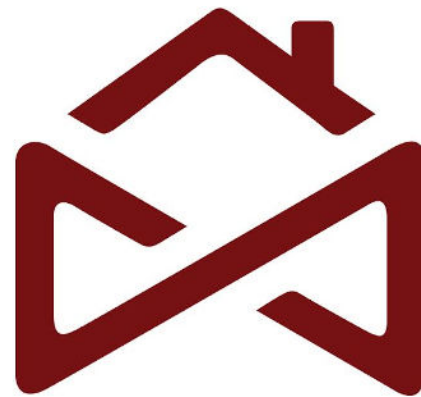


RECRUITING PLAYBOOK



**BY: SAM TAGGART
@THESAMTAGGART**

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8 Principles of Recruiting

1 Recruits Value

Do you understand the value of one recruit and the potential earnings you can make off that person? How much does it cost you to get one recruit to stick, and what is the ROI?

3 Leagues

- A's recruit A's and B's
- B's recruit C's
- C's don't recruit anyone

2 Hats

- 1) Sales Professional
- 2) HR Professional

4 Classes

- 1) Mercenary
- 2) Apprentice
- 3) All American
- 4) Patriot

8 Principles of Recruiting

5 Platforms

- Source
- Interview
- On-board
- Train
- Retain

7 Deadly Sins

- Lack of Vision
- No Data Reporting
- Un-Organized
- Lack of Systems
- Singing Different Songs
- Necessity over Consistency
- Self Serving vs Serving

6 Branches

- Your Circle
- Your Circles Circle
- Headhunting
- Public Encounters
- Events
- Web

8 KPI'S

- 1) Resumes Received-> Screening Interview
- 2) 2nd Interview Show Rate
- 3) Final Interview -> Job Offer
- 4) Offer Created -> Offer Completed
- 5) Job Offer - > Training Attendance
- 6) Training Attendance -> 2nd Day
- 7) 2nd Day - > 1st Sale
- 8) 1st Sale - > Graduating Training

WHO

“Does your recruit have a clear future here?”

Ideal Recruit

What is Their Value Systems

Describe Them

Hobbies/Track Record

Do you Want Experienced Reps?

Sales Rep Role

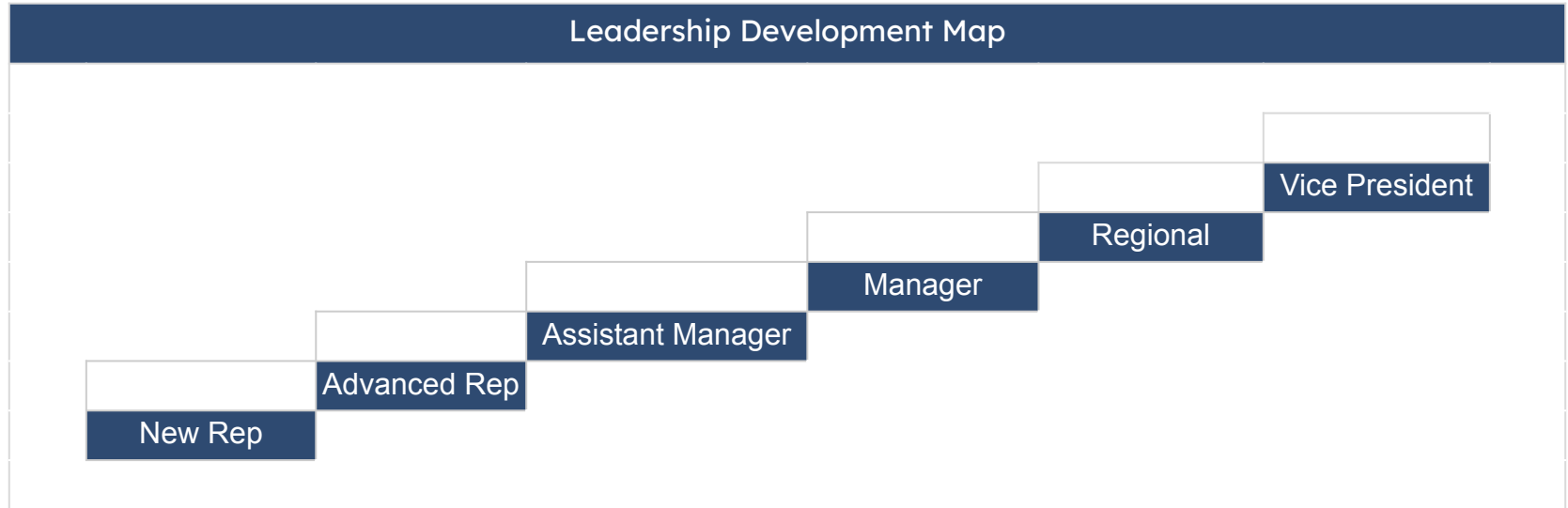
Job Requirements

Job Requirements	
Hours Knocked	
Meetings Attended	
Training Required	
Minimum Weekly/Monthly #s	
KPIs Tracked	
Tools Used	
Manager	
Base	
Commissions/Bonuses	

Payscale (Rookie)

ROLE 1 - COMP			Title	
Self Gen			Comp Gen	
Tiers	Volume	%/\$	Vol	%/\$
Tier 1				
Tier 2				
Tier 3				
Tier 4				

Leadership Development



Rep Development

REP DEVELOPMENT		
New Rep		What do They Get when They Graduate
Requirements		
Advanced Rep		What do They Get when They Graduate
Requirements		
Assistant Mgr		What do They Get when They Graduate
Requirements		
Manager		What do They Get when They Graduate
Requirements		
Regional		What do They Get when They Graduate
Requirements		

Team Makeup - Strengths - Weakness - Opportunities - Threats

Name:_____		SWOT
Rep Count		
Open Date		
Sales Per Month		
Hires Per Month		

Name:_____		SWOT
Rep Count		
Open Date		
Sales Per Month		
Hires Per Month		

Name:_____		SWOT
Rep Count		
Open Date		
Sales Per Month		
Hires Per Month		

Name:_____		SWOT
Rep Count		
Open Date		
Sales Per Month		
Hires Per Month		

Recruiting Compensation Tips

Quick Hit

- Have a *simple* incentive to bring in active bodies
- Fast Track Program

% of Manager Override

- This would be an assistant manager, or manager in training.
- Only give this when you believe the recruiter is on a path to leadership and running those recruits on his own one day.

Recruiter Override

- Fixed dollar/percentage per sale that recruiter gets forever on the rep that he brings in.
- Make it small because you want a good chunk of your recruiting budget to go to the manager for leading them.

