

5 Keys to Attract Professional People to Your Team

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You have all heard of those legendary, sought-after “aces” – people (often with professional business or sales backgrounds) who join someone’s network marketing or direct sales team and immediately skyrocket to the top of the company.

These savvy professionals bring with them not only pre-existing business skills and experience, but also an extensive rolodex of similar professionals (people who could likewise excel in your business, should they be given an appropriate and attractive introduction).

I have observed the growth patterns of several network marketing companies in the last few years, and it’s amazing to see how many times these organizations jump to a new level of momentum whenever they attract professionals such as these into the fold.

(I coached several consultants in one such company. It doubled its sales for three consecutive years, a direct result of attracting a number of professional business women within a short time period. These gals moved quickly into leadership levels and created significant momentum as they brought on and trained other people just like them).

Wouldn’t you love to recruit these kinds of business professionals in your own organization – people who need little hand-holding and training, are self-motivated and have the personal wherewithal to make things happen quickly?

No doubt this goal is on the top of everyone’s list - but attracting these kinds of prospects, although possible, takes a certain savvy approach.

Professional people can do *extremely* well in network marketing, but let’s face it... they are often the most skeptical and disinterested when it comes to this industry. It takes a soft touch and a little know-how to be able to capture the attention of this specific demographic and inspire them to take a closer look at your opportunity.

The “**Sponsoring with Integrity**” process has worked extremely well in speaking to such people about your business opportunity. Because this approach is rooted in integrity and allows you to be very upfront with people, it can give you a real edge engaging professionals who otherwise wouldn’t give your opportunity a second glance.

Below are a few ideas (taken from the “Sponsoring with Integrity” approach) that have been proven to work well when prospecting professionals with business and corporate backgrounds.

Although simple, these ideas can make a real difference in your ability to capture the interest of sharp business people. Tweaking your own recruiting approach (even slightly) may help you attract your next “ace,” someone with the skills and experience to take your own business to the top.

1. Make Service (Not Selling) the #1 Priority

Approach your prospects with a sincere desire to SERVE them, not just make a sale. You are not out to convince anyone or make a quick buck. The entire “Sponsoring with Integrity” philosophy is based on building lasting relationships, conducting your business with a high standard of integrity, and having a sincere desire to make a difference in people’s lives, should the opportunity present itself.

Before initiating a conversation with a professional prospect, ask yourself:

- ∞ *In what ways can I create value for this person and his/her family?*
- ∞ *If my products or business opportunity aren’t a fit, how else can I add value to this person’s life? What might I be able to recommend instead?*
- ∞ *How can I present myself in the most polished and professional way possible, so this person recognizes and treats me as a fellow professional?*

By coming from a place of curiosity and non-attachment you will be able to check your agenda at the door and put the other person’s needs and desires at the forefront.

Although subtle, you can be sure this attitude of “non-attachment” will be communicated through what you say and how you behave with prospects. Experienced business professionals will sense your sincerity and likely be more open to you and your information as a result.

2. Listen 80% of the Time – Talk 20%

Many networkers make the (honest) mistake of talking too much. They feel they have to pitch successful people and prove to them how viable their business opportunity is, or educate them on all the science and “breakthrough technology” behind their products in order to capture their attention.

Although it's natural to want to convey your enthusiasm, I encourage you to ASK more and TELL less. Become skilled at asking questions that encourage your prospects to talk more about themselves (who doesn't like doing this?) Get them sharing more details about what is meaningful to THEM (and make yourself more invisible for the time being).

For example, ask them (respectfully) about their current job, their income goals, their family life and kids. Find out what dreams they have for themselves and their families. Ask questions that are meaningful, thought-provoking and inspiring.

These kinds of questions help both you and your professional prospects discover WHY they might be motivated to take a closer look at your business.

Even very successful people have issues and challenges in their lives, and important goals they haven't yet accomplished. Many of these prospects just haven't "connected the dots" to see clearly how a business like yours might make a difference for them and their families. (Their initial bias is likely getting in the way).

If you ask questions that uncover your prospects' needs and find out what experiences they are after, you position yourself as someone who sincerely wants to make a difference - and wants to be informed enough to do it well!

By discovering these key details first, you are adopting a more respectful and professional posture (as opposed to dumping a ton of information on people). Also - when it comes time to share more details about your business, you can do this in a way that is much more meaningful and interesting to your prospects (as you now know what's truly important to them).

3. Be Transparent and Direct – Don't Hide Anything!

Too many people attempt to use fancy language, tricky scripting or the like to railroad business professionals into a meeting so they can share their business opportunity with them. In my opinion, it just doesn't work.

Successful people have been around the block, and they can smell insincerity or a "canned" sales pitch a mile away. They will often blow you off immediately (or might even listen to you politely) but you can be sure they won't take YOU seriously enough to take a closer look at your opportunity!

Instead, be very direct and sincere about your intentions when speaking to people about your business. You have nothing to hide and they will respond more positively to your confident yet transparent approach.

Be upfront about your intentions, and most importantly – clearly spell out how such an opportunity can benefit your prospect (you learn how to do this masterfully in the first step of the “Sponsoring with Integrity” process – how to create an “Interest Statement”).

Frankly – professional people don’t really care about why you or your cousin or best friend got involved in your business. They want to know WHAT’S IN IT FOR THEM!?

These are busy, bottom-line kind of people. If you are asking them to share some of their most precious resource – their time – you need to build a strong case for why it’s extremely beneficial to them to do so.

4. Take the Pressure Off So People Want to Hear More

Before you go much further in asking for an appointment, take the pressure off so your prospects will be more comfortable agreeing to one. One of the main reasons professional people don’t take a closer look at network marketing or direct sales opportunities is because they have some pre-conceived (and usually inaccurate) notions of what they are all about. They may have even been approached by other people like you in the past – and were put on the spot in a way that made them very uncomfortable.

Be sure to communicate to your prospect upfront that it’s ok with you if she checks out your business and then decides not to join. You are not out to convince her of anything, but you DO want to share how others like her are reaping some significant benefits through your opportunity. You’ve seen it work so well for people like her you feel strongly it would be worth her time in taking a quick look also (and then she can decide if it’s something she wants to pursue any further). No harm, no foul, right?

Again – emphasize specifically how you see your opportunity making a difference for HER (i.e leaving a job she hates, firing a boss, making the same or better level of income while cutting back on her hours, being able to spend some real quality time with her kids and her spouse, etc).

Being specific, and more understated (instead of overly hype-y) works best to get the attention and time of busy (and often biased) professionals like these.

5. Be Willing to (choke choke...) NOT Sponsor People

I am sure you will agree, you are far better off sponsoring a handful of people who are super-dedicated and serious about your business - than numerous ones who are just “dabbling”.

If someone is giving you clear signs they just aren't a fit for your business, trust your gut (as hard as that may be) and move on (or recommend another course of action – products maybe?). You will waste too much precious time and energy trying to motivate people who aren't a fit for your business, and feel very frustrated in the process.

Also - knowing in advance that you may say "no" to someone will give you the added confidence that you do truly act from a place of integrity. You do not have to sponsor everyone you talk to, no matter what their background. Trusting this about yourself will add to your professional posture and get communicated, even subtly, to others.

Keep in mind that you have an incredible product and a great opportunity and if you sense someone isn't going to be a fit for your team, don't be afraid to move on and find someone else who is. There are plenty of people out there who do want what you have; be brave and picky enough to find them and everyone wins.

Do these ideas resonate with you? Want to learn more?

This is just a small sample of the kind of coaching, business tools and support available to you at the Sponsoring with Integrity Club.

Go to www.SwiClub.com for more details and join today!