

HOW TO INCREASE YOUR RECRUITING RATES WITH “PROMOTIONAL BADGES”

1. When you see them read the badge talk to them - don't wait for them to talk to you - people are timid.

When you are walking down the aisles of your local super market or in a line at a theater or even in a restaurant you will see people look at your badge (a walking billboard for your business) but only a few will say anything to you.

Don't wait for them speak to you, when you see them look at the badge and then look at you or just do a “double take” of the badge, be proactive and say to them; “How would like to (then ask them the key lead-in question that will promote your business)? The next thing you should say is; “Let's exchange information and I will get you (whatever your company offers as a way to promote your business to a prospect.) so you can take look at what we are doing.

2. Ask for their NAME AND EMAIL - DO NOT ask for phone number until they start to hand the card back.

Hand them something such as a 3X5 card or a small pocket size spiral notebook and something to write with. Tell them to “Put your NAME and EMAIL address.”

(NOTE: do not initially ask them for their PHONE NUMBER because many of them will balk at giving you their phone number and just walk away - THIS IS IMPORTANT TO REMEMBER!)

3. Hand the card back to them and get them to add their PHONE.

When they start to hand it back to you tell them to go ahead and put their phone number on it because “I want to just give you one call to answer your questions, because everybody has some questions. I don't want to bug you; I just want to answer your questions for you so you can decide if this looks good to you, that's OK isn't it?”

4. Call them - don't wait for them to call you - Be sure to tell them that you will not be calling again

When you call them just say “Hey XXXX this is (your name) and I was getting back with you about that information that I told you about. Could you and your (wife, husband, spouse, partner) jump on the internet for a couple of minutes to take a look at the information, that way I can stay on the phone with you and answer your questions after you see the (whatever it is you are showing them) and that way I don't have to bother you again to answer your questions. Most will go ahead and comply rather than face the possibility of you calling them back later and “bugging them.” They don't know that you are doing them a favor at this point.

While they are checking out your information open your own computer to your sign up or join page so that you are ready to sign them up. Do not expect them to sign up on their own, even if they say they like your deal.

5. Let them (watch the video, look at the information, listen to the call, etc.) while you pull up your join page on your web site.

6. Answer their questions and then try to enroll them.

After answering their questions say something like “that was some powerful information wasn’t it? So let’s get you started, what would you like for (a user name, shipping address, mailing address for your checks, etc.)

(IF THEY ARE NOT READY TO ENROLL - USUALLY THEY WILL WANT TO ASK MORE QUESTIONS)

7. Answer more of their questions and try to enroll them again - remind them of the benefits and try to enroll them.

8. If still not ready to enroll then ask them what it would take to get them to started with you TODAY.
WAIT FOR THEM TO ANSWER!

9. If still not ready then get them to book mark the site and tell them to give you a call when ready. Suggest that they look at the information again because nobody gets it all the first time they check it out.

10. You may also ask them “Would it be alright to get back with you later and let you know how it’s going”?

They will almost always say YES. Follow up with them only if you want to - you are in control doing it this way.

**REMEMBER TO BE POLITE -
MAKE POSITIVE SUGGESTIONS ABOUT YOUR PROGRAM OR PRODUCT -
ALWAYS EMPHASIZE THE BENEFITS!**