Long Term Incentive Plan

- Create opportunity for your key leadership to earn SWEAT equity.
- Carve out a pool of shares. Shares based off people's production in comparison to the rest of the team. They get that % of equity in that pool of shares.

Recruiting Compensation

Recruiting Compensation	
Personal Recruits	
Non - Personal Recruits	
Managed Recruits	
Short Term	
Long Term	

Corporate Recruit Deductions
How are you Tracking it?

What am I willing to Spend to Create a Full Time Rep?

Hiring Process

Applicant pipeline progression	
Step 1	
Step 2	
Step 3	
Step 4	
Step 5	
Step 6	
Step 7	

When you have someone interested in the job, what is the flow of that applicant?

1 Recruits Value

_____ - Interviews

_____ - Signed

_____ - Started

1 - 12 Months

=

Ave Deal Per Year X Override = 1 Recruit Value

_____ X _____ = _____

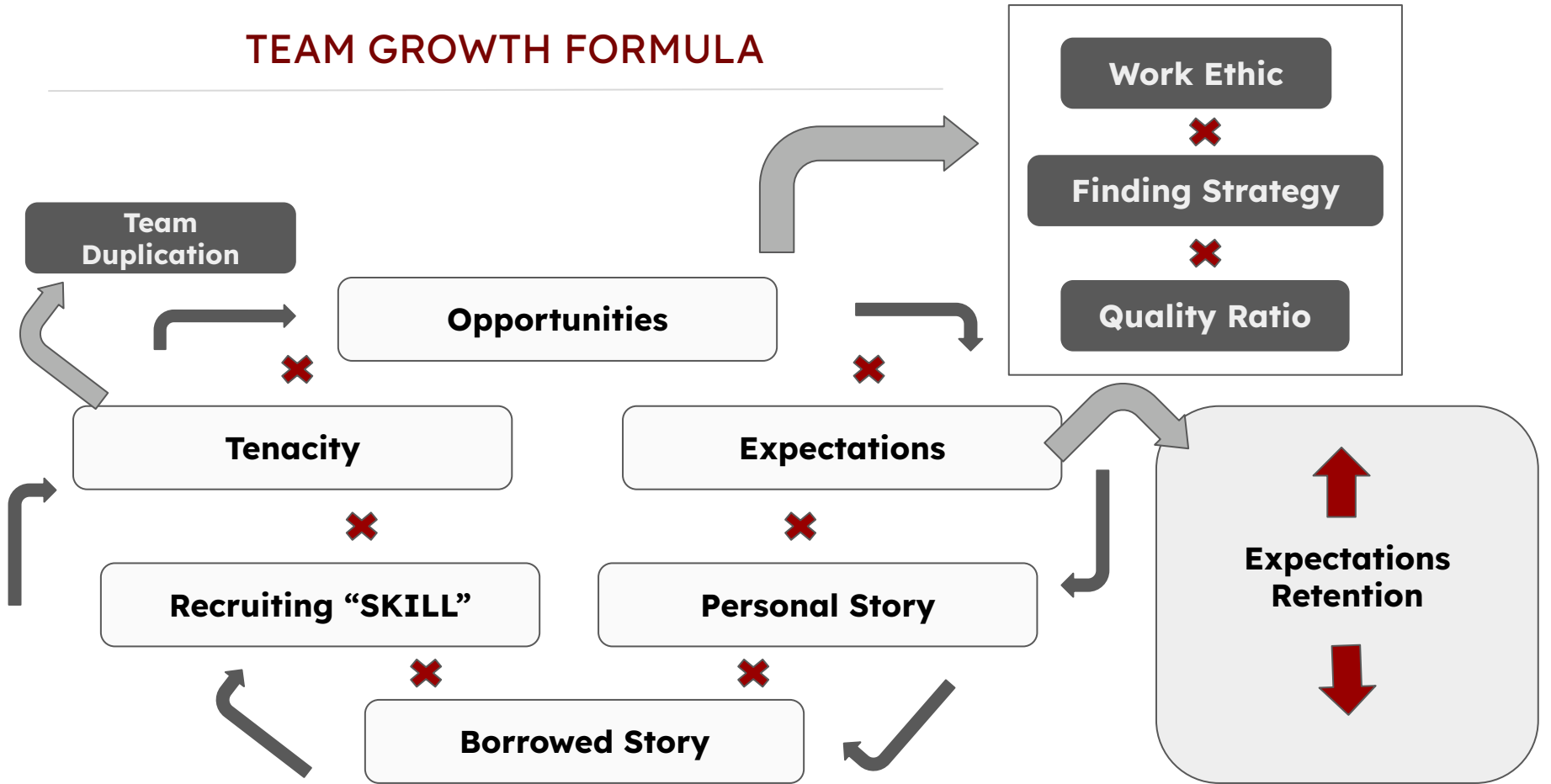
Recruiting Goals

CURRENT STRATEGY					
Method	Spend/month	Hires/_____	Hires/_____	Hires/_____	Hires/_____

How are you currently recruiting and what has that looked like the last few months

Recruiting Goals

TEAM GROWTH FORMULA



7 Deadly Sins

1) Lack of Vision

- Don't know why they are recruiting
- Don't Have a plan for the rep
- Don't know what the future of the company looks like

2) No Data Reporting

- Throwing everything at the wall with no analytics

3) Un-Organized

- Don't have an onboarding process, the recruit get tossed around like a ragdoll

4) Lack of Systems

- No calendar for when they should be recruiting, they don't have accountability.

5) Singing Different Songs

- The corporate recruiter is doing HR interviews boasting about the amazing culture
- Rep shows up and they see a completely different atmosphere

6) Necessity over Consistency

- Only start recruiting when you lose a rep, or you want to ramp up for season vs all the time

7) Self Serving vs Serving

- Recruits feel like a number to you, and they don't feel like you really care about them and their goals. You are in it for the money you make on them vs the money they will make.

