

Ethical Recruiting - TELL YOUR T.R.U.T.H

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Do your recruiting efforts send people running in the opposite direction?

Cut the hype! Who wants to hear about another wonderful get rich quick opportunity? If you are thinking, "not me, I don't hype my pitch," think again, and consider, does your overly optimistic perfect picture of your opportunity sound too good to be true? Are prospects reacting to previous negative recruiting efforts or experiences?

People are seeking the truth, or better yet, YOUR truth. They are fed up with fake news and fake opportunities. According to the Edelman, a report that measures trust in the pillars of our society, trust is eroding, and people are looking to businesses to be trustworthy.

How do you bring ethics to the forefront in recruiting? You can do this by simply telling YOUR TRUTH. My experience in direct sales and recruiting has shown that most recruiters are fearful of being honest and realistic about what new recruits can expect when starting their business. Sometimes there is an expectation gap and this drives people away or causes disillusionment. To prevent this gap,

make sure your prospect understands your message during your recruiting conversations and make sure you understand hers.

I have further derived my thinking around this topic from my studies with Judith E. Glaser about Conversational Intelligence®. Conversations can either open others up to hear what you are saying or shut them down. According to a study at Stanford University¹, 9 out of 10 conversations miss the mark and leave people walking away thinking the other person understood them when in reality, they did not. During my coaching sessions with direct selling clients and leaders, I find the same is true when we begin to deconstruct their recruiting conversations and reflect.

Here are a few recommendations to help you tell your TRUTH when recruiting and open others up in conversation:

1. TRANSPARENT: GET REAL WITH INCOME EARNINGS.

Many companies today are posting the income earned by rank and what percentage of the field is receiving it. By sharing with your recruit the possibilities and the realistic probabilities of what they can earn,

you are letting them decide where to anchor their dreams. Do not oversell your opportunity; people do not believe it anyway. If you are presented with a question pointing to a competitor's strength, acknowledge it. Then proceed to highlight the distinguishing factors of your culture, organization, team, and personal leadership. Remember, people buy into YOU as the face and human connection to your company and opportunity.

2. RELATIONSHIP: FOCUS FIRST ON BUILDING THE RELATIONSHIP.

Take time to listen, learn, and look at what is important to them. When your prospect senses that you have their best interest at heart, a relationship begins to form. They release themselves from protective behaviors when you show a genuine concern for them. It is easy to get caught up in the latest contest, promotion, or rank advancement you are pursuing, and forget this one. For this reason, you need to be constantly building new relationships that might someday join you, refer you, or help you grow your team.

3. UNDERSTAND: TAKE THE WORD 'UNDERSTAND' TO A COMPLETELY NEW LEVEL.

Step into your prospect's life, and understand not only what they

are saying but notice how they are speaking. Ask questions to appreciate their thinking about what you are offering them. Ask open-ended questions such as:

- * What impact could this make on your family?
- * What are you feeling about what we have discussed?
- * How would this business fit into your life?
- * How will your schedule your time to do this?
- * What will you need to give up for this to work?
- * What support do you have that will help you achieve success?
- * If all goes perfectly (or ideally) and you joined our team, what would be your first goal?
- * What would be your milestones for success? When would you know you have arrived?
- * What would be some early indicators that this is working the way you wanted it to work?

Ask questions to learn what their vision of success looks like.

Look for signals both spoken and unspoken that allow you to see your business opportunity through their lens. Pay particular attention to signals of acceptance or resistance. Respond accordingly, and have the courage to discuss the resistance. You might say, "I am noticing a little resistance; am I correct?" Then ask, "What is causing it?"

Maybe the resistance is merely a story they are telling in their head about how the business will flounder or fail.

4. TRUTH-TELLING: BE READY TO SHOW YOUR HAND.

While you do not want to hang the problems and challenges you incur with your business in the recruiting conversation (anymore than you would tell your first date about your worst habits), if asked a direct question about the business, be honest. For example, you may be asked, "Are you able to take the weekends off?" As you shrink thinking that you would like to have business-free weekends but haven't been able to accomplish this, respond with something transparent such as, "I am still striving to master my scheduling; however, I have been able to regularly take Sundays off." Alternatively, "I am still challenged with scheduling, yet my mentor (or upline) has done really well with this. I bet she could help both of us.

Be ready to site other examples of how others have overcome areas you are still working on. Share enough so they can make an informed decision. Consider how much information they need; keep details or business information light.

5. HEAR THEM.

In conversations, it is easy to be thinking about what you are going to say next and miss what was said. Listen with a clear mind as your prospect speaks. Hear them and listen closely before responding in the moment. If they say NO respect their choice. Ask permission to reach out again by gaining permission to contact them in the future. Many recruits have come my way by giving them the time and space to make a decision. This is precisely how I was introduced to direct sales.

That being said, hear them when they are willing and able to make an on the spot decision to join and respond sincerely with, "I can hear your commitment. You are making a great decision to join our team. Let's get your agreement filled out and get you going in the right direction. I believe you can do this - with effort and your willingness to learn!"

Follow these recommendations, tell your T.R.U.T.H., and grow your team. Keep your business ethics in the forefront. Be believable, and you will find that more of your recruiting conversations are hitting the mark. ♦



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