

RECRUITING - Eric Worre

Warm market - orange

Cold market - blue

STEP 1: Be in a Hurry!

Set the tone with urgency

“I don’t have a lot of time, but it was really important I reach you.”

“I’m running out the door, but I need to talk to you real quick.”

“Now isn’t the time to get into this and I have to go... but...”

“I have to run, but...”

STEP 2: Compliment the Prospect

This is critical. Must be sincere and opens the door to real communication and creates a more agreeable prospect.

“You’re one of the most connected people I know and I’ve always admired that about you.”

“I was thinking... who is the smartest person I know? And I thought of you!”

“You have given me some of the best service I have ever received.”

“You are super sharp. Can I ask you what you do for a living?”

STEP 3: Make the Invitation

Direct Approach, Indirect Approach and Super Indirect Approach are given below in order.

DIRECT:

“When you told me _____, were you serious or were you just kidding around? (wait for an answer) Great! I think I have found a way for you to get it/solve the problem/make it happen. (this is for situations where you know an area of their dissatisfaction).”

“Are you still looking for a job, (or a different job)? Ive found a way for both of us to start a great business without all the risks.

“Let me ask you a question, off the record. If there were a business you could start working part time from home that could replace your full time income, would that interest you?”

“Do you keep your career options open?”

“I have something that might interest you. Now’s not the time to get into it but... Have you ever thought of diversifying your income?”

INDIRECT:

“A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that or me if I make it simple?”

“I’ve just started a new business and I’m scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?”

Indirect doesn’t work for cold market here.

SUPER INDIRECT:

“This business I am in clearly isn’t for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?”

“Who do you know that might be looking for a strong business they could run from their home?”

“I work with a company that’s expanding in our area and I’m looking for some smart people that might be interested in some additional cash flow. Do you know anyone who might fit that description?”

** In most cases they will ask you for more info (they may be thinking about this for them... but not telling you this yet) When they ask for more info first, just respond like this... “that makes sense. You’ll want to know more about it before you refer some of your contacts. “
Then move to STEP 4.

Cold market is the same as Warm for Super Indirect.

STEP 4: If I _____, would you _____?

You do not offer a 3rd party tool unless they agree to do something for you in return. This is a GREAT way to have commitment in this step!

No Warm or Cold Market here.... All the same!

Examples:

If I gave you a link to an online presentation that explained everything, Would YOU click on it and watch it?

IF YOU HAVE DONE THE FIRST 3 STEPS PROPERLY, THE ANSWER WILL BE YES!

If they ask for more info first, just respond with, "I understand that you want more info, but all of what you are looking for is on the link/video/presentation...". "The fastest way to really understand what I'm talking about is to have a look at the link. If I sent it to you would you have a look?"

If the answer is no... thank them for their time and move on. Also review steps 1-3 to see about any improvements you can make. DO NOT still send a link/video etc...

STEP 5: Get a Time Commitment

"When do you think you could watch the video for sure?"

"When do you think you could listen to the CD for sure?"

"When do you think you could watch the link for sure?"

Do NOT suggest a time for them. Have them give you the time. If they are not definite then say, "I don't want to waste your time or mine. Why don't we lock in a time you'll have seen it for sure?"

Key is to get them to say YES a second time.

STEP 6: Confirm

If they say they will watch the video by Tuesday night your response is:

“So, if I called you Wednesday morning, you’ll have seen it for sure right?”

If they say they will listen to the CD by Thursday morning your response is:

“So, if I called you sometime on Thursday, you’ll have listened to it for sure right?”

If they say they will watch the link by Feb. 3rd, your response is:

“So if I called you on Feb. 4th you’ll have watched it for sure right?”

The Key to Step 6 - they have now said 3 times that they will follow through and they have done it themselves. They have set a real appointment with you for the future.

STEP 7: Get a Time and Number

“What is the best time and number to call?”

**** Because they have said YES 4x, the chances they will follow through has been increased from less than 10% to over 80%!!!**

**** Make sure you put this appointment in a place you will remember!**

STEP 8: Get off the phone!

Remember you are in a hurry! The best thing is to say ...

“Great. We will talk then. Gotta run!”