The Speed Recruiting System

FAQ

This is designed to help you address any questions that you still may have after going through the presentation template - if you have not done that yet, please do so before using this.

What are the expenses of Executives and Executive Assistants?

Their only expense would be their phone bill (most people already have an internet connection). Most of the larger carrier also provide unlimited long distance calling plans ranging from$20-$40 per month. They can also make calls using Skype or Magic Jack (which can be bought at any Best Buy, Radio Shack or online for around $40.00).

Where do I hold the meetings at?

Do a good search for hotel properties that are located near you. You also want it to be within a 15-20 minute drive for your candidates. Meeting space rental for smaller rooms run around $50.00. You'll only need it for about 90 minutes. The group interview is typically about 30 minutes, followed by a Q/A session which doesn't usually last more than 10 minutes, then you'll have another 30 minutes or so for paperwork (signing up new associates). Do not do this in your home - if you have access to an office space use it. Craigslist.org is a great place to find meeting space as well as some of the larger hotel chains (IE: Marriott, Best Western, Holiday Inn, etc).

Where do I get leads at to give to Executives and Executive Assistants?

I would recommend using product buyer files that are in your niche market (wellness, weight loss, technology, etc). You can get these at www.nextmark.com and www.geonmedia.com. There are plenty of list brokers out there, but these have practically every file available under the sun.

How to scale up using this strategy:

Start off by only accepting about 15 of the callers and booking them to a group interview. Out of this number if you do the confirmation call, you'll have about 10 that show up. Start off small and get into a good groove. Once you're comfortable with the process place more ads and place them frequently - you can realistically end up with 100 or more at a meeting. When this happens make sure you have plenty of others (your Executives) at the meeting to assist you. Also, make sure you plan appropriately for the size of the meeting space as you ramp things up.

Where do I send the prospects of the Executive Assistants?

They'll be dialing their data over the phone. You'll want to send them ideally to a 24/7 recorded presentation call that's done by you marketing the products as well as the opportunity (in the same call). You'll want to give them their prospecting script just to qualify the lead.

Who gets the leads once they're qualified by the Executive Assistants?

These leads will be emailed (by the Executive Assistant) to the Executive. I also have them email me directly on the email so I can keep track of who's doing what as well as you'll use this to calculate their commissions.

How much do you pay Executive Assistants?

I pay them typically $5.00 per lead. Once they reach a certain number (say 30 per week) you may want to bump them to $6.00 per lead or something thereabouts (I don't do this retroactive although you can if you have the profit margins with what you're marketing. Make sure the "math" makes sense so you're not overpaying). I would not recommend paying them less than $4.00 per lead. Your role is to motivate them and keep them excited. Remember, they're creating pretty sweet leads...that's their role - the better they perform (and the happier you keep them) the more money everyone (including you) makes.

How long are the "group interviews" for this strategy?

The actual interview is typically about 30 minutes. You'll likely have another 10 minutes or so with a Q & A session followed by another 30 minutes or so for signing up new associates.

How/When do I pair up Executive Assistants with their assigned Executive?

Do this as shortly as possible after the group interview. Either later that evening when you get home or the following morning. I would recommend assigning 2-3 Executive Assistants per Executive. This is a nice ratio. You'll also be rotating as you'll find 70% or more of your Executive Assistants will do nothing. By doing meetings frequently and consistently you'll build more Executives as well as Executive Assistants.

How often should I hold meetings?

The more meetings you hold, the faster your business will build. I have personally found though that doing more than 2 meetings per week is a daunting task. There's a lot of administrative items that need to be completed by you (or someone you delegate) both prior to the meeting as well as after (making sure the right people get their leads and script, making sure you're paired up Executive Assistants with Executives, working with your Executives, etc.

What's the best way to train Executives?

There's 2 options here. With the first option, you can hold weekly teleconference training calls. This is where you'll outline their strategy, what to focus on and what they should be doing.

The second option (the one I personally prefer) is to automate the process. Upload audio trainings or training videos to a website (you can just use basic desktop recording software like www.camstudio.org (it's free)). Eventually, as you're building you'll want to either hire an assistant for yourself who can help you with a lot of these tasks or have delegate roles to reliable Executives who are willing to help you - remember, this is a team effort, it's not about you doing everything by yourself. Be resourceful and let others help you - that's the best way to make this work from a long term perspective or you'll go nuts in the process.

What is the best day & time to hold group interviews?

I prefer holding a meeting either on Wednesday or Thursday (or both). This gives you 3-4 days to build up your audience. I also don't do Friday or weekend meetings. The turnout is generally substantially lower. Don't have the meeting start time before 5:30 PM or start later than 7:30 PM. Prior to 5:30 many

have other jobs/obligations and this can impact your show rate. Starting after 7:30 is late for many people (considering they'll be there for at least an hour).

Can I have someone else co-host the group interview with me?

The short answer is yes. There is a catch though - they need to be SUPER dependable and reliable. I've done this before and they didn't show up. Be prepared for this happening and ASSUME that it will just to be safe so you're prepared to go solo, if necessary.

There are a lot of benefits with 2 people hosting the meeting. You can turn the presentation into more of a conversation between 2 people and it may sound a lot more natural and casual to your audience (don't let it get too casual though - you want to hold a professional meeting...remember, this is a group interview).