

Recruiting Magic

by Ruth Smith, Director 2005 UBAH National Convention

Would you like some MAGIC WORDS to use for Recruiting Success?

- ❖ *Magic words for you are going to be words that YOU feel comfortable saying. You can work from the Magic Words here to find ones that are right for you.*

First is the need to be comfortable with the whole IDEA of recruiting!

Pick the best answer for each question.

What is recruiting?

- forcing someone to do what they don't want to do
- acting pushy
- an excuse to dress up & try to be someone you're not
- offering this great business you've found to others who might want or need it; letting others know what Usborne Books at Home has to offer

Why recruit?

- to help others take advantage of this fun, rewarding, flexible & profitable business
- to build your team, adding unlimited income for your family
- to become Randall White's personal favorite
- all of the above & more

Where can you recruit?

- at the park, the pool, the ball field, and a family reunion
- on the internet or by email
- at home shows, book fairs, booths & other selling events
- all of the above; wherever you are where someone might be interested

How do you recruit?

- by being annoying
- by hoping someone will ask you about it someday
- by waiting for the best kit special
- by letting others know the wonderful options & helping them get started

3 Steps to Successful Recruiting

#1 Arouse Interest

#2 Listen & Provide Information

#3 Close the Sale

You do well by helping others do well.

Recruiting Magic

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#1 Arouse Interest

DO events & make contacts so they can see what you have to offer

1-2 events per week is usually a good balance.

Smile genuinely & talk positively

Talk about the fun & rewarding things & the successes.

Use signs and drop seeds

Find what YOU are comfortable saying.

Watch for sparkle when they see the books

Most of us started because we love the product.

MAGIC WORDS to Arouse Interest!

- "How fun to have these awesome books at your children's fingertips! You may be interested in a lifetime discount."
- "There's nothing like having the extra income while promoting learning, too."
- "Your friends seem so interested in these books. Have you ever thought of doing something like this?"
- "You might surprise yourself & decide you want to do this, too."
- "You know, you could do this!"
- "Would you like to see what comes in this great Kit Special?"
- "If you're even thinking about this a little bit, look at this fantastic kit special & let me know your questions. I'll be glad to help."
- "I think you'd be great at this!"

#2 Listen & Provide Information

Know what the kit special is & be confident it is great

Have kit flyers by the phone, for every show guest, on every booth table

Listen & take note of what interests them most

Focus on THEM. See how this could fit their wants & needs.

Ask for their questions & objections

Answer concerns promptly & provide reassurance.

Act successful since they'll want to join something successful

You can use others' stories or group successes.

Be friendly & call them by name

They'll want to connect with you.

Be ready & expect them to sign up

Have consultant agreements/kit order forms handy.

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MAGIC WORDS for Listening & Providing Information!

- "One thing we're doing here today is helping people get started with their own Usborne Books home business at whatever level you'd like. Let me know if you or someone you know might be interested in doing something like this."
- "Does this seem like something you might be interested in doing?"
- "I'd love to help you get started with Usborne Books at Home! What do you think of that idea?"
- If they're local & hesitant about signing up, you could say, "If you know people who have children in their lives, you could host a show and see what it's like! I'll be glad to come bring some of our best sellers and specials to offer your guests and you get free books, too! We'll have a great time. If you like it, we could even count it as your own first show. Does that sound like something you might be interested in?"
- "What interests you most about this?"

#3 Close the sale

Are you announcing or inviting?

Announcing is bragging. ("I'm doing well w/ this great business I love.")

Inviting is generous. ("Here's something you might love. Want to see more?")

If you don't ASK/invite, they may worry they'd be "stepping on your toes".

Don't just send them away with a recruit packet

If they don't sign now, set a date & time to get back together.

Lead them on to the next step

"Do you have any other questions before we go on?"

People work well with deadlines

Give a sense of urgency & let them know you are excited for them.

Provide reassurance again and get them recruiting

"Oh, you've found a wonderful business I think you'll enjoy! The program is in place so it can be all you'd like it to be." Let them know they can recruit others, too.

MAGIC WORDS to Close the Sale!

- "How does this sound so far?"
- "Oh, I bet you're going to love this!" (gives reassurance)
- "This is what comes in your kit." (gives ownership)
- "The next step is to order your kit. Here's the kit order form."
- "Since UPS doesn't ship to PO Boxes, do you have a street address you'd like to use?"

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