How To Use The Internet To Find New Direct Sales Recruits

Finding new recruits is the backbone of a growing, successful direct sales business. With more and more direct sales companies allowing online recruiting, this task is easier than ever. Knowing how to locate new recruits using the Internet will save you time and effort as you work to build your team. Here are several ideas to get you started recruiting online:

Clearly post recruiting objectives on your website. If you don’t have a website—I highly recommend you get one or learn how to create one. [Here’s more info.]

The first thing to do is be sure your recruiting information is clearly posted on your website. This will be the page you direct prospective recruits to, so let it answer any question a new recruit might ask. Be sure to include a comprehensive FAQs section.

Include a signature file on outgoing emails

This is usually done through the Tools, Options, Settings or Preferences section of your email program. Doing so will put a link to your website at the bottom of every message you send out and will let others know what your business is. It will also attract people to your website, which is what you want. There are some awesome ways to make your signature “attract” interest in the e-book I am writing called THE PATH. Be sure to watch your inbox for more info.

Use a creative tag line

Rather than simply signing off with the name of your company, use something like "Looking for a work-at-home opportunity that costs less than a new dress?" or "Ask me how you can earn a FREE sales kit when you join my team!" Come up with something that will interest prospective recruits and get them to click the link for more information.

Join a discussion forum

Discussion forums are a tremendous location for finding new direct sales recruits. Search the term WAHM discussion forum and you'll come up with hundreds of possibilities. Visit the most likely results and see which ones appeal to you. Understand that you'll be looking for people interested in a work-at-home opportunity or a way to earn extra money rather than those that deal specifically with direct sales. You're looking for places that attract people who want to earn money, not a forum filled with other company reps.
Here are some of my favourites:

- [Canadian Parents](#)
- [RedFlagDeals](#) - Canadian
- [Wahm](#) - Global

**Join an email group**

Google Groups, Yahoo Groups, and similar sites offer thousands of email lists on any topic you can imagine. Search for large groups that have been around awhile and that show a lot of interaction between members. Again, target lists that attract your ideal recruit, rather than those filled with other consultants. And avoid those that are strictly ads. Ad lists (often called "SPAM lists") are a waste of time. People join them simply to send their own ads and very few members actually read the messages.

**Use your social networking**

Tell people about your business opportunity using Twitter, Facebook, LinkedIn, etc. Post small bytes of information that can "tease" people into visiting your site to find out more and to learn about your business. Don't litter your social networking sites with only promotional posts, but throwing in a few casual "ads" every day is totally acceptable, and might gain you some of your best recruits.

- Create a facebook business page – check out the [ishopathome page](#) as an example. Marketing with facebook is part of THE PATH which I will be releasing soon.

**Place an ad on Craigslist or kijiji**

Be sure to use the correct business slot, or under the employment ads that apply to commission only jobs. Don't be surprised or discouraged if your ad gets kicked off a few times, even if you followed the rules. Sometimes people will flag what they consider a competing business opportunity simply to get rid of the competition. These spiteful people are trying to stop you from running a clean, upright campaign for your business. Keep an eye on the site and if your ad disappears, simply repost it again. Hopefully, your competitor will eventually get the message that you're determined to place an appropriate ad on the site and stop flagging it. If not, contact the webmaster with your concerns.

**Avoid using SPAM**

A very important rule of "netiquette" to keep in mind is to never use SPAM to locate new recruits. SPAM is unsolicited commercial messages sent to people you don't know or who haven't asked to receive your information. Sending such messages can get you kicked off forums, dropped from lists, and banned quicker than you can say "I'm sorry!" Learning how-to locate new recruits online is a simple process, and one that will reward you greatly as you begin to sign on new team members and consultants to build your business.
How To Build Your Direct Sales Team By Finding Offline Recruits

With the advent on online recruiting, direct sales consultants may neglect the all-important task of searching for new team members locally. But building your sales team with offline recruits is still a tremendous way to grow your direct sales business and one you should use from the start. Here are a few ideas for promoting your business, and hopefully gaining new recruits, around your own town:

**Place a newspaper ad**

Post a small classified ad in your local newspaper or community shopper. These ads can pay for themselves with just one new recruit and can help get the word out about your business opportunity every week.

**Create a simple flyer**

Ideally, you'll want to create a flyer with tear-off tabs on the bottom with your phone number, website, and email address. Then, post these flyers all around town at banks, laundromats, dollar stores, book stores, libraries, music stores, thrift shops, universities, trade schools, daycares, and other businesses with bulletin boards designed for this purpose. Keep a list of everywhere you posted your flyer, and make it a point to routinely check back and ensure your flyer remains on the board in good condition.

