectionists. Make sure you follow up exactly as you said you would and never make excuses.

# How to keep Owls motivated

- Be organized. You will not need to remind owls of the benefits of the business or to be consistent.

- They will know where they are heading and how to get there.

- They may need help with people skills, because owls sometimes underestimate the importance of communication.

# Ostriches

- Ostriches are motivated by a desire to fit in.

- They are unconventional.

- They lack co-ordination and are usually disorganized. When faced with challenges they are more likely to put their heads in the sand than attempt to control the situation.

# How Ostriches fit the business

- Network marketing is a friendly, supportive environment for Ostriches. They are not good at setting goals, so they appreciate the guidelines in the compensation plan.
- Ostriches enjoy the social and personal growth benefits that are part of the package. Entrepreneurial and imaginative,ostriches enjoy the flexibility of the business. They are not great problem solvers, so the support of an understanding sponsor can make all the difference to their performance.

# How to approach Ostriches

- If there are few ostriches in network marketing, it is because no-one thinks to approach them. Don't judge by appearances or underestimate their potential because they appear somewhat unconventional.

- Good listeners, they will be interested in what you share with them and pleased you believe they have what it takes to succeed.

- Ostriches are eager to achieve and will appreciate the opportunity network marketing offers.

# How to keep Ostriches motivated

- Ostriches need patience and guidance. Give them short term tasks rather than setting long term goals.

- They can easily veer off course, so keep a close watch on their progress.

- Cultivate a sense of humour and don't allow yourself to be frustrated when things go awry.

# Stay away from:

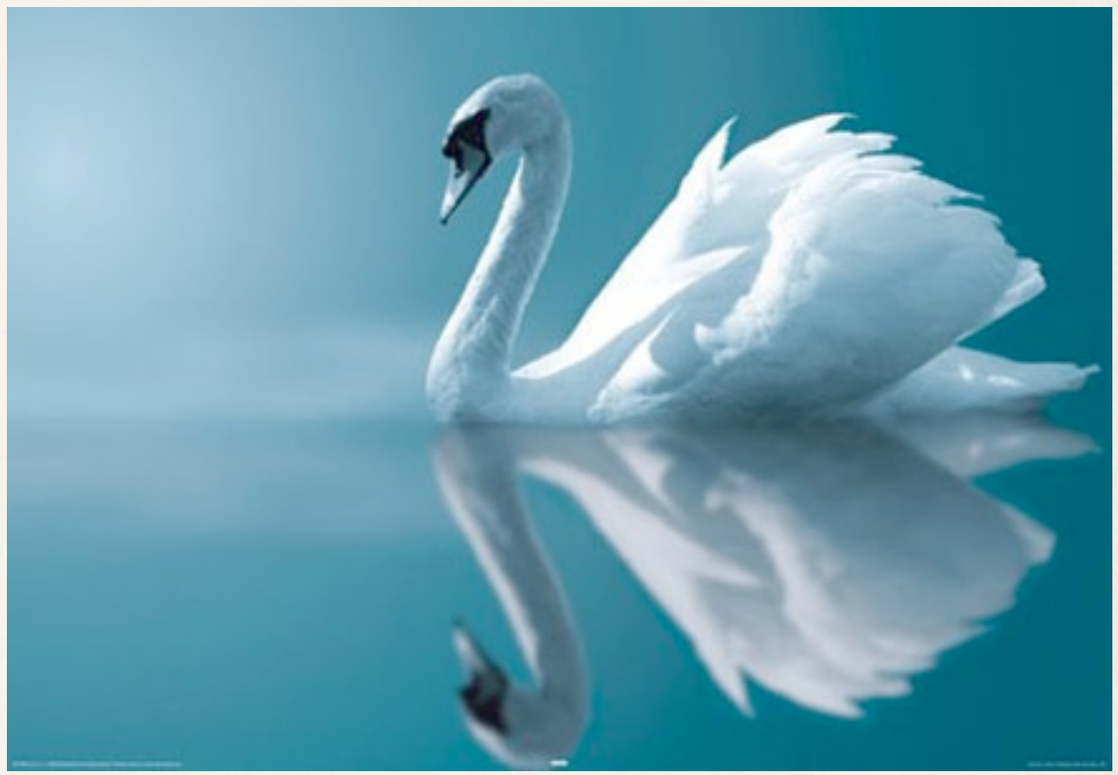
- Cuckoos- they are lazy- they lay their eggs in nests other people build

- Vultures- they are motivated by greed, and are unscrupulous predators

- Crows-they are aggressive , intelligent bullies who exploit others with not conscience or compassion.

