



1. PREPARING YOURSELF

The old saying “If you keep doing the same thing, you will keep getting the same result” is quite true. If you are going to take your business to another level, you need to attain new skills and attitudes. With the right attitude, attaining the skills is usually pretty simple. Perhaps the most important part of recruiting is to understand that YOU must change or things will remain the same. This section will help you take a realistic look at what you need to do to prepare *yourself* and your dealership for the adventure ahead.

What Is The Real Problem?

The most common reasons given by personal selling dealers as to why they don't recruit more is that they feel they may lose money...or they had a recruit once and it didn't work out. After further questioning, these are rarely the real reasons. The real reasons are usually one...or a combination of the following:

- Don't really want to make a commitment to build a business
- In a comfort zone
- Don't believe you can do it
- Not sure what to do

Bottom line: If you really want to grow your dealership, you must be willing to change. Let's take a look at how we can develop a “recruiting attitude”.

Do You Really Want To Own A Business?

Have you ever heard, “Yea, well that won't work for everyone” No kidding! Nothing does! 80% of businesses fail in the first two years and 80% of those fail in the first five. That is 96% that don't make it five years. There is no way that anyone will develop a system that will work for everyone...because everyone won't work!

Technically, a personal selling dealer does own a business, but it's really just a sales job with few extra tax advantages and yourself as the boss. When you begin to recruit, you are delving into the real business world and you need to know that there will be a massive difference. Don't misunderstand, the differences are the good part for most. The thrill of having a business that runs smoothly and provides you a good income whether or not you are there is truly the American Dream. The rewards are indescribable to someone that has never been there. They can only imagine. Whatever you have dreamed of it being like...it is BETTER!

DeTech has provided all of the tools and systems to take the doubt away of whether or not it will work. What we don't know is if you can handle the journey. There will be bumps, mistakes, problems, setbacks and failures. Some will be costly. Only a few can handle it...but half of handling it is knowing there will be problems and knowing you have the intestinal fortitude to get through it...and people to help you that have been there.

Many people want the lifestyle that successful business owners have. The freedom to come and go as they please, make their own schedule, spend more time with their family, and afford to do it all. Therefore when asked, many will say, "Sure, I want to own my own business." What they never realized is what that business owner had to do to get there. It will take a sacrifice of some sort to make it work.

Do you still want to build a business? Do you have what it takes?

Get Out Of Your Comfort Zone

This is the hard part for many. You can make an enviable, above average income by personal selling in our business. Unless you are properly prepared, it is hard to take a chance of making less income. This is especially true if you are spending everything you make and have no savings. This will create an anxiety that is destructive to a positive attitude. And knowing that you can go back to selling on your own is an easy escape. You must make a conscious and conclusive decision to get out of your comfort zone. Don't worry, that knot in your stomach is just the early feelings of success. If you are not uncomfortable, you are not growing.

Believe You Can Do It

What would you do if you knew you could not fail? You wouldn't even worry about the small stuff would you? You would just go for it...all the way! Well, you do have what it takes. If you have doubts, begin reading biographies of successful people. You will find that most did not have any special skills or education. What they had was a dream so vivid that they believed they could do it. The more you read about these people, the more you realize that you do have what it takes...even more than they had. Just believe and it will happen!

Know What You Have To Do

Once you have your dream...your vision...you know what you really want your business to look like...now you need a plan. A good plan (if properly executed) will virtually eliminate the chance of losing money while recruiting. THE PLAN

OUTLINED IN THIS MANUAL REALLY WORKS! It is critical to follow all of the steps and tips and to follow them in the order presented. Use the outline in this manual to develop your plan...then just do it!

Now, Stay Positive And Enthusiastic

Many people have said, “Oh I could be positive and excited too, if I had _____.” Well, it doesn’t work that way. The people that have achieved success in business were most likely enthusiastic and positive *first*. That’s why they attracted exciting people. One of the most important things you can do to ensure success is to stay in control of your attitude and always be positive and enthusiastic, especially when around your recruits.

HOW CAN I BE POSITIVE ALL THE TIME?

