



# RECRUITING TALENT SCOUT

## 3 STEPS TO FINDING YOUR ACES

BY BARB GIRSON | WWW.MYSALESTACTICS.COM

In direct sales, you have the opportunity to build the team you want. You can handpick your team players. Many novice recruiters make the mistake of mainly recruiting those who are interested. In doing so, recruiters miss those who have never considered embarking into the direct sales industry. The average individual who has not ever pursued a home-based business has no idea what they are missing or how their strengths and skills would be adaptable to direct sales.

Consider making a shift in your recruiting or sponsoring perspective. In addition to looking for those who are interested—the low hanging fruit, spend 10% of your time being a talent scout.

“A talent scout is someone who identifies people with unique or valuable talents and works to recruit them. Scouts work in a number of different industries, ranging from sports to the tech sector. Their work includes consultations with people in the industry, travel to identify new talent, and a wide variety of activities, which help them to identify, cultivate, and recruit talented people.

He or she takes into account the artist's long-term goals and directs him or her on a suitable career path. The exact duties of a talent manager depend on the industry and artist, but counseling, advising, developing and promoting are common tasks.” (Source: www.wisegEEK.com)

### PURSUE AN ACE!

An ACE shows early on that they have three desirable criteria going for them:

- ★ **A=** Attitude (a good attitude)
- ★ **C=** Commitment (willing to commit time and effort toward their business)
- ★ **E=** Effort (persistent, disciplined, dedicated to excellence)

Use these three steps when you are recruiting/sponsoring to find exceptional talent:

#### 1. Identifying people with unique or valuable talents—make your list.

To identify talent in others, think about what skills and strengths you would like your team members to possess.

Create your own unique or valuable talent list. Include qualities, expertise, and traits. Write

out your 'job description' that you are working to fill. Include competence and personal attributes that help you build an “A” team such as:

- ★ Is a goal setter
- ★ Is emotionally intelligent
- ★ Is an effective presenter
- ★ Has consultative sales skills
- ★ Has leadership qualities, skills and experience
- ★ Displays great people and customer service skills
- ★ Connects with others and communicates successfully
- ★ Demonstrates effective time management/organizational skills
- ★ Collaborates and is a team player
- ★ Tends to be respectful and persistent
- ★ Does not take rejection personally
- ★ Is a self-starter
- ★ Add your own

Yes, many of these abilities and habits can be taught; however, when you are talent scouting, look to identify candidates who already own some of these skills. This way you will not have to spend as much energy to develop them.

#### 2. Cultivating Talent—nurture.

This is relationship building. Most of the high-potential talent that I recruited did not jump into the business the first time they heard about it (and neither did I). A great first question is simply asking, "Are you willing to learn more about what I do?" and "Can we schedule an appointment? meet for coffee? The reason I am asking you is.... [Insert the reasons you believe they would be a good member of your team]." Look for ideal potentials that are already successful in their chosen career. As you get to know them, listen for points of discontent with their current situation. They might be feeling overworked, overwhelmed, under-appreciated, or under-paid. They may aspire to have more autonomy, flexible work schedules or want to earn commensurate to their efforts.

To find these points of intersection where what you offer meets their needs or desires, you will need to spend time getting to know them. Develop a trusting relationship in which they open up to you about how they are feeling about their work, needs and desires.

#### 3. Recruiting talent—follow up.

Be patient and keep in touch with high-potential talent. Talented ACEs are usually entrenched in their work and have many choices open to them. Take your time, since high-potential talent may not want to exit from their job or dive in immediately.

However, by keeping in contact you might find that one day they are open to act on what you have suggested. You will need to have an effective follow up system and keep their wishes, wants, and ambitions ahead of your own.

Typically, high potential talent may become open to try something different when something in their life changes – a triggering event. It can be as small as an unexpected bill, a new goal, or dissatisfaction with their current situation.

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*Not all of the talent that you pursue will join you in the business. However, by taking a proactive approach to recruiting/sponsoring, you will find your ACEs and you will build a quality team.*



If you would like some help in becoming an expert talent scout and want to improve your recruiting confidence, register now for the next **SHARE YOUR GIFTS & GROW™**

The recruiting process as a talent scout may take months to years for the time to be right for them to join your team. Do not wait for the high potential talent you are pursuing. Continue to recruit in the traditional methods and keep a log of those who are what I call the 'BIG FISH.'


Of course, we never know who will become a BIG FISH with training, coaching and nurturing. The distinction is that your ACEs bring some of the key skills, qualities, and ingredients for success, so once they commit they advance at a faster pace. This is what sets them apart.

They may want to start out part-time and they will likely want to see what they need to do to replace their income. It is important that you help them set realistic expectations about the time and effort needed to grow a successful direct sales business.

Not all of the talent that you pursue will join you in the business. However, by taking a proactive approach to recruiting/sponsoring, you will find your ACEs and you will build a quality team. In addition to those who are interested in your opportunity, seek to interest others by identifying their talent and cultivating the relationship over time. These may not be your easiest to recruit, yet you might find them to be your future stars. ♦

**BARB GIRSON**, International Direct Sales Party Plan Expert, Trainer and Registered Corporate Coach™, is a highly interactive, creative speaker and author offering professional skill development programs for workshops, leader retreats, and annual conventions and telecasts sales training programs. Custom programs/Coaching 1:1 available. Barb Girson (ACC), president of MySalesTactics, helps companies, teams and entrepreneurs gain confidence, get into action, and most importantly, grow sales. Need a speaker for your next event? Contact [barb@mysalestactics.com](mailto:barb@mysalestactics.com). Barb Girson Original Work © 2015. All Rights Reserved.

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