# Swan

- Swans are motivated by personal growth.
- They have big dreams but low self-esteem.
- Honest and hardworking, they have all of the ingredients for success except a belief in themselves.
- They are emotional and easily hurt.



# How Swans fit the business

- Network marketing is perfect for swans.
- They have incredible potential and will flourish with training and encouragement.
- Whatever their  background, they have a chance to grow more than they ever believed possible.
- When they succeed, they will be living proof that this business can change lives.

# How to approach Swans

- Swans may appear unmotivated, but that is because they have grown a protective shell as a defence against disappointment.
- Take it gently, but let them know you think they have what it takes.
- Your belief in them may be the chance they have been waiting for.
- Make sure you share personal success stories, especially rags to riches stories that demonstrate many of the top income earners came form modest backgrounds.

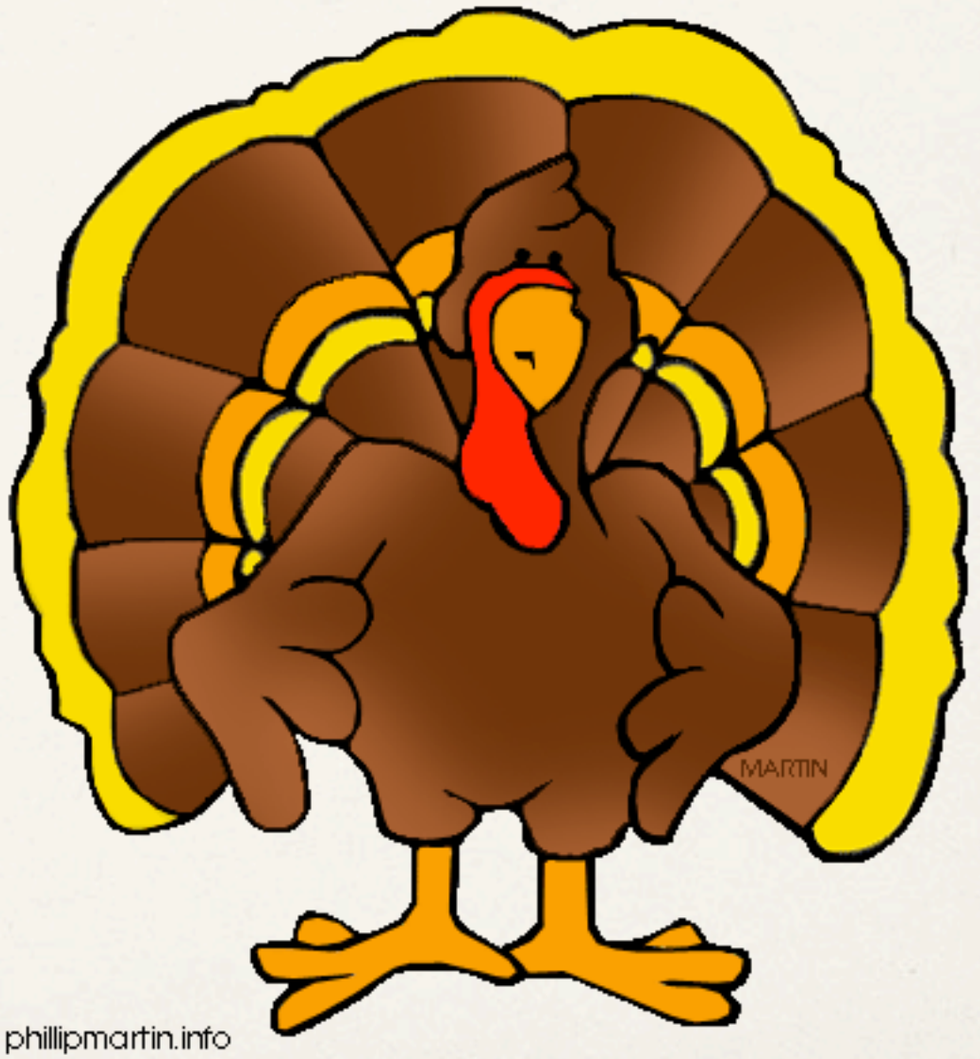
# How to keep Swans motivated

- Responsive and appreciative, swans will do anything to live up to your expectations. They won't let you down.
- They will do anything to win your approval and they will soak up everything you teach them.
- Swans never forget the people who believe in them and help them overcome their feelings of unworthiness.
- They represent the best of what this business is about, and when they succeed beyond their wildest dreams, they will become role models for every swan waiting in the wings for his or her chance to shine.

# And finally.....

# Turkeys.....

- every prospect who says no!



