

Shift Your Part-Timers to Business-Builders - *By Karen Phelps*

Have you ever sponsored someone in the business who you felt would set the world on fire ~ and they won't leave the house ?

Part of the reason may be because of the way they were brought into the business. Countless leaders and consultants sponsor new people by explaining to them how to work only a few times a month for a "little extra cash". Therefore, your Team could be filled with people who are intent on "setting their own hours and being their own boss" . . . and seldom turn in orders.

A large percentage of these part-timers could become business-builders with the proper training and motivation. How can you help shift the thinking of the part-time recruits ?

Often this problem stems from our own inability to help a new consultant set goals for her business within the first 24 to 48 hours of signing the agreement, which creates the downward spiral. All too often, brand new consultants sign an agreement and are then left alone by the recruiter or leader for several days, even weeks.

Why does this happen ? Is it because we are afraid that if we call the new person, he might quit ? Is it true that "no news is good news" ? Not usually. Immediate contact, goal-setting and training will help shift the attitude from being part-time to becoming a business-builder.

"What's in it for me?" This is a question that often goes unanswered when a new person joins. Why ? Because the stereotypic answer is for us to brag of all our own accomplishments and share all of our goals and aspirations with the newly sponsored person, who tries to absorb it all and is still thinking, "Okay, but what about *me* ?"

When you sit down with a new consultant and discover what she would like to obtain from the business, and more importantly, what she is willing to give in return ~ you immediately begin developing a business-builder.

I once overheard one leader telling another that she wasn't going to "waste her time unless she knew for sure that the new person was really interested." Do you see the problem with this thinking ? Unless a new person is coached and trained every step of the way, how will she know if this business is right for her ?

Some people succeed in the business in spite of a leader with that attitude ~ but in the face of that kind of lack of attention, most will just give up. Too many potentially good people have been lost because of neglect.

"Your recruits have the highest sales of anyone in the company"

I received this telephone call, not once, but twice—from the CEOs of two different companies. What a thrill it was for me to know how well my newly sponsored people were doing. To what do I attribute this success ? *I never left them alone !* As soon as the agreement was signed, my job began.

My job was to help my Team “manage their goals”. To help the new recruit cross over from the “peak of enthusiasm” to the “peak of knowledge” ~ which happens within the first 30 days of a new recruit’s business.

The only way to accomplish this is to keep the new person busy. I would say to my new recruit ~

“Your first 30 days are going to be busy and exciting. You will not only be in training ~ you will be beginning your new business by holding parties or having meetings. It’s really important for you to keep consistent and to work closely with me so I can help you reach the goals you have set. Based on what you have told me ~ you would like to work at least twice a week. I’m going to help you get a full booking line-up, consisting of two parties a week for your first four weeks. We’ll work together to get your first eight bookings”.

Do you sabotage your new recruits ? For example, let’s say your company has a criterion of six parties in the first 30 days of the new recruit’s business. During the goal-setting training, the newly sponsored person says she would love to do three presentations a week. How many bookings should you work with her within those 30 days ? Six ? Or 12 ?

Very few leaders would work with her to get 12. Why ? Because the company only asks for six. But then we’re completely overlooking the goal our new recruit herself stated—of three presentations a week—and are instead focusing on the *company* goal of (six presentations in 30 days). This is a huge mistake. The new recruit begins the pattern of holding six presentations in 30 days instead of 12 ~ all because we shifted the focus.

Do you contact a new recruit after every presentation for the first six weeks in the business ? Do you ask questions that will get results ? When you begin to have constant contact with a new recruit after every presentation and learn to ask the right questions each time, you will help build a pattern of success for the new person. Each personal consultation will focus on the results of the presentation by determining what worked and what did not. When good habits are established early in a new recruit’s career ~ their chance for success is far greater.

You will help shape the future of the new recruit by personal contact and by helping him or her to reach their short-term goals. When you begin coaching your new recruits immediately ~ you will shift more part-timers to business-builders.

"Follow-up is the Key to Success"