Your Current Formula

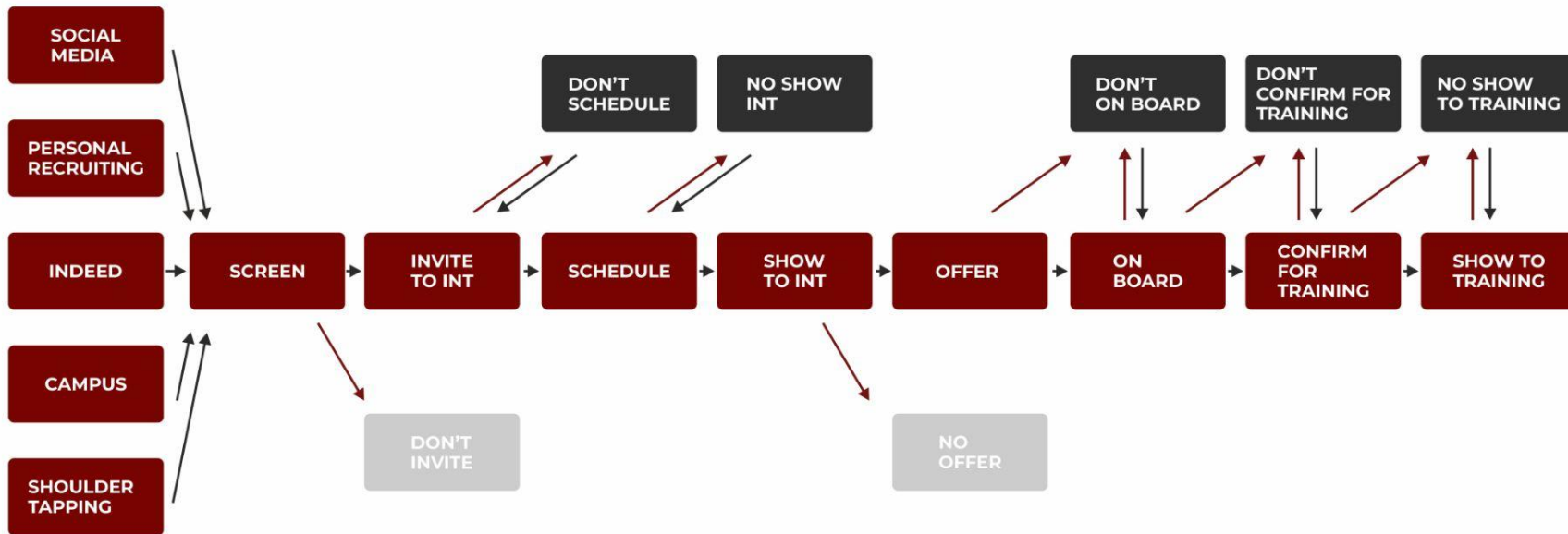
Growth Formula	
How do you get opportunities?	
How many a week?	
How many hours do you spend on recruiting?	
Finding Strategy 1	
Finding Strategy 2	
Finding Strategy 3	
Rank the overall quality of candidates	

Your Current Formula Cont...

Growth Formula	
What are the expectations you are setting?	
What's your personal story?	
What is your borrowed story?	
Rank your recruiting skill, how are you getting better?	
How are you getting your people to recruit	
How well are your people recruiting?	



RECRUITING EFFICIENCY



Profiling

“Would you rather go sell 1 account, or go recruit 1 person to sell 100 accounts for you”

- Sam Taggart

The Journey of a Prospect

Curious

- Most people try to get commitment too early
- The goal of any initial interaction is to get them curious about what you have to offer
- Nobody wants to knock doors before they hear WHY they should do it
- Leave them wanting to learn more
- Don't give too much info off the bat or else they have no reason to check out an interview
- The goal of any initial reach out is to get them curious. Then on a scheduling/screening call before the interview we peak their interest

Interested

- In the interview we take them from interest to commitment
- Use strategic questions to get them to sell themselves vs you selling them on it
- "We market our products D2D... why do you think we do that?"
- Immediately after talking about D2D, follow up with exciting topics like pay, training, perks, culture, trips, etc.
- Candidates must feel like they earned the job in order to commit
- If they feel like anyone gets the job, they won't value the position as much and won't treat it as seriously

Committed

- By the end of the interview process, we need them to get to the commitment stage
- "You mentioned that this experience could benefit your future... tell me about that. How do you see this benefiting you?"
- We can only expect commitment after they understand WHY they want to do it
- Don't expect people to be fired up about going D2D before they even know about pay, training, the team, etc.
- It is your job as a recruiter to shape their mindset through the recruiting process.
- "Self motivated people that want to knock doors" don't exist unless you create them

3 Leagues: ABC's Matrix

A's Recruit A's and B's

B's Recruit C's

C's Recruit Nobody

C's



LIABILITIES
Is a problem
Driven by fear
Dishonest
Bad habits
Unhealthy
Unkept
Needs to be managed
Disorganized
Unmotivated
Work - need to do

B's



LABORERS
Sees problems
Driven by recognition
Honest with others
Developing habits
Trying to be healthy
Kept
Manages himself
Organized
Can be motivated
Work - like to do

A's



LEADERS
Sees solutions
Driven by principals
Honest with himself
Good habits
Healthy
Polished
Manages everything
Systematic
Obsessed
Work - a part of them

3 Emotional Connections for Retention

1) Vision

- Must Enroll them into your long term vision.
- They have to see their long term path for growth.
- They have to buy into more than just making money.
- How does this solve their life problems?

2) Relationships

- You have to fellowship them into your culture.
- They need to feel more than just an employee, they must feel like family and want to hang out with you, or other reps outside of work.

3) Success

- Quickly get them addicted to success and speed in which they can create it.
- Help them see that success is something that is possible here through testimonials and proof from other reps.