**Use business cards**

Business cards have been neglected lately, but they shouldn't be. Be sure you have good business cards printed with simple information about your business opportunity. Of course you'll want to include complete contact information, as well. Now, hand them out to everyone you meet. Ask friends and family members to help you get the word out by distributing your business cards in their workplaces or stores they frequent.

**Join a local business networking group**

Promote your business opportunity with like-minded individuals. While some of the larger groups may be cost prohibitive, smaller groups can be surprisingly affordable. If you can't find a local networking group, start your own. They're easy to operate and you may be surprised how many other small and home-based business owners might be looking for just such an opportunity to promote their own businesses.

Here are some of my favourite groups:

- [Meetups](https://www.meetup.com)
- [Women in Networking](https://www.womeninnetworking.com)
Join a community job fair / Festivals and Craft Shows

Set up a booth and spread the word. Hand out brochures about your company, answer questions about your business opportunity, and make yourself available to anyone who's interested. Hold a drawing for a free gift as a means of gathering potential leads to add to your mailing list, as well as creating goodwill. Don't forget a treat, like free cookies, will almost always slow down a passerby for at least a few minutes to hear about what you have to offer.

Search events and festival in your area – [here’s Ontario](#).

Create imaginative recruiting bags and gifts

Take a clear plastic bag or gift bag and fill with a few fun and informative items like:

1. a copy of your best commission check
2. a brochure about your business opportunity
3. an opportunity CD or DVD, if applicable
4. a sample product
5. a miniature $100,000 or Payday candy bar
6. a business card

Add some colorful shredded paper and seal with a decorative label that lists all your contact information. These make great tools for reaching new recruits in banks and stores you frequent. Don't forget your own home parties you host for your direct sales business. Be sure to keep these recruiting gift bags handy and hand them out to prospective recruits at each party.

There are a number of ways to start building your team with offline recruits. The key is to look for opportunities to share your business with everyone you meet and your team will start to grow before you know it!
What NOT To Do When Recruiting Direct Sales Team Members

While you're trying to build your direct sales team, you might be tempted to use some methods that unscrupulous directors or team leaders suggest. But learning what NOT to do when recruiting direct sales reps will ensure you much greater success, and a much better night's sleep, as well!

Never lie to a prospective recruit

Be honest about your company's performance, compensation plan, upfront costs as well as hidden costs, expectations, etc. Letting a recruit know in advance what to expect will save you both time and heartaches. This will also help prevent the nightmare of new recruits who leave the team because they find out the "truth" about the program after they sign up. Having an unhappy ex-recruit out there is a sure way to destroy your reputation and business.

Never exaggerate your compensation plan

While it's okay to point out the best possible scenario, never inflate the numbers when talking about how much a consultant can make with your company. Exaggerations are lies. Lying or exaggerating your business rewards will quickly ruin your reputation with your team, and in your business circles. And like everyone else, team members talk, and they'll quickly let others know they can't believe what you say about the business... as they're searching for another direct sales opportunity they can believe in!

Never maroon a new recruit

If you sign up a new recruit and then leave them to drift out to sea alone, you will quickly have an unhappy recruit, not to mention no return for your investment! Instead, offer training for your team members individually and as a group. Teach them to sell, and to recruit others. Help them build their businesses because doing so will build your business in the long run.

Never think money is the only motivation

Many people sign up with a direct sales business because they want to earn extra money. But, there are others who will do so because they like the products, or they want something to do in their spare time. Others may only want to get the company discount. Keep this in mind as you're recruiting. Each recruit has their own motivation and all are valuable to your team. And pushing a recruit in a direction that's contrary to their own personal motivation will only result in resistance and eventual failure.
Never forget friends and family as possible recruits

You may think "she'll never be interested," but you may be surprised to learn that your sister, cousin, aunt, or best friend are really looking for a way to earn some extra money. For that matter, never assume the answer will be "no" with anyone! Even if it is, you've not risked anything by offering the opportunity. You don't want to hear “Gee, I wish you would have told me how I could make extra money.” or “I would have joined you if you would have asked.” or “I didn't know you could make money doing that.” Go ahead and offer the opportunity.

Recruiting new team members for your direct sales business can be fun and profitable. But learn what not to do when recruiting direct sales reps so you don't cause yourself undue stress, or waste your time with useless strategies that won't work, and may even scare away new recruits.
Track Your Recruiting Efforts For Better Results

- It's easy to use a hit-and-miss approach when you begin working to build your direct sales team. But knowing what works and what doesn't work when recruiting new consultants will get you better results. Tracking your recruiting will help you focus on the most successful and profitable strategies for growing your business and adding recruits.

