

Conversational Recruiting – Opening Your Call

(Assumes you're calling biz opp, genealogy leads, or inbound leads)



Start with leads that have been Optimized



Or inbound leads from your landing page, etc.



Call them back at appointed time

Assume they did not follow through

If they did...

Ask them what they liked most
Ask them what they liked least
Ask what they want to do next

If they didn't...

Use Crossover and Fade moves
Then offer to do a 45 sec. infomercial
Ask what they want to do next



Quick Qualifying Call

1. Employ your "Value Engine"

2. Note the quality of the conversation or VM (Critical)

↓
→ If not solid, do not chase

Send Prospect to your landing page, sales site, sizzle call, info line, conference call.

Schedule appointment to follow-up and answer questions

Conversational Recruiting Benefits

Less stress!

More quality calls gives you time to work with the right people when you sponsor them

You're in control of the conversation

Prospect handles their own objections

You're more confident in your calls

Less frustration with "think it over"

Forces the prospect to tell the truth

Disqualifies the wrong prospects early in a positive manner

You use "silent" posture not overt

Your income grows faster

ORDER the full CR course at:
www.ConversationalRecruiting.net