

The Complete Recruiter

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About the CDs

3 Audio CDs

Three of the CDs are audio. Listen to them as Carla provides her insights into the whole recruiting process. This is truly a course tutorial supported by the written materials.

On the 4th CD

This is a “Document” CD. Here’s what’s on the CD:

- Stationery’ and divider pages so you can make your own recruiting presentation, also in hard copy in section 7.
- Recruiting scripts for you to customize—in Word
- Recruiting letters for you to customize—in Word

On Your Document CD:

- The Recruiter Planner
- Lead Generation – Making the Call and Opening the Conversation with a Would-Be Agent
- Lead Generation – Call to Experienced Agent Who Just Changed Companies
- Lead Generation – A Script for Making a Call to an Experienced Agent
- Lead Generation – Your Assistant Makes Recruiting Calls to Your Database
- Examples: Letters to Potential Recruits
- Recruiting Letter to a New Potential Recruit
- Recruiting Letters to an Experienced Agent
- Pre-First Interview Letter
- After First Interview Letter
- Recruiting/Selecting – Your Skills, Systems, and Processes in Place

The recruiting scripts and letters are also on hard copies for you in section 10.



What's New in the 3rd Edition of The Complete Recruiter

When I first published the Recruiter in 1992, I envisioned it as a manager's recruiting presentation builder. But, as I wrote the program, it became even more than that.

Now, I've completely rewritten this program—again. I've made it a *complete* program to recruit. It's truly a huge course in recruiting—but with ready to use strategies, to save you time.

It's now in its third edition. I've added more specific guidance for you in lead generation. I've found, from coaching you in Leadership Mastery coaching, that you really want a high level of support in lead generating. So, here it is!

I ordered and put myself thru your Complete Recruiter. Up till now I couldn't tell whether you were another book and tape seller or a real-deal trainer. You are a real deal trainer. Wow. Excellent stuff. Lots of work to do. I'm now prioritizing what I can do quickly to change my methods so I can keep interviewing as I change my system. Impressive.

David M. De Luna, President/CEO, Exit Realty Partners

Here's what I've added:

- 5 more lead generating scripts—now also on your document CD to customize
- Lead generating letters and scripts are now on your 4th CD—a document CD in word so you can customize the scripts and letters for your own use
- A comprehensive checklist to use to track your recruiting progress
- The Recruiter Planner—now with a sample plan, so you can make a recruiting plan that works fast and cover all the bases
- Three additional new trends that are making recruiting much more challenging—and what to do about them



What you won't find here: All the tired, old recruiting strategies. You won't find millions of letters that you must use to entice unsuspecting callers. You won't find any directions of 'do this' without the 'why'. How come? Because you need to know how to think about *your* situation. You need to have a more sophisticated solution to recruiting than the old cookie-cutter solutions offered in most programs and presentations. Your situation is different from others. I want to teach you how to think about recruiting—in your area, in your company, in your office. When you know how to think it through, you'll start putting together a recruiting strategy that will draw the best recruits to you.

What you will get: You will find the simple, straightforward 'how-tos' and samples you'll need to form the basis of your recruiting plan, strategies, and materials.

Inside: You'll find everything you need to update your recruiting approach, skills, materials, and systems:

- The ten recruiting trends you must recognize that are influencing who gets the recruit—and what you must master to recruit winners today (too many managers are operating on old paradigms and don't understand *why* their recruiting strategies don't work)
- Which agents to target to solve your biggest problems in your office today (most managers are still targeting the wrong agents—so they get the same problems!)
- What you must build to recruit —and how to do it (most managers rely on the wrong things to recruit)
- The nine skills to master the recruiting process so you are an effective, persuasive presenter (most managers have no planned presentation, or, their presentations are not effective)
- The system to put together an effective visual recruiting presentation (we believe what we *see*, not what we hear! Few managers have effective visuals, put in the right order)



- The presentation skills to handle the five main objections to joining your office
- The system to build an effective recruiting plan using the Recruiter Planner (only 5% of managers have a written recruiting plan—so most managers have no system to delegate!)
- The specific lead generating scripts, ads, and letters for you to use to set appointments with your desired candidate

In other words, I'm only going to show you how to do the things I see most managers NOT doing. So, if you only do them, you will WIN BIG!