# What is your personality?

- Most people see themselves as a hybrid of to or more birds.
- Your true personality is the dominant one, though many of us are combinations.
- It can be masked, but will emerge under stress or in new situations.
- We all call on different behaviours to fit different situations.
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# But this is not about you !

- The key to recruiting by personality is learning to identify and adapt to your prospects.

- The more you understand what makes other people tick, the more you will go with your gut and avoid investing time and energy in the wrong people.

- Don't fall into the trap of only looking for people like yourself.

- Team dynamics do matter. A balanced team will produce better results, because everyone gets the benefit of a wider range of outlooks and talents.

- There are millions of prospects, and now you know how to identify them.

- If you want it, and believe you deserve it, you can do it!

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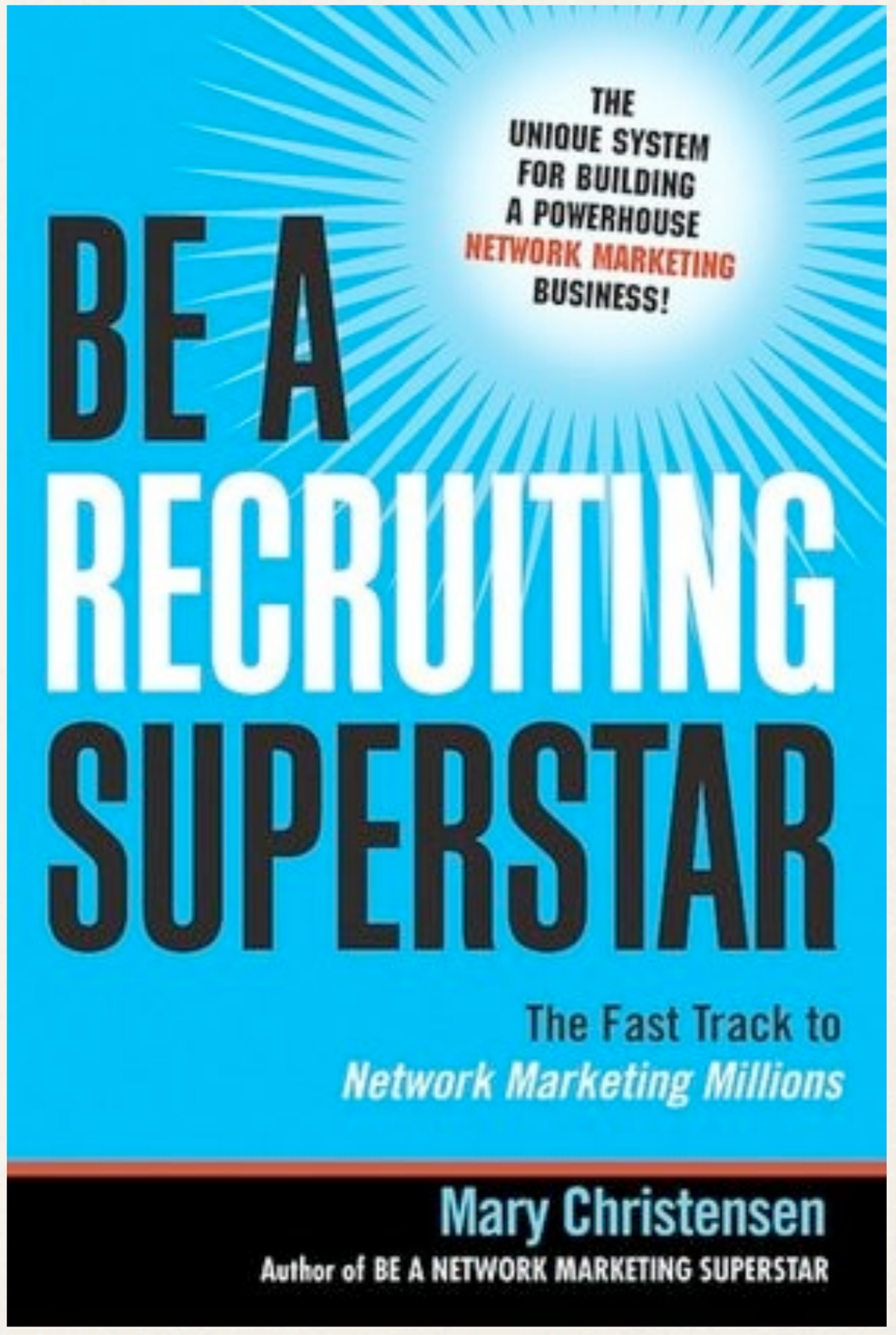
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