Simplicity: ★★
Quality: ★★★★★
Control: ★

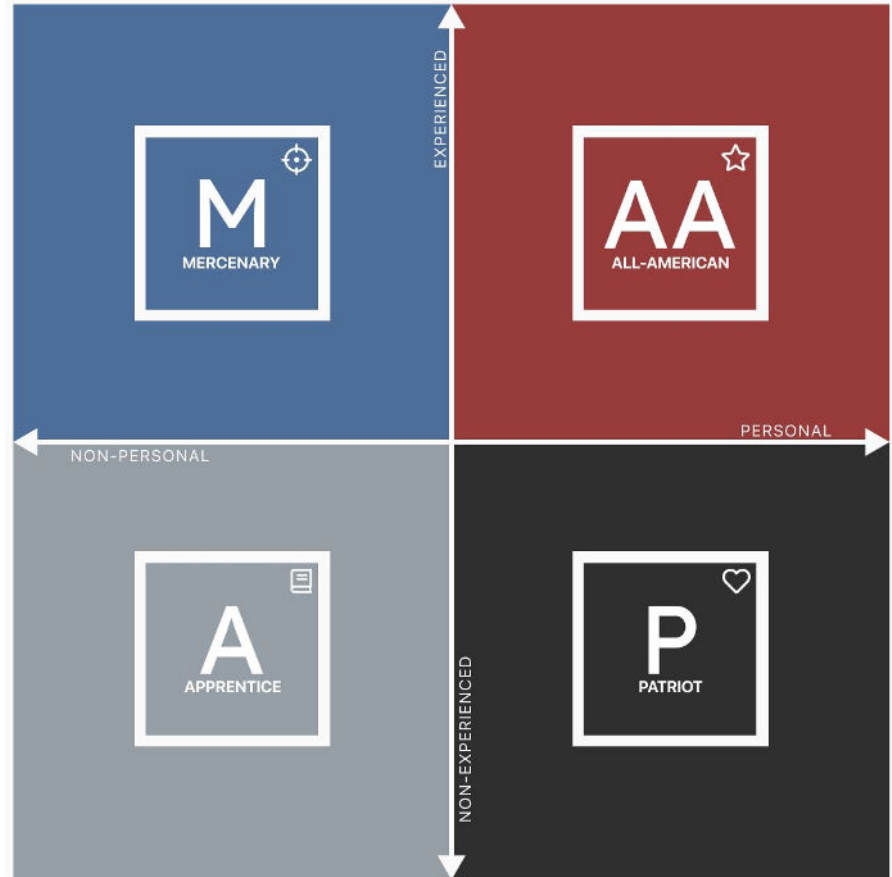
4 Classes: Mercenary

Experienced Reps - Non-Personal

- Predetermined Expectations
- Previous Good or Bad Training
- Good or Bad work Habits
- Prone to Fluff Their Numbers
- Not as teachable
- Quicker to bounce around
- Expecting processes to be dialed
- Usually cost more

Tips to Engage:

- Relationship FIRST
- Build trust and likability
- Don't go for the jugular - Slow play them
- Do your homework - Don't Bring on Liabilities
- Ensure they are a culture fit
- Make them show actual data/screenshots
- Compliment until they correct
- Money is in the consistent follow up
- Pay based on performance
- Influence over Convince
- Don't talk \$\$\$ till the end



Simplicity: ★★★★★

Quality: ★★★★★

Control: ★★★

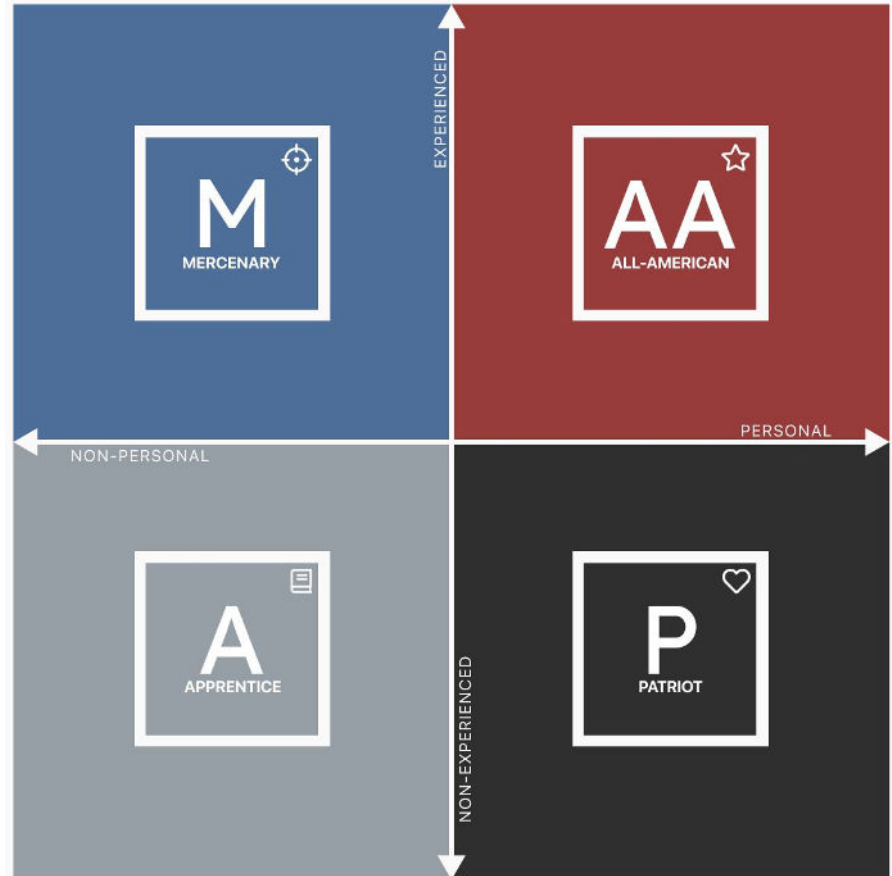
4 Classes: All-American

Experienced Reps - Personal

- Know you as a competitor
- Looking for distressed situations
- Will come in negotiating
- Has certain habits
- Sees you potentially as a friend not a boss
- Systems and track record means a lot

Tips to Engage:

- Pull the friend card
- Show culture off
- Make meetings casual at first
- Don't shy away from talking about work and being bold
- Slow play them, and keep relationship strong
- Utilize other managers to help
- Ensure they are a culture fit
- Pay based on performance
- Influence over Convince
- Don't talk \$\$\$ till the end



