

**The Follow Up Interview to the
Money and Business Seminar**

1. TO CONVINCING THE CANDIDATE/RECRUIT THAT YOU ARE INTERESTED IN THEM. THIS COMES THROUGH THE USE OF GOOD QUESTIONS AND BY LISTENING INTENTLY. IT IS ALSO IMPORTANT TO LEARN THE CANDIDATES HOT BUTTON.

2. To use “filters” to judge who will train this candidate? Will it be YOU?

3. Take a complete set of recruiting papers.

4. Teach new recruit how to be an immediate Inviter and challenge them to bring a specific number (2/1/record) to next meeting.

5. Give them a schedule, what’s next, when etc.

6. Schedule them for school and exam

The Interview

(You should memorize all the **Bold and Italicized** text)

1. INTRODUCTION

Hi _____ it's good to see you again! As you do this shake their hand firmly, look them directly in the eye with a smile on your face- this is important. This first step should not be hesitant, weak or hurried, the candidate should really feel that you are glad to see them again and you are a friendly, interested leader.

2. THE INTERVIEW

(Name), what did you like best about the Money and Business Seminar the other night?

Now that you know a little bit about us, let me get to know a little bit about you. I would appreciate it if you would take a few moments, and put your modesty in your pocket. Take me back to when you finished school and bring me up to date with what you have been doing since then.

Genuinely listen and ask questions like:

- **“Why did you leave there?”**
- **“What caused you to go there?”**
- **“Was that an improvement for you in your career?”**
- **“What did you like best, what kept you there?”**
- **“In your present job what do you like least and what would you change if you could?”**

A person’s attitude towards life will begin to show here. Are they constantly improving and is their outlook positive or, are they negative, and often laying blame on others?

After you have reviewed their career, this will lead to some natural questions. Then also ask “_____, what do you feel is your **GREATEST ASSET OR CHARACTERISTIC** that will help you to succeed?”

“If I get a chance to talk to a random sampling of people that know you from different areas of your life, and ask them to describe you, what would they say?”

Remember, you are going to make a judgment as to whether or not the candidate is the one or possibly two out of ten that you will train personally, or, more likely, who will train this candidate.

YOUR 3 FILTERS ARE:

- **“_____ when did you begin to first earn money outside of the home?”**

THE BEST ANSWER IS BY SOMEONE WHO BY THE AGE OF 14/15 BEGAIN DOING SOMETHING IN SALES OR SHOWED ENTREPRENEURIAL INSTINCTS AND WERE TRYING OR DID START A NEW BUSINESS- THIS ANSWER OCCURS USUALLY IN 1 OUT OF 10 OR 20 CANDIDATES. An answer that indicates the person did something in sales or had their own business by the age of 14/15 years probably means that **YOU** will want to train them.

- **“What accomplishment in your life to date _____ are you proudest of?”**

(Here you are not really very concerned with the answer, you just want to see if they count and if there is more than one accomplishment that they are proud of.)

3. QUESTIONS

- **“_____ do you have any questions that you would like me to answer?”**

- List all questions before starting to answer them
- Tie the answers into their hot button
- Use questions and analogies whenever possible to answer their questions

4. WARM V LUKE WARM MARKET

One of the things people like best about our Company is, unlike other Companies we don't ask you to call on your friends.

- 1. You want to keep them as friends**

- 2. They know you have not been in the Financial Services Industry and therefore are NOT an expert**

This is what we call your 'Warm Market', so what we do is use your 'Warm Market' to build your own personal team and get started in the 'Luke Warm Market'. The 'Luke Warm Market' is a person that:

- a) has been referred by your friends**

- b) you can be an expert to them because they don't know you are new in the business. After a couple of weeks of training because the middle-income public is financially ignorant you will be an expert to them. We link your influence up with the knowledge of your trainer. Now let me show you what happens.**

“_____ let me ask you, if you asked 25 friends just to come and see anything you were excited about and you thought they ought to take a look at, whether it is to see a movie, attend a sermon at church or attend one of our seminars and you just said ‘I have something you need to see,’ how many do you think would look?”

Incidentally this is a good check to see whether a person is a type A or B personality. A's will answer 20-25 and B's less than 10.

Now, let's say it was 16 people, we have learned from 25 years of experience in the US that a minimum of 50% of those people are going to become clients. 50% of 16 would be 8. Now, the trainer splits all referrals with you, we average 8 referrals from every client; so, 8 times those 8 would be 64- wouldn't it? You get half, which is 32, isn't it? Thus we have converted 25 friends that you couldn't sell, into 32 red-hot prospects in the 'Luke Warm Market', where you have been referred by your friends, and will be considered an expert. At the same time we will attempt to nail down the 3 recruits for you to qualify as a District Leader.

5. THE CLOSE

“_____ can you think of any reason why we shouldn't get started part time?”

You may want to say “_____ if I extend the opportunity to you, can you think of any reason that you shouldn’t at least start part time?”

6. TAKE RECRUITING PAPERS

The transition is “these are the papers that we need to fill out; let’s start right here with your name, address, etc.”

