MANAGER'S MEETING GUIDE

HOW TO EFFECTIVELY ENGAGE YOUR LEAD OR APPLICANT

BEFORE YOUR TRAINING MEETING

1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.	Date of training meeting:______________ Time of training meeting:______________ ☐ I have invited my team.
2. Listen to this week's audio lesson.	☐ I have listened to "How to Effectively Engage Your Lead or Applicant."
3. Key coaching points to remember for this week's training meeting:	• The underlying purpose of an initial face-to-face meeting with a lead or applicant is simply to set the sales process in motion. It <u>isn't</u> to allow you to sell yourself. • There are four key purposes of an initial face-to-face meeting: 1. To build trust 2. To build rapport 3. To allow you to measure your lead or applicant's receptivity to seeing you 4. To allow the lead or applicant to carry on an unsolicited conversation – if he or she chooses to do so • Your purpose is NOT to get someone to like you. Instead, your goal is to get them to <u>trust</u> you – and there's a big difference. • To reduce the lack of trust that can exist when you first engage a lead or applicant and begin building trust: - Eliminate tension-inducers BEFORE the call - Look for ways to help your lead or applicant relax - Be a good guest! - Avoid small talk unless the lead or applicant initiates it - Get to the point of your visit quickly - Use a Statement of Intention - Avoid being abrupt ("If I could show you how you could save...., you'd be interested, right?") - Make it absolutely natural
4. Get ready for your training meeting the day before it's going to be held:	• Make sure the meeting room seating is arranged for group discussion. • Be sure to have at least one large whiteboard and/or flip chart with markers. • Send an e-mail, voice mail, or memo reminder to your team.

Topics for Discussion/Action at Your Training Meeting on "How to Effectively Engage Your Lead or Applicant"

- What do you think good pre-call planning has to do with effectively engaging your leads and applicants when you meet with them? Discuss.

  A good answer:
  If you've adequately pre-call planned, your focus is now on your lead or applicant – not yourself or your problems. And attention builds trust.

- Practice issuing a Statement of Intention with a partner:
  "I'd like to have a chance to meet you and ask you a few questions to see if we may have something that could be of value to you."

- Does anyone remember the "extra" statement you can add to the end of the Statement of Intention that will REALLY build trust?

  Answer:
  "I can promise you this. If together, we see that I can't help you, I certainly can recommend someone who can."

- Many recruiters are reluctant to use the "extra" statement. Are you? Why/why not?

- Can you think of a time when you didn't engage your lead or applicant well? How did your lead or applicant act? What do you think you did wrong? What could you do better next time?

SALES SUCCESS WORKSHEET

HOW TO EFFECTIVELY ENGAGE YOUR LEAD OR APPLICANT

☐ **I listened to** *"How to Effectively Engage Your Lead or Applicant."*

- What does "letting your lead or applicant carry on an unsolicited conversation if he or she chooses to do so" mean?

- How can you do a better job building trust and rapport with your lead or applicant?

- Which of the 8 ways to reduce tension will work best for you?

  1. __________
  2. __________
  3. __________

- Have you ever mistaken being liked for being trusted? Describe the situation.

  In the end, did you lose the sale? Win the sale? Why?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.