

RECRUITING A BLUE CHIP CANDIDATE

Connecting Conversation Outline:

1. Rapport

- How you are connected or how/where you found them
- Where are you originally from? Where do you live now? Where did you go to college?
- Where are you currently working?

2. Looking for

- What are you looking for?
- What's missing?

3. Knowledge

- Have you ever done sales before?
- What do you know about FHD/industry?

4. Our Story

- How/why I ended up here
- Why I'm still here

5. Our Opportunity

- People
- Product
- Lifestyle

6. Vision

- Our mission/core values
- What we are building

7. Next Step

- Does any of this strike a chord with you?
- Are you open to another conversation?
- Schedule next chat/to meet; send info

FIELD RECRUITING

Betty, maybe there is one more thing you can help me out with. Our company is growing like crazy, and we need more agents like myself to get to everyone, otherwise people don't hear about our awesome coverage. We are hiring right now in this area, and our best candidates come from those referred to us.

Who do you know that is sharp, personable, with a good work ethic that might be looking for a career change or a better opportunity?

(Break eye contact and pen to paper, just like when getting referrals. If they ask some questions about it, then read the points off of "Career Opportunity" page)