**Personal Recruiting Talk**

**Build-up / High Energy Kickoff**

ALWAYS do this during a time of HIGH ENERGY!

* Announce fast start prizes
* Maybe tie this into them being able to get “double credit” for their fast start
* Tease them with a trip announcement if you have a trip incentive for recruiting
* Have them download FRIENDZY ahead of time

**Open up the group**

I want to talk to you guys about something called your advertising bonus…

Does anyone know what most company's biggest expense is? (have them guess)

Advertising!… we are on every website… snagajob, monster, zip recruiter…. I advertise with

Craig from Craigslist… indeed etc.

We advertise through campuses, flyers, etc.

But BY FAR the most common way people hear about the job… know what it is? (Word of mouth)

BIRDS OF A FEATHER WHAT DO THEY DO?? (flock together)... I want more people like YOU GUYS

(If this ties into incentives for recruiting)

What if I told you I was going to give you I was going to buy you a porsche for recommending

friends…. How many people would you recommend?

Every single person you’ve ever met!! I don’t care if you hated the kid and haven’t talked to him

since 5th grade

Here’s the deal… I’m not getting you a Porsche or Mercedes but we do spend as much as one of those would cost on advertising about the job

Now we could pay those advertising dollars to craig from craigslist or indeed, but you know who I’d rather pay those advertising dollars to?

YOU!! because birds of a feather flock together and you guys are gonna be great

**Handle Objections ahead of time**

What are some reasons you would NOT want to recommend somebody to the job?

(Handle objections after they bring them all up)

**What we’re building**

In this organization we are looking to build the biggest, baddest organization in the HISTORY of

(the company/territory)

Who has seen 300? Ya those guys lost… you know why? Because they were fighting the 10,000 deep Persian army

THAT is what we are trying to create here at \_\_\_…

**3 types of people**

Now in your phone there are 3 groups of people…

1. Know well, talk to all the time
2. Know but you don’t talk to
3. And people you don’t know that you don’t talk to

What percentage of those people do you think I want you to recommend to the job?

ALL OF THEM… why do you think I want all of them?

2 reasons

1. Biggest army wins the war

2. The more we have the more selective we can be with who we bring on and the stronger this organization becomes

I want to hook you up and make it easy for you

By the way, you don’t even have to speak to these people… we will reach out to them and take care of that for you

**Contest Announcement**

2 contests- 1 based on how many you recommend and 1 based on how many actually get the job

(Go over levels… best to have it tied into how many they recommend. Actions over results. Adjust incentives however you want them)

You guys ever played monopoly? What happens when you pass go? Collect $200… for what? For practically doing nothing… guys thats this first level. Every single person that comes through training hits this level… piece of cake

25- Small prize

50- Medium prize or fast start credit

100- Bigger prize or lunch (immediate gratification)

Highest above 200- Biggest prize

Now for the 2nd contest…

ITS ABOUT TO GET COMPETITIVE

Levels contest

2- Company branded Yeti

4- Jordans/gift card/physical prize

6- Trip (unveil location right before they start writing their recommendations)

Guys do they have to be looking for a job?? NO!

Who do I want? EVERYONE…

I don’t necessarily want 100% of the people in your phone... I don’t want dominos pizza, your mom your uncle, and your adult friends that have long established careers

**Why we recruit (Story)**

* \*Tell a personalized story of someone you recruited or one of your top people recommended that they not have been super close with to encourage them to recommend everyone they can

**Action**

* Have them open up their phone and walk through friendzy
* Encourage them to select everyone and just deselect the people they don’t want to recommend
* When they submit lists, tell them to come show you rather than saying the number out loud. Usually the people that submit the least are done first, and you don’t want them to influence the rest of the group.
* If someone submits a small number, encourage them to go back and do it again… re-hype the contest and show them how this is in their best interest/handle objections as needed

*Heads up text for top people*: Hey! Hope you’re doing well. Just a heads up, I gave my manager your number and he/she is going to call you. It’ll be super quick!

**Prep them to respond**

(After, prep them for when their friends reach out)

10/80/10- 10% of people will love you, 10% get mad because they got a text message… Probably not the best friends anyway, 80% say “is this legit?”

Don’t try to describe the job… that’s what I’m here for. Goal is to get them an interview and get

you to (Trip destination). If you guys just tell them “Ya dude we sell stuff door to door”, that doesn’t sound very attractive right? You guys know its so much more than that. So just tell them “yes its legit, you should talk to my manager and see if its for you!”