Simplicity: ★★★★★

Quality: ★★

Control: ★★★

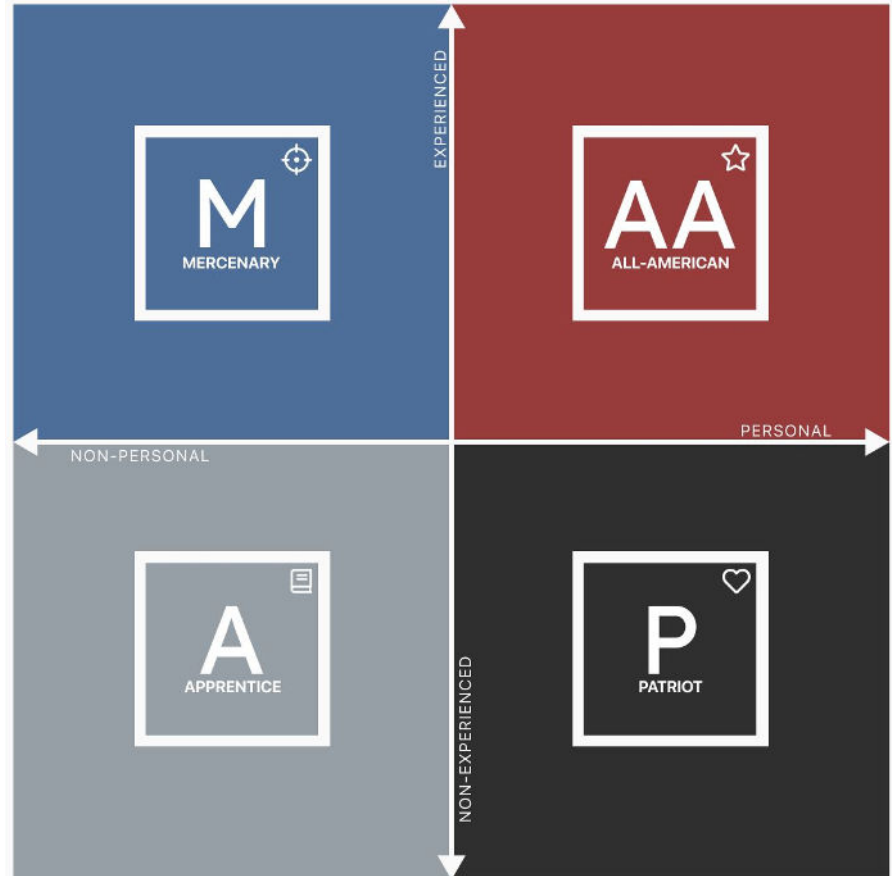
4 Classes: Apprentice

Non-Experienced Reps - Non-Personal

- Often applying for the job
- Public encounters
- Events
- Little knowledge of D2D
- Come with a preconception of the job
- Scared of Failing

Tips to Engage:

- Professional and Likable first impression
- Help them see the value of 1099
- Help them see they are getting paid less than what they are worth
- Explain the common misconceptions of D2D
- Overcome the fear of commission only
- Engage their significant other and other important people in their life
- Engrain them into your team and relationships quick
- Invite them to something non-interviewy



Simplicity: ★★★★★

Quality: ★★★

Control: ★★★

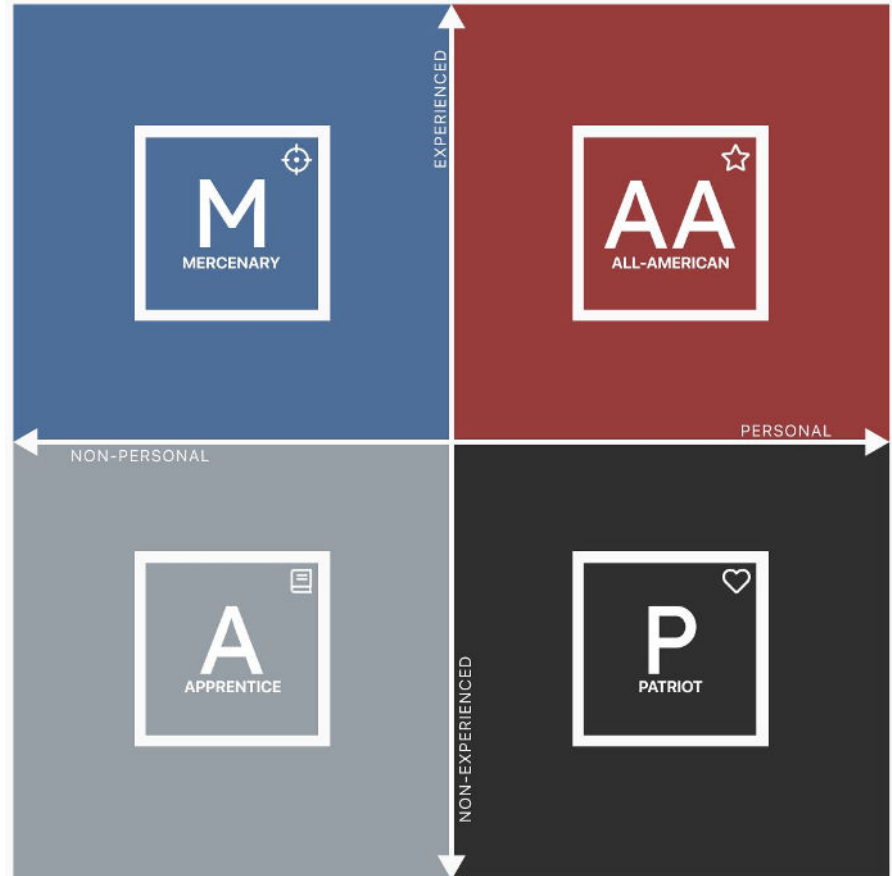
4 Classes: Patriot

Non Experienced - Personal

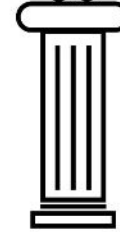
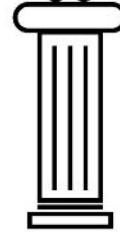
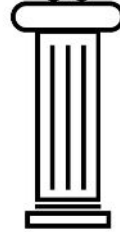
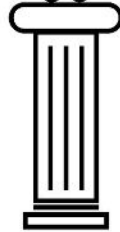
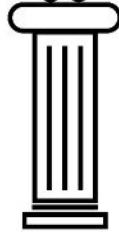
- High school and college friends
- Family members
- Friends of employees and network
- Hopefully they have seen you succeeding
- Loyalty is higher
- You have more duty to ensure their result

Tips to Engage:

- Create opportunities for them to ask you about the job
- Realize it may take time for them to come around to the job. Keep following up over time.
- Don't be come off desperate
- Create value for them through the job
- Be authentic
- Look for distressed situations. Boss is lame, no growth, moving, etc...
- Use your network to engage with their networks.



5 Platforms



Source/Screen

Interview

On-board

Train

Retain

Prospecting - 6 Branches

“New blood is the life blood of your company, and new blood keeps the old blood alive”

- Sam Taggart

6 Branches

Circle

Simplicity: ★★★★★

Quality: ★★★★★

Control: ★★★

Public

Simplicity: ★★★★★

Quality: ★★★★★

Control: ★★

Circles Circle

Simplicity: ★★

Quality: ★★★★★

Control: ★★★★★

Events

Simplicity: ★

Quality: ★★★★★

Control: ★★★★★

Web

Simplicity: ★

Quality: ★★★

Control: ★★★★★

Headhunting

Simplicity: ★★

Quality: ★★★★★

Control: ★★

Your Circle

Tip 1: Don't Assume the No

- Too often people assume because their friends have good jobs or have a different vision they won't adjust to the opportunity you have. Never hurts to invite and enroll your network

Tip 3: Timing is Everything

- Look for distressed situation in your networks lives:
 - Divorce
 - Lost Job
 - Unhappy with Leadership
 - No Growth Opportunity
 - Sick of low income
 - Wants flexibility

Tip 2: Play the Long Game

- When you perform at a high level, live an abundant life, and embody high level leadership qualities, the more people are going to want to work for you. People will also trust your opportunity more. Keep in touch consistently with all prospects

Tip 4: Be Direct - Don't Trick

- Don't have to beat around the bush with your warm market. You want to avoid hurting the relationship by coming off inauthentic.