7. DISTRICT & RVP COMMISSIONS

“Now that you have completed your papers, the next step is to get you to District level as quickly as possible.”

SHOW SUCCESS LADDER REQUIREMENTS

At this point, I give the new recruit a photocopy of our success ladder from Rep to SNSD, and I circle the district leader requirements saying “_____ if it were possible over the next 30 days to qualify for a 100% raise in pay, would you be interested? A District Leader makes twice as much as a representative for the same work. Now we have accelerated guidelines which when accomplished in the first 30 days will earn you this 100% pay raise.”

“To become a District Leader (circle), you will need 3 people on your team (circle) who submit their recruiting papers, get your own personal FNA (circle), which will be your financial roadmap that you show to others, and just a modest amount of premium of \$3,000 (circle), which is 2 good APPS or 3 average ones.”

Now, the two reasons you want to become a District Leader as soon as possible are:

1) **FIRST** you earn very good commission per hour

As you can see in this illustration, our average district leader, when they get a client that both takes out a loan and insurance, is earning on the average \$1,005. Of course, sometimes people only do take the insurance, while others only take the Loan, but there is a good number of times that they do both, and I know that you will agree that \$1,005 for about 6, maybe 8 hours of work is a very good return for your time- isn't it? As a matter of fact that would really help your current income and get you started towards that (mention hot button) that you told me about at the beginning of the day- wouldn't it? **Secondly**, you begin earning management override on your people.

8. **SELL THE RVP POSITION IN THIS WAY**

“You can see here (name) from the same chart it pays to be an RVP. As you see here, the average actual compensation to the RVP who gets both the average loan and the average insurance policy is earning \$2480. The big news is the override that you earn for developing leaders; as you can see here, for every District Leader that YOU teach how to earn that \$1005, YOU earn \$1475 in override (name) that is almost \$1500- isn't it? Which means if you had just 5 District Leaders that you had taught, you would be earning \$7500 a week! 10

District Leaders would get you close to \$15,000 a week. You can afford to come full time at that income, couldn't you?

9. TEACH THE MAGIC QUESTION!

“Now ____ to become a District Leader you need to invite people to come to the Money and Business Seminar that you yourself attended. To become a Leader of People, and attracter of people, a recruiter of people, you need to know what causes them to come to a meeting, and what does not work.

In this respect, people are like fish, some fish take worms, other fish take flies, but they don't cross over, that is the only thing they take. So you need to learn what 'bait' works with people- the funny thing about people is that they will ask for the wrong bait and then spit it out of you give it to them. The wrong bait is giving people INFORMATION.

Information just does not work, if it did, as the largest Company in the world, we could just print up a whole series of facts about Citigroup and then say “here, read this and come to a meeting.” It doesn't work.

What gets people to come to a meeting is FRIENDSHIP, CURIOSITY, AND NEED or GREED. What we have learned is what we call the MAGIC QUESTION where we have combined all 3 appeals. Here it is:

“ _____ would you have any interest in earning an extra \$300-\$400 a week if you could earn it in just 6-8 hours a week?”

It is important to ask this very low key and do not come on strong, don't sell.

Now, let me give that to you one more time, and then you invite me.

Repeat the magic question, have the new Recruit give it to you. Take the time to do this, they will be wrong 90% of the time, have them do it **again until they get it right.**

Now say, “Here comes the very important key _____! What people basically say is “sure what is it” and the only answer to what is it _____ is to reply; TRUST ME.

Now, you can say TRUST ME in different ways and some suggestions are:

1. _____ I would tell you more if I could but I am brand new and as a matter of fact, I would like you to come along with me and get your opinion.
2. Look _____ I want you to get the whole store and all of the facts, can you keep next Tuesday evening free?

3. _____ I want you to get all the information from the top man in the Company or from my RVP, I know him personally and he will answer all your questions

4. If they ask, “Well tell me a little bit?” You can reply with, “_____ I can do better than that, and see that you hear the entire thing. It takes 90 minutes, come with me next Tuesday evening.”

5. If these people are close friends and really press, at the very least you can say, “OK well I can tell you this, it is one of the largest Companies in the world. It is a real ground floor opportunity that you need to see and make up your own mind. Can you keep next Tuesday evening free? I will pop by and pick you up.

Invite as many as you want, but ALWAYS BRING ONE.

10. THE CHALLENGE

Now, **(name) we train people according to the number of people that they have in attendance** at the very next Money and Business Seminar, after I have taught them the Magic Question. **“The average for the new recruits is 2, some only bring 1, and the record is 11. How many are you going to bring _____?”** Look them

right in the eye with a slight smile as you ask this question and get a commitment.

TO ENHANCE THEIR LIKELYHOOD OF SUCCESS GIVE THEM A ONE-PAGE SHEET WITH THE MAGIC QUESTION AND BASIC ANSWERS TO WHAT IS IT TYPED ON IT. ALSO, HAVE A 31-DAY BLANK CALENDAR BOOK.

11. SCHEDULE

Show them on the schedule of events for the next 2-4 weeks.

HAPPY RECRUITING!!!