More Recruiting Resources for You

P. S. Want more recruiting help? I have created two more recruiting/selecting programs for you. See [Your Blueprint for Selecting Winners](#) (the complete tutorial on how to select the right people, including a ready to use interview package), and [Objection Busters for Recruiters](#). I show you how to handle objections and role play them on CDs. Plus I provide a written script for you to use. See more information at www.carlacross.com.

The highest level of support for you: our Leadership Mastery coaching program. We help you create your recruiting plan and implement it to jump start your way to much higher profits (along with creating coaching, training, and leadership strategies, of course).

See more at www.carlacrosscoaching.com.



Additional Resource Suggestions

Throughout this guide, I've provided additional resources for you. When you see the book, you'll know that I've listed resources for you to use to build skills, processes, and systems





The Ten New Trends You Must Build Your Recruiting Strategy Around



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The Ten New Trends You Must Recognize and Build Your Recruiting Around

The manager's biggest recruiting mistake: Managers want to know 'what to do' to recruit. They want to start with the *activities*. They say, "Tell me what to do to recruit". WRONG! Start with the *thinking*. Strategy must come before action. I've studied hundreds of managers' recruiting methods. The successful ones always

develop a powerful strategy first.

Here's how we'll develop strategy for you: We'll work through the ten trends I've identified that are influencing how we must recruit today. Then, I'll show you how to develop skills, systems, and materials to recruit successfully.

Some of these trends will appear in the order in which I've listed them. Some will appear several times, such as the need for a manager to become a skilled presenter. When the trends appear, I will identify them, so you'll know why I'm providing information and skill development in that particular area.



The Ten Trends

1. Vision and Values Must be in Place in Your Company

Workers (that's everyone you hire and are hired to work in any business) seek to find a company that matches their *personal* values. You must create a recruiting strategy that is founded on your vision and values. You must develop scripts and materials to communicate that clearly.

2. Empowerment and Partnering of All Associates Must be a Company Strategy

The days of 'you work for me' are over. To recruit successfully today, you must have created a participative management structure, with power and rewards shared.

3. Managers Must Become Magnets

It used to be managers could recruit based on the company image. No more. Because of all the mergers, the company name is no longer a powerful recruiter. Now, managers must develop themselves as magnets, so the agent will choose their particular office (or their particular company against the competition).

4. Agents are Attracted by Benefits Other than Money

Agents know it's no longer just about their commission splits or low desk fees. Agents are serious about their careers (at least, the ones you want). They want to know how they will be developed. Don't think you can get away with saying 'We have a training program.' Their expectations are much higher than that. You must have well-developed training, coaching, and consulting—and show them.

5. Business Competition Requires a Different Skill Level of Recruits

To compete, recruits must have a good education, be skilled in sales and in technology. That means managers must change recruiting targets, and have the training and systems to get these recruits started fast.



6. Recruiting Competition Requires Systems to Compete

Few managers have systems for recruiting. Yet, successful managers today have recruiting systems that are as sophisticated as top agents (and many were top agents). Managers must step into the twenty-first century and systematize their recruiting efforts or be left without good recruits.

7. Recruiting Competition Demands Managers Develop Recruiting Presentation Skills

The potential recruits that managers want expect to see a manager exhibit excellent presentation skills. Yet, few managers develop these skills. To compete, managers have no choice. They must develop the same level of presentation skills as their top agents.

3 Newest Trends:

8. A tightening market with less entering the market, and more challenges to find recruits who can sell in challenging markets

By using the selection techniques here, you will find, attract, and be able to select better candidates who can make money in a shifting market

9. Pressure on commissions downward from consumers and lower-commission companies

If you want to charge a higher commission you will need to find agents who can be 'value-added'. This tutorial helps you do just that.

10. New companies offering additional streams of income as recruiting incentives

No matter what kind of additional streams of income offered, the agent wants to know that he/she can be a successful agent with you. The Complete Recruiter shows you how to show the agent your value, no matter your company structure.

The Solutions

In this program, I will show you how to build a recruiting plan, system, presentation, and materials that address these trends effectively. Remember, you are in competition for those recruits. Master the recruiting process, and you will win. Ignore it, and you will lose.

Let's win.