Your Circles Circle

Tip 1: Incentivise Properly

- Make a game out of recruiting
- Give Prizes or compensation
- Do it in Sprints - where it is concentrated recruiting time

Tip 3: Do it Together

- Most people don't know how to recruit, so offer to be there when they reach out and help with the interviews. Show them how to recruit till they feel comfortable doing it on their own.

Tip 2: Be Specific

- When you ask for a blanket referral it makes it hard to think of anyone specific. Give more direction on what type of candidate you are looking for. Someone that just recently lost their job, someone that played sports in high school, etc...

Tip 4: Always be Mining

- Always look for opportunities to ask for referrals
- Let the world know you are hiring, and show your people how to do that too
- Have your people always sharing the opportunity, and hype around your company
- Just because you asked once doesn't mean there aren't new opportunities all the time.

Rep Personal Recruiting Strategy

Top 50 List

- Get them open to recruiting ANYBODY. Now is not the time to filter
- In your phone you have...
- Offer mini-incentives for getting to 25/50/100+

Manager Calls

- Takes pressure off of the rep to reach out to people they barely know (even though they are often the most recruitable)
- Manager is better at having the initial conversation to make them curious

Designate a top 10-20

- Rep sends heads up text
- Manager prioritizes these
- These are your highest quality recruits & top priority

Set 5-10 Interviews

- Set 5 and typically 3 show
- Of those 3, 2 accepted
- Of those 2, 1 is typically retained
- Just through this process you've duplicated everyone on your team.
- It's a numbers game. Put yourself in a position to be able to double the size of your team



3-way Text

- 70%+ of the list won't answer an initial call
- Get the rep involved and 3-way text anyone that doesn't answer

Miscellaneous

- Social media messaging
- Social media posting
- Shoulder Tapping
- Campus recruiting
- Bounties

Alley-oop

- Have the rep call anyone that doesn't answer and dish off the conversation to you.
- Reps will get a higher answer rate

Getting Warm Market Recruits from Team

When

- On day 2 of Bootcamp new hires
- Current Team

Pro Tips

- Have a video prepared for competitions
- Have a sheet will 100 lines printed
- Have a receptionist call all the names
- Have a 3 way text script ready for them
- Train all managers on script

Group Recruiting Speech Script

- Build Up - "what's the #1 Expense for business?"
- High Energy
- Open them up - "If I gave everyone a Lamborghini that you recruit?"
- Handle objections ahead of time
 - What are they? - Write them down
 - Handle them
- What we're building
- 3 Types of people
 - Know that you talk to all the time
 - Know that you don't talk to
 - Don't know and don't talk to
- Why we recruit
- Prize/Contest announcements
 - Go over game - why Joe wrote 600 names
 - If you get 2 - X
 - If you get 4 - Y
 - If you get 10 - Z
 - You can also reward for just putting names and race for the names
 - \$25 at 25 Names
 - \$100 at 50 Names
 - \$500 at 200 Names
- Action: Get the List
- Top 10-20 Heads up texts
- Prep Them on Responses

Warm Market Messaging

What to Say

- (Rep) “Hey (name)! Hope you’re doing well. I gave my manager your number because we’re looking to fill some positions and I thought you might be a good fit. You should definitely hear him/her out!”
- (Rep) “Someone with your background and personality I know would do really well here.”
- (Rep) “You open to an opportunity if the money and position made sense?”
- (Manager) “Hey (name)! I work with (Rep) and he/she knew we were looking to grow the team and said you could be a good fit! I’d love to tell you more about it. When do you have 5-10 minutes for a quick phone call?”

Tips on Prospecting

- Constantly update people on your success
- Check in with your network and their satisfaction with their current job
- If you get a no, ask them if they know anyone that would be a good fit
- Find ways to include them in your activities
- Show them love even though they don’t work for you. Don’t only be their friend if they work for you.
- Don’t be afraid to talk to people you haven’t talked to in years.
- Don’t beat around the bush, show them you are interested in them, but also you are talking to them because you are looking to potentially hire them.

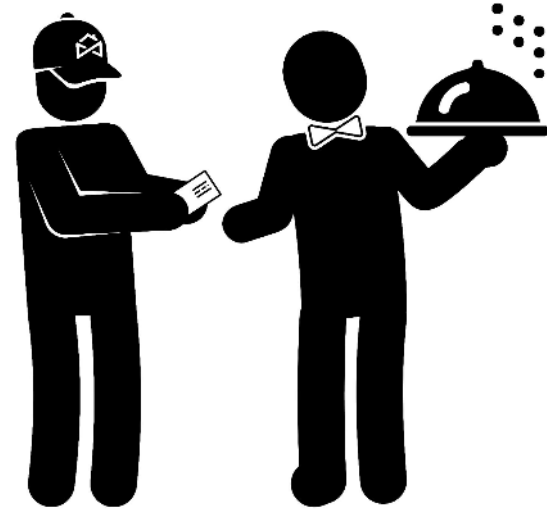
100 List - Race to 24

Type	NAME	Type	NAME	Type	NAME	Type	NAME

Public Encounters

Common Places to Network

- Restaurant Servers
- Bartenders
- Mall Kiosks
- Retail Stores
 - Phones
 - Apparel
 - Car Dealerships
- School Classes
- Sporting Events
- Gyms
- Rec Sports
- Leagues



Warm Market Messaging

What to Say

- “Looking to grow our team, and wanted to take you to lunch and tell you about what we have going on over here.”
- “Recently we have had some spots open up, and some really cool changes to our business, let’s set up a time I can tell you about what we have going on here, when works?”
- “Someone with your background and personality I know would do really well here.”
- “You open to an opportunity if the money and position made sense?”

Tips on Prospecting

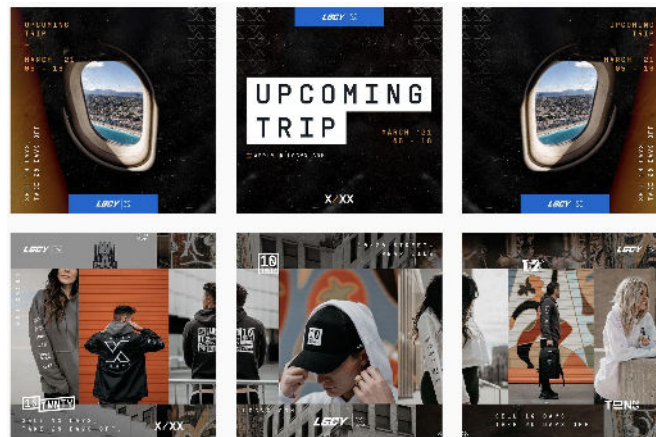
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Social Media Recruiting - Foundation for Attraction

Company Pages

Show off how appealing it is to work for you as a company.