The reality is that no one is always positive...but how would you be classified? Have you ever been referred to as positive? Enthusiastic? Why not? It is in your control. Below are a few things you can do to get and stay positive.

- Attend all meetings
- Read books and DeTech manuals regularly
- Listen to CDs and watch training DVD regularly
- Be on weekly conference calls
- Regularly review your vision and goals
- Do NOT allow negative people to hang around you.

Be Realistic With Your Expectations

You don’t have to be realistic with what you want...go ahead and set your goals high, but you do have to be realistic about how long it may take to get there. Give it time! Rome wasn’t built in a day. Don’t expect your dealership to be either. Most of the fun is in the building process anyway, so don’t rush it...really! The plan you put together needs time to incubate. You will need time to learn the new systems and how to use the tools. You will need time to learn to manage people and most important, find the right key people. You need to be prepared to commit to a growth plan that will take 12-24 months. If you cannot commit for that long, find a new plan or don’t start.

DeTech is one of the few businesses where with little (or no) investment, you can truly build an organization that will give you a six-figure (or more) income and the lifestyle you choose after only a few years. But be realistic...it will be a few years filled with hard work and a whatever-it-takes attitude!

2. PREPARING THE OFFICE

Well, first you have to find an office. You can certainly get started building your dealership from your home, but it is difficult to get any kind of momentum going when it comes to recruiting. You need a place to hold meetings, orientations, train etc. If you plan to get serious about recruiting, an office will be less expensive than coordinating and paying for a place to do these things outside of your home...and a LOT more professional. Also, leasing an office will cement your commitment to recruiting and beginning to build your business.

Where to Locate an Office

Since walk-in sales are virtually non-existent, it is not necessary to be located in a high traffic area. This helps to get a better price on rent. You can locate outside of the main part of town and usually save considerably by taking office space that is less desirable to some businesses. Be sure that you do not choose a run-down area or building to try to save money. The perception by potential recruits will be much more costly than what you will save. It needs to be a place that you look forward to going every day and are proud to work in. You do not need a storefront, so you may be able to find a nice office building with a shared meeting room, office equipment and phone answering service at a considerable savings to buying those things yourself. Below are a few other considerations that are important.

- Easy location to give directions and to find
- Well-lit parking lot to make people comfortable at night
- Ample parking

Signage

Be sure to have the office clearly and prominently marked, so potential recruits can locate your office easily. Delivery people need to find you also, so be sure that the address is also clearly marked. DeTech has access to templates for the signage you may need. We will provide a window sign at no charge to you when you open a physical office outside of your home. Just call us and ask for it!

Size and Configuration

The size you plan to build your dealership is the main factor to consider in determining the size of office space. Generally speaking, you will need 1000 to 1200 square feet to fill the needs listed below. You may not need all of these at first.

- Dealer's office
- Marketing Director's office (larger)
- Manager's and /or trainer's office
- Meeting area
- Locked storage area
- Restroom
- Reception area is a plus

Decoration

You don't need to spend a fortune on your office decoration to make it a nice place to be. Professional is the key word. Bringing in pictures, lamps and plants make an office comfortable and professional.

Be sure that it is a positive atmosphere, with encouraging and uplifting colors. In your meeting room and reception areas, put motivating posters and pictures of your top salespeople for the month, including any record holders.

It is a good idea to have a display of DeTech products, gifts, incentives and awards. People will work harder for something they can see and dream about.

Above all, be sure your office is clean. It doesn't cost much to clean the carpet, windows, dust and organize, but it makes a big difference in perception.

3. YOUR OFFICE STAFF

This is perhaps the single most important part of your growth plan. Having a hard-working, competent and dedicated staff can boost you to success faster than you can imagine. It is no small coincidence that it can also be one of the most elusive parts of the business. This is where patience is needed. Remember, you are only one person away from greatness. Make it your mission to know what you want, be prepared, and then find the right people to make up your team.

