**Team Meeting Recruiting Promotion**

Every team meeting you run should include at least these 3 components for recruiting

1. Promotion
2. Recognition
3. Call to Action

How you incorporate each of these 3 may change from week to week, but they should all be included in some form. Fit them in around your current team meeting structure.

**Promotion**

Reps need a constant reminder as to why they should be recruiting. It’s one thing to promote team goals and what you’re building, but they need a constant reminder as to what’s in it for them (WIIFT).

Craft your recruiting “stump speech”. A stump speech is a promotional talk that you have prepared to infuse into any meeting or conversation. You should know how you’re going to promote recruiting. We suggest you always have a 2 minute version, 5 minute version, and even a 10-20 minute version when you want more emphasis.

So think of all the reasons why they should recruit… WIIFT?

* Overrides ($$)
* Build your own team/organization
* Opportunity for leadership
* Advancement opportunities
* Prizes/Incentive trips
* Resume experience- It’s one thing to know how to sell, but knowing how to recruit, lead, and build a movement is a whole different ball game
* Real life/practical experience- Good luck running your own business in the future if you don’t know how to recruit
* Culture- Imagine working with your best friends
* Competition
* Team goals- Not everyone will be invested in your team goals, but top reps contributing to the culture will be excited to build with you

Paint a vision for your people on what you’re building with your organization and share how you see them being a part of that. Share what’s in it for them, then give actionable steps on how they can recruit.

**Recognition**

Recognition breeds culture. Some people are motivated by money, some by experience/learning, but a lot of your people will also be motivated through recognition. This should be a critical part of every team meeting you run. But don’t just recognize sales! Recognize recruiting consistently. Most importantly, do not just recognize results (when a recruit makes it through training and gets on the team). Recognize ACTIONS! This is what breeds culture. Let’s face it… sales is a high turnover industry. If they bring in a few people and they end up not making it through the interview process, or maybe they come to training but don’t get on the doors, or maybe they leave after a week or 2, this can be extremely discouraging for reps and their motivation to recruit. That’s why it’s important to recognize actions over results. Recognize reps for the following…

* Any action taken to start recruiting (Talking to friends, giving you numbers to call, sending messages on social media, posting on their story/branding themselves, shoulder tapping etc.)
* # of people set for interviews
* Having friends set for training
* Bringing friends to events

**Call to Action**

All of these are nearly pointless without any call to action. You don’t need your reps giving you a list of 50-100 people to call every week (though I’d suggest you have everyone do that at some point… check the Personal Recruiting Talk videos & documents for more details on that). But every team meeting should have some sort of call to action that drives recruiting. It can be any of the following…

* Have them post a story on social media- Usually have them post either fun experiences (like a team night out to Top Golf or dinner), results (like big paychecks or sales), or even promotions for the position inviting people to apply (which you can easily make on Canva or have them make themselves).
* Teach them how to send messages on social media (check social media headhunting/Cold DM approach videos & documents)
* Have them make (or remake) a top 10 list. Then have them text those people ahead that a manager will be giving them a call or even create a 3-way with a manager
* Sign them up for campus advertising to go shoulder tapping or hand out flyers/posters
* Don’t be afraid to throw out some extra contests/bonuses for recruiting to get the team fired up