- A lot of things happen when you track your direct sales recruiting efforts. To begin, tracking lets you see a realistic picture of how many prospecting conversations you have every week. It's easy to say, "I talked to a lot of people about my business this week," when in reality, you may have talked to a lot fewer than you think.

- When you write down the details of your prospecting conversations you will see exactly how many people you spoke with, how many you planned to speak to, or how many you called that you never connected with. Now, you have a clear picture of what you intended to do versus what actually got done.

- Tracking gives you a visual reminder of your accomplishments. You know when you create a to-do list and check off items done, you feel like you've accomplished more in a day. Tracking your recruiting results works the same way. You know exactly how much you've accomplished and whether or not it's enough to help you reach your goals.

- In addition, tracking is a tremendous tool to help ensure you follow up with every contact made. Relying on your memory can fail you, but having contacts listed with follow-up dates recorded in black and white will let you see at a glance who you need to follow-up with.

- As to what kind of tracking system to use, go for something simple. A spreadsheet on the computer that lists the information you want to track will work just fine. If you prefer writing by hand, you can record the same information in a columnar pad or notebook. The system isn't important. What's important is that you use it consistently to track your contacts and the results of each call.

Basic information about your contacts you'll want to record include:

1. Full name
2. Phone number
3. Email
4. Address (if available)
5. Date of contact
6. Their response
7. Follow up date
• You may also want to record special observances like birthdays or anniversaries on the same list so you can send out greeting cards or make a phone call. This is always a good way to stay in touch with prospects as well as your recruits.

• At the beginning of each week, or month, set a goal of how many recruits you would like to join your team for that period. If you figure you have to talk to ten people for every one who joins, and your goal is five new recruits every month, then you know you need to talk to at least fifty people each month to reach your goal. Your tracking system will help you focus so you can reach that number more easily.

• Once you have your tracking system in place, use it religiously. Write down at least the name, phone number, and contact date of every single person you talk to about your business opportunity. And once they join your team, put a star beside their name to remind yourself how well your recruiting efforts are working.

• Tracking your direct sales recruiting efforts can be as simple or complex as you make it. But it's important that you use some kind of system to ensure you're contacting as many people as you need to meet your recruiting efforts. This is a concrete way to make sure you are doing everything you can to grow your business.
Ask The Right Questions to Find Quality Recruits

If you're looking to build a direct sales team by finding new recruits, you may be wondering about the best way to find prospects who are really interested in your business and who are more likely to become successful. One thing you can do is to ask the right questions to find quality recruits.

A few simple questions will help you determine if someone is a potential recruit for your company.

These will be things like:

"Are you in need of additional money?" or
"Have you ever wanted to start your own business?"

Other questions will help you determine potential motivators, such as:

"Do you have children?" or
"How does your spouse feel about you working?" Even statements such as
"Wouldn't you love working your own hours?" may give you a lead.

Getting a feel for what your prospect wants will help you know how to best meet his or her needs.

When recruiting current customers, or someone who has contacted you specifically to become a recruit, you might ask, "What first interested you in this company?" or "What's your favorite part about this particular product or company?"

If you have someone who is pretty sure they want to sign up, but about whom you're not quite convinced, you might ask "Why do you think you'd make a good consultant with this company?" or "What would be your goals as a consultant on my team?"

You'll want to ask each recruit how they plan to promote their business. Will they work online only? Do they plan to host shows or parties? How much time do they have to devote to building a successful business? How many hours a week will they want to work? All of these are valid questions that will help you and your recruits gain a better idea of what they want from the company, and how successful they can hope to be.

After all these questions, it's time to ask your potential recruit, "Do you have any questions?" Give them time to think and formulate their questions; even arrange another date to meet to address their questions. Knowing what your prospects are looking for in a business opportunity will help ensure that neither they, nor you, are wasting time.

Finally, ask a new recruit that you think will be a good match, "Are you ready to join my team?" or "If you're ready to sign up, can we order your kit and get you started?"
Asking the right questions that lead up to this final question will help ensure that the majority of new recruits are truly topnotch representatives for your company. This will make your recruits more successful and more productive members of your team.

**What if they say NO?**

Whenever someone says no to your business opportunity, don’t push as you will only irritate the prospect. Instead of trying to convince her, ask her “who do you know that might be interested in making some extra money?” and get referrals.

Go get them!

I hope this will get your feet wet in regards to promoting your business online. I am putting together the finishing touches of an e-book that will soon become available to you. Just watch your inbox😊

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