Staff Needs

A fully functioning office will need:

- Receptionist / secretary
- Trainer
- Marketing Director
- Appointment Setters
- Manager(s)

It is easy to figure out what an office needs when it is going strong, but what about the interim? Well, someone will need to adequately fill all of these positions, or you will never grow. Guess who fills the empty spots during the growth period. That's right, it's YOU. By the way, you get to be the janitor too!

A lot to do for one person, isn't it? This is why husband / wife teams are often the best dealers...it is hard to find someone that cares about your business as much as your spouse. Some even involve the kids or relatives! Sure, you can marry and raise your dealership, but that is not always possible.

Be sure that no matter what, you know that the duties of each position need to be done by someone. Instead of thinking that you have to do it all, it helps to realize that you are only temporarily filling each position until you find the right person. This helps in several ways:

- It will make you separate and document the duties of each position.
- It will make you more aware of exactly what to look for to fill each position. When you become more aware, it is easier to recognize the right person.
- It will help you to focus on each individual job, therefore you will likely do each job better.

Finding The Right People

Most business owners will tell you that finding good help is the hardest part of business. Quite true! Think about it...how often do good people look for jobs? They are usually stolen from another business...they rarely look! One of the main things that separates the truly successful business from the also-rans is the ability to DEVELOP the right people.

If you have this in mind, you will begin to look for the right traits and then be more patient with developing those around you, instead of thinking they will just appear. Think of the knowledge that each position must have. Most need to begin in the field, don't they? They at least need to have a working knowledge of what takes place in the sales and recruiting processes to be of real value to you. So your best people are going to evolve from the field anyway. Eventually, (if you know what you are looking for) you will find someone that began as an Educator or Safety Consultant, but for some reason is not able to continue at that position or is not real good at it, but maybe they possess skills needed in another position.

- **Secretarial positions** are not as critical with their field knowledge, but you will find that someone that has at least done some field work, and is an owner of the products is much easier to work with, better qualified and more loyal.
- **Managers are easy** – They will usually evolve from the field as needed (they are the recruiters) and they can continue their field work while managing.
- **Trainers are tough** – Michael Vance, Walt Disney's head of training, said the number one problem with most training is that the wrong person is doing it. Think about it...training is the beginning for every new person...the growth and future of your business depends on this...do you want the best in this position, or someone that is merely adequate or worse? You will most likely be the best trainer for quite some time...and your people deserve the best.
- **The Marketing Director** is the most important position in the entire dealership...maybe more important than YOU! It is so important, we have dedicated an entire chapter to this position. (Chapter VIII)
- **Appointment Setters** are one of the most important positions to fill immediately. We know that our products are easy to sell if you just see the people. The prime time for setting appointments is often in the evening, while you are on sales calls, training or doing a party. This is why filling this position right away can really boost your growth. We have dedicated an entire manual to this position and another to hiring these critical people.

Are You Ready For Them?

You will fill the key positions and rise to the top much faster if you are mentally and physically prepared for them. This means:

PHYSICALLY PREPARE

Document the job qualifications and description – Take a few hours and be sure you have all of the details listed of the desired qualifications for the position. Also list all of the duties that would be expected. This will help you recognize the traits and it will help motivate them to work towards qualifying for the position. This one thing will do more for you than you can imagine...it really works! You will find the basic qualifications and duties for most positions in your manuals. More documentation is in the position handbooks on the Dealer CD that only needs to be customized. Take some time to talk to your DeTech coach or trainer...they can lead you to the right documentation and save you a LOT of time.

Show them how to do the job – It is important that they see how the job is properly done. You need to be able to show them how to do everything. No amount of office training will replace showing them how to do the job.

MENTALLY PREPARE

Be patient – If you remember any mentor throughout your life that you respect, most likely they saw your potential and were very patient with you. They let you make mistakes and still focused on the positive. New recruits, in any position will require patience if you plan to develop them into a key person in your organization. Patience is easy if you are focusing as much or more on their success than your own.

Let them go – This is perhaps the hardest part for most dealers! Be sure you have given them the proper tools and quality training. Be sure you have been patient and encouraging. Now, if they are not doing the job, have the guts to get rid of them. If you don't, they will slow the growth of your dealership, if not stop it or actually cost you salespeople. You absolutely cannot afford to have an incompetent person in a key position. This is hard for many, but it really is what is best for them...if you have given them your best!

4. SUPPORT MATERIAL

Before you begin to recruit, you need to be sure that everything is in place. The same way that preparing the job qualification and descriptions will be like magic for filling your key positions; having all of the tools in place will be like magic for recruiting. Take the time to prepare everything you need, put it in its place and organize it professionally and you will not only attract better quality recruits, but you are also more likely to get them going faster and get better results in the process.

Recruiting Tools

- DeTech Opportunity Brochures
- Recruiting packets
- Recruiting script(s)
- Educator or Safety Consultant Handbook
- Safety Consultant Kits
- Training CDs, DVDs and materials

Inventory

This is one of the most important parts of recruiting. The fastest way to discourage or lose a recruit is to have them run out of inventory. Only supplying them with a few alarms can send the wrong message. It is hard to tell them that you expect them to install 10 or 12 units in a home when you only give them 8. Building your inventory can be your biggest asset. You cannot be truly prepared to recruit until you have enough inventory to amply supply all of your Safety Consultants. Be careful though, it is not wise to have your stock just sitting there either.

Generally speaking, you should give your Safety Consultants 30% more stock than you expect them to sell in the time period until you will see them again. Obviously if you only see them once a week, you should give them more than if you see them every day. It also makes a difference whether they are full or part time. Be sure to have a sign-out and tracking system to control your inventory and gifts. These can be found on the Dealer CD.

Safety Consultant Kits

To truly be prepared, it’s a good idea to always have 1 or 2 extra sales kits in stock at all times. DeTech has pre-assembled Safety Consultant kits. They are designed to be as economical as possible, yet still portray a professional image. The contents of each package and the suggested use for each are listed below. See your price list for the current pricing of the sales kits.

ITEM	AMT	ITEM	AMT
Sample Carrying Case	1	DVD, <i>Only a Matter of Time</i>	1
Presentation Training DVD	1	Flip Chart	1
Presentation Training CD	1	Heat House	1
Installation Video	1	DeTech circuit board	1
Technical Training Test	1	117 degree fuses	3

Besides what is included in the kit, it is suggested that you also supply them with:

- Cheapo circuit board
- Cordless screwdriver
- Sales packets
- \$1000 giveaway sheets
- Quiz cards
- Survey cards
- “Flash” brochures
- Opportunity brochures

Lead Generation Systems

You must have Lead Generation systems in place and all of the needed tools for each system handy in order to keep your Safety Consultants busy and give them the confidence that your systems will work. There is complete information about Lead Generation systems in the Dealer Manual and Lead Generation DVD. You will help your Consultant succeed if you have a set plan for them to create leads and insist that they follow it. A good plan will give them the confidence that they can do it.

Support Paperwork

There is a lot of paperwork involved in running any business...and it will likely get worse, so let’s control it! Don’t wait until you need something and then spend 15 minutes trying to find it and then make a copy to give to your Safety Consultant. Not only is this very unprofessional, but it is also a very inefficient use of your time. Take some time to organize all of the needed paperwork in an easy to find and easy to access place and be sure you have plenty of everything.

You may want to organize everything that is used together in packets, such as a sales packet for sales calls and recruiting packets for signing up new recruits. You will find samples of all of these items on your Dealer CD and can get help from your DeTech coach or trainer.

Other Systems

There are several other systems you may want to have in place to add to your professionalism and ease of recruiting. Some of the additional systems are listed below. Much more detail on setting up and operating these systems can be found in chapters II and III in your Dealer Manual.

- Inventory Tracking System
- Customer List
- Contract Processing
- Commission and Recruiting Bonus System
- Advancement System Paperwork
- Lead Generation (3-4 ways)
- Lead Tracking Systems
- Sales Tracking Systems
- Training Tools and Outline
- Educator or Safety Consultant Handbooks

NOW YOU ARE READY!

LET'S RECRUIT!