- Your competitions
- Your trips
- Your swag
- Your core values



Personal Pages

Find ways to add value to people as an influencer.

- Teach about sales, real estate, money
- Share your experience
- Show off your job
- Invite people to join you



Social Media Recruiting - Direct Messages

Build your hit list

- Former Athletes: Maxpreps.com & School websites
- Clubs: School websites & social media groups
- Area specific: Search popular locations on Instagram
- Go down the rabbit hole: After you get a few, who do they tag in pictures? Who comments on their posts?

Engage

- Follow them
- Like their 2 most recent posts
- Leave a comment
- React to their stories

Direct Message

- Start conversations off direct if you know them. If you don't know them, you may want to be less direct and start a long term play by building a relationship.
- Voice memos get 3x the response rate as cold messages
- Send 15-20/day to not get blocked out
- Always ask if "you or anyone you know might be looking for work"
- Don't get too specific. Your goal is to peak curiosity to get them on the phone. Not get them committed right off the bat.
- Track your results! Know your response rate, lead generation rate, and interview schedule rate so you can troubleshoot & adjust

Social Media Recruiting - Direct Messages

Leaching First

- First Comment on a lot of other competitors posts. Only positive vibes

Value Posts

- Comment in groups and make posts that provide value and education. Be interesting and engaging. Become a person of interest.

Direct Message

- Start conversations off direct if you know them. If you don't know them, you may want to be less direct and start a long term play by building a relationship.



Chad Olson

June 2 at 11:55 AM · 🌐



Definitely been asked before but I'm training new door knockers on how to be cool on the doors tomorrow so I want:
1) favorite funny answers to "what are you selling" or similar questions
2) your favorite ways to break the ice on the doors
3) the ways you keep yourself up on the doors and in good spirits
Def don't need to answer them all, just tryna get some goods.
Thanks y'all



Andrew Sayles

June 1 at 10:23 AM · 🌐



Sayles Tip:

The measure of who we are is what we do with what we have 🙌💡👉



LinkedIn Recruiting Strategy

LinkedHelper

- Automation Bot that sends 100-200 requests and DM's per day

Value Posts

- Share articles, and relevant info on your industry. Tag and title things that would engage people that are in your field.

Profile Strength

- Get endorsements and recommendations
- Professionalize your background and Bio

Activity

8,197 followers



Featured on the alarm buzz... Check it out

Sam shared this
1 Reaction



D2D Experts is HIRING!!! Looking for 2 talented inside sales reps. Draper 9-5p...

Sam shared this
6 Reactions



Hiring for software sales position at D2D Experts. We have built multiple...

Sam shared this
5 Reactions



Get you tickets today for only \$40 Tickets are selling out super fast!...

Sam shared this
7 Reactions • 1 Comment

Skills & endorsements

Add a new skill

Take skill quiz

Sales Management · 99+

Endorsed by Kevin Cox and 8 others who are highly skilled at this

Endorsed by 4 of Sam's colleagues at The D2D Experts

Leadership · 99+

Endorsed by Jake Nicks Adtech/Fintech and 46 others who are highly skilled at this

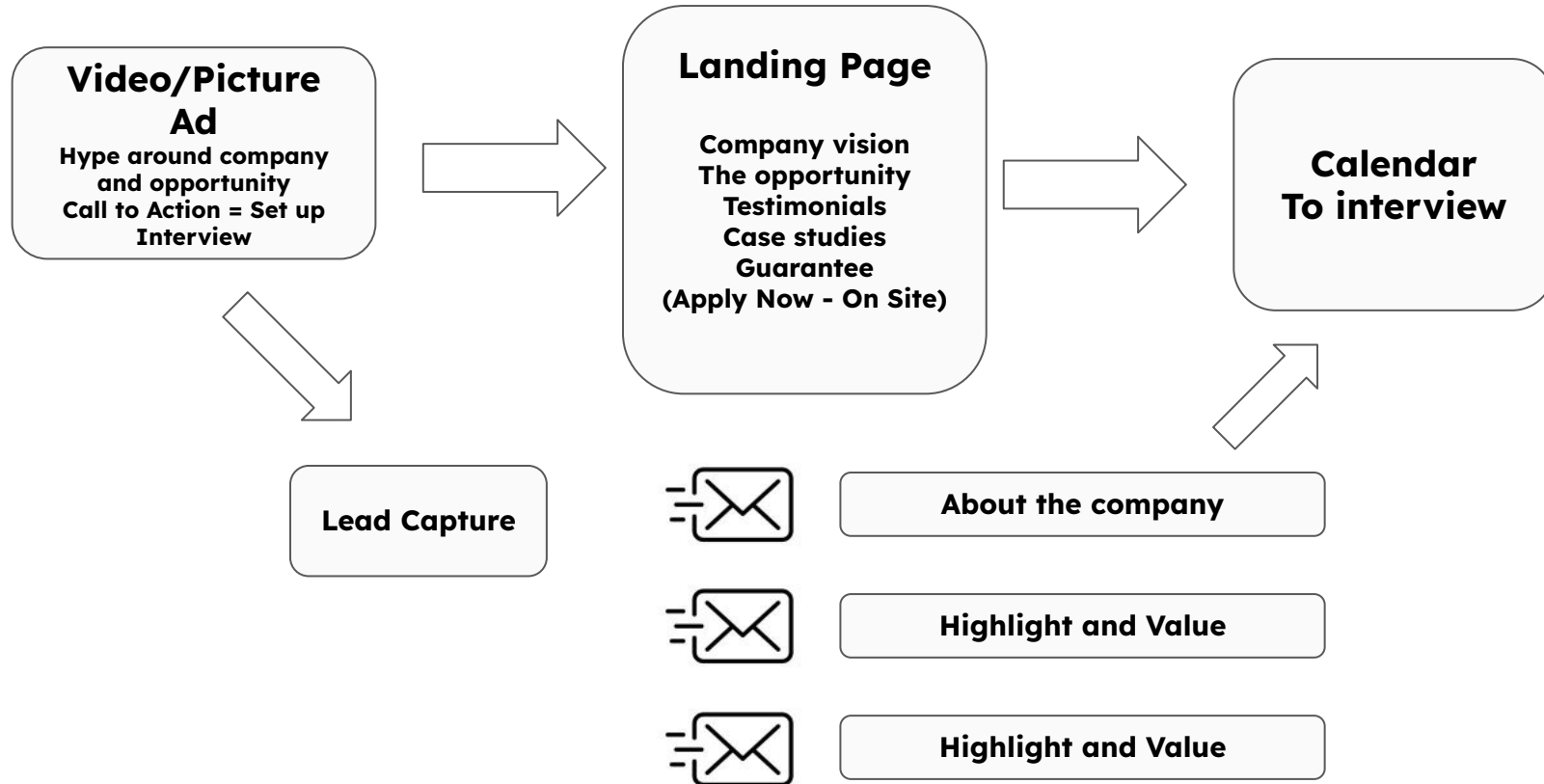
Endorsed by 4 of Sam's colleagues at The D2D Experts

