

ProQruit Recruiter Training Manual

Master the art of recruiting elite fundraisers in India. This framework transforms proven sales methodologies into powerful recruitment strategies that identify, qualify, and close top talent while reducing dropouts.



Your Blueprint

The Recruiter's 5 Steps

Your blueprint for every candidate interaction—from first impression to final close.

01

Introduction

Use SEE method: Smile, Eye contact, Energy.
First impressions set the entire tone.

02

Short Story

Explain who you are, what ProQruit does, why you reached out. Keep it simple, use questions to qualify.

03

Presentation

Build value: purpose-driven work, growth opportunities, skill development, earning potential. Make the gap between value and cost clear.

04

Close

Draw a confident decision. Use assumptive language: "Let's move forward with your application."

05

Rehash

Prevent dropouts: reinforce impact, reconfirm clarity, set next steps, rebuild excitement.

Quality Over Quantity

Quality ensures lower attrition and better performance. Never push uninterested candidates—mis-selling leads to dropouts.

Focus on QTQP: Quality Time with Quality People.

Green Lights: Quality Candidates

- Ask role-related questions
- Show genuine curiosity
- Match your energy
- Relate to purpose-driven work
- Clear communication style
- Stable work ethic

Red Lights: Avoid These

- Negative body language or tone
- Persistent confusion
- Inconsistent answers
- Lack of commitment
- Only money-motivated
- Unwilling to work in field

Law of Averages: Your Numbers Game

Consistency beats mood. Talk to enough candidates and you will find your positives. Not every conversation becomes a joining.

A Day

Candidates say yes early and often. Ride the momentum.

B Day

Positive outcomes appear gradually throughout the day.

C Day

All positives show up at the very end—only attitude wins.

Recruiters who master LOA never complain about lack of candidates—they increase effort.

The Gumball Theory

Every call pushes you closer to the right candidate. Switching sourcing channels too early resets your Law of Averages. Stay consistent with your approach.

97

No Candidates

Out of every 100 candidates you'll encounter

3

Yes Candidates

The quality hires you're searching for



Control What You Can

If you can't control it, don't waste energy on it. Focus your power where it matters.

You CAN Control

- Your effort and energy
- Pitch quality
- Number of interviews scheduled
- Your attitude
- Follow-up timing

You CAN'T Control

- Candidate mood
- External job market
- Last-minute cancellations
- Personal circumstances
- Competition

Six Impulse Factors

You're not selling a job—you're raising impulse. Master these psychological triggers:



Fear of Loss

Candidates act faster when opportunity feels limited.



Greed

Show how their skillset benefits them directly.



Jones Effect

Use references: "Most successful fundraisers joined with zero experience."



Urgency

Short, clear timelines. Avoid slow processes.



Indifference

Don't look desperate—neutral confidence builds trust.



Suggestive Language

Use yes-yes questions and future pacing techniques.

OVERTURNING OBJECTIONS

You'll hear the same objections repeatedly. Use these proven methods to address concerns and move forward:

01

AIR Method

Acknowledge their concern, **Ignore** the negativity, **Resume** your pitch with confidence.

02

FFF Technique

"I understand how you **feel**... many **felt** the same... but they **found** that once they started..."

03

Pre-emptive Strike

Address concerns *before* they voice them. Control the narrative proactively.

04

Repeat/Reassure/Resume

For small doubts—acknowledge briefly, reassure quickly, don't derail the conversation.



The Bullet Theory

Know your bullets (role highlights) and deploy them strategically. Don't dump all bullets early—save ammunition to strengthen your close.

Impact of Fundraising

Purpose-driven work that changes lives and communities.

Career Growth Path

Clear progression: Fundraiser → Team Leader → Manager.

Skill Development

Communication, leadership, sales—transferable skills for life.

Earning Potential

Competitive base plus performance incentives.

Stable Partnerships

Work with established NGOs and proven campaigns.

Your Path to Excellence

Recruitment is a game of mindset, energy, consistency, and skill. Master the fundamentals:



Lead Every Conversation

Take control, qualify properly, maintain energy, close professionally.



Protect Your Attitude

Strong attitude, punctuality, 100% daily effort. Your energy is contagious.



Know Your Why

Understand why you're doing this job. Purpose fuels persistence.

This manual gives you the blueprint. The next level is execution. Build the strongest fundraiser team in the country.

