

# recruiting

It's easy when you have the right tools and know how and when to use them!

## 1 Inform/Invite



Discover Us!  
Opportunity Brochure

You can't have too many of these!  
Great as a conversation starter when you're out and about.

- Include in host packets.
- Carry in your Catalog Tote.
- Give one to each guest at Shows after you tell your story.



Your Life, Your Way DVD

- Offer, along with a *Join Us!* Recruiting Booklet, to anyone who is at all curious during a full-service checkout.
- Carry in your Catalog Tote.

## 3 Train/Support



Succeed With Us! Workbook

- Help new Consultants start quickly with this interactive workbook.
- Pair it with Online Training Center courses to build a solid skill foundation for new business owners.



Achieve With Us! New  
Consultant Rewards Brochure

- Have extras on hand to help new Consultants set New Consultant Rewards goals before their kits arrive.
- Use right after successful interviews.

## 2 Interview



Join Us! Recruiting Booklet

A must-have piece!  
This booklet and its step-by-step guide simplify the recruiting interview for everyone ... even the newest Consultant!

- Hear an interview modeled using this booklet in the Online Training Center course, *The Recruiting Interview*.
- Guide to the *Join Us!* Recruiting Booklet is available in the download section on Consultant's Corner.

## 4 Develop Leaders



Grow With Us!  
Career Plan Booklet

Show them the money!  
Use this booklet with the step-by-step guide\* to share the possibilities with Consultants:

- Who have submitted their first \$1,250 in sales.
- Near the end of their first 90 days.
- Who are curious about Directorship — and beyond!

\*Guide to the *Grow With Us!* Career Plan Booklet is available in download section on Consultant's Corner.

## BUILD YOUR LEADS

### Leads are everywhere!

A lead is simply anyone you invite to consider the business opportunity.

- Your **personal contacts** – Invite everyone you know who needs additional income (or some fun).
- **Your Cooking Shows** – Personally invite every guest at every Show.
- **Referrals** – Always ask who would appreciate knowing about our opportunity.
- Consistently make **3 contacts a day** and offer the opportunity first.
- **Carry a Catalog Tote** while out and about. Set a weekly goal to hand out 10 mini catalogs, along with the *Discover Us!* Opportunity Brochure. Attach a sticky note to the back to capture contact information: name, telephone number and e-mail address.

### The fortune is in the follow-up!

**When you invite someone to consider the opportunity, they're expecting you to follow up.**

Stay in touch. Contact recruit leads:

- At the future time they suggested you call back.
- When there's a Pampered Chef® recruiting promotion.
- Every couple of months.

### Have a system for managing leads and keeping in touch:

- Use Contact Management in PamperedPartner® Plus.
- File Potential Recruit Information Forms (Consultant's Corner download) in a binder or card file with January – December tabs. If the time is not right when a contact is made, move the form forward to the time the potential recruit told you might be better.
- Create a Rolling Contact List — a simple notebook in which you list everyone who is a lead and note the date of each follow-up contact. This works best if you keep an index card or computer log of your conversation notes.

## LEARN MORE

### Print Resources:

- *Succeed With Us!* Workbook
- *Guide to Supporting New Consultants*

### On Consultant's Corner

- Guide to the *Join Us!* Recruiting Booklet
- Guide to the *Grow With Us!* Career Plan Booklet

### Online Training:

- *Prospecting: Finding Business Everywhere*
- *Sharing the Opportunity*
- *Recruiting: From Invitation to Interview*
- *The Recruiting Interview*

Team Leaders and above can receive Home Office leads. For more information, go to Consultant's Corner > Promoting & Building Your Business > Lead Training.