Direct Sales · 99+

Endorsed by Jason Green and 11 others who are highly skilled at this

Endorsed by 3 of Sam's colleagues at The D2D Experts

FB/Instagram Funnel




Landing Pages




APPLY NOW

2021 INCENTIVES LEADERSHIP LOCATION

2021 Tesla Incentive
Your Tesla Awaits...
Earn a Model 3 Tesla this year on GEN*



[CLICK HERE](#)



Your Future Knocks...



WE ARE CALIBER

CALIBER OPPORTUNITY

In 2020 Caliber broke both internal and industry records. Without a doubt it was our biggest year yet, but it has nothing on what is coming in 2021. The opportunity is bigger, the incentives are greater, and the bar is higher.

The Caliber opportunity will require you to step outside your own comfort zone and set personal records. Caliber reps are immersed in sales with the opportunity to interact with over 10,000 potential customers in just three short months.

600+

Reps Knock With Us Every Year

75

Avg. First-Year Sales

\$38,895

Avg. Rep Earnings

44

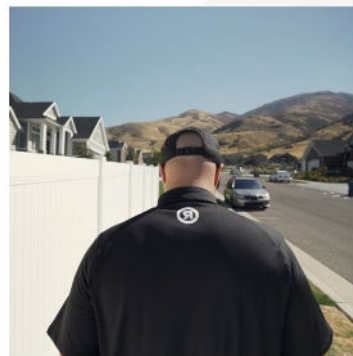
Offices Nationwide

aptive

Culture Numbers Apply

SUMMER SALES MADE SMARTER

Welcome to the fastest growing pest control
company in the nation.



MOVE BEYOND THE PAYCHECK//

Our goal at RADIX is to help you discover purpose through building real wealth. With more than 60 years of experience in the sales industry among the founding team, we realized that too many people live from paycheck to paycheck. We'll teach you not only how to earn more, but how to build a stable foundation of wealth.

[GET STARTED](#) →

Text Follow Up Example

Text 1 - Day 1

“Hey glad we could connect! Look forward to sharing wins, and talking about business in the future, feel free to reach out whenever, and I’ll be sharing little nuggets with you occasionally. Share your success with me, love hearing about peoples wins in life!

Text 2 - Day 3

“Saw this awesome video and thought of you, thought you might like it. (LINK)”

Text 3 - Day 30

“Hope all is going well, and you’re crushin, We just had our best month! It is has been crazy to watch some of these guys make life changing money! This is a video we put together of our recent leadership trip (link) thought I’d share. How you been?”

Text 4 - Day 60

“Checkin in... wanted to see if any of your career plans have changed - and you would be open to chatting again, I really think you would be a good fit for this, and wouldn't regret giving it a shot!”

Email Funnel Copy

Email 1

Subject: Take Control of Your Life!!

Body:

Do you often find yourself dreaming of:

- New Car
- Passive Income
- Ability to Travel
- More flexibility
- Getting Paid what you're really worth

So many people want these things but don't take action and put themselves in opportunities to get them.

WHY?

Fear! Fear has stopped many people in today's job markets, and this is what your employers love to hear. They need people making \$60,000 a year or they couldn't operate!

You have told yourself you wouldn't be good at sales, FALSE, you have never been trained , nor in the right scenario to be good at sales.

We have proven to make sales professionals, and develop in other areas of life. FITNESS, RELATIONSHIPS, INVESTMENTS and more.

Would love to set up a time and share with you how we can help you create more wealth than ever before!

(Click to Calendly)

Email 2

Subject: Get Paid what Your Worth

Body:

We have the most aggressive compensation plan in our industry because we believe in investing in our people.

Not only do we pay amazing commissions, we also invest in training, trips, incentives, and swag for our people

(image/video)

We believe life is about winning with people you enjoy and care about. Would love to talk with you about a career change, and opportunity we have going on right now, to help you start taking control of you earnings.

Lets up a call and go over what we have going on over here - (Calendly Link)

2 HATS

Salesman Hat

- Going after people not looking
- Your Circle
- Your Circles Circle
- Public Encounters
- Campus Blitz
- Head Hunting

Approach

- Builds Rapport
- Proves Credibility
- Impresses
- Earn their trust
- Finalize it now
- You are grateful for them

HR Hat

- People applying for the job
- People looking for new work
- Online applicants
- Referrals from co-workers

Approach

- Is indifferent
- Is Skeptical
- Hard to impress
- They earn yours
- Need time to consider
- They are grateful for you

Interview Flow: Sales Hat

Interview Flow

- 1) 100% Committed during interview
- 2) Fully engaged
- 3) Never talk negative about other companies
- 4) Control your environment
- 5) Don't recruit just on payscale
- 6) Know your candidate
- 7) Talk about as if you are their "twin" or know their "twin"
- 8) Put yourself in their shoes
- 9) What's next? Outline process
- 10) What makes us stand out?

Tips on Interview

- Listen more than talk
- Figure out what their goals in life are... then align this job as the fastest way for them to accomplish those goals.
- Don't talk about the money first
- Kill them with compliments
- Trust their backgrounds but verify
- Don't be defensive
- Compliment other opportunities
- Don't bash competitors
- Don't waste time talking about other companies, just talk about your opportunity and why it is the best
- Shatter their misbeliefs
- Ask a lot of questions
- Involve the spouse or significant other
- Younger: Involve parents
- Map out how to overcome any obstacles
- Set proper expectations

Web - Online Job Boards

#1: Indeed

Pros

- Job Alerts
- Aggregated Database
- Filter Options
- ATS Integration

Cons

- Aesthetics
- Cost
- Competition

#2: Zip Recruiter

Pros

- ATS Integration
- Ideal for small to mid-sized companies

Cons

- Spam and Redundancy
- Add-on fees
- Multiple postings through other job boards

#3: Craigslist

Pros

- Looking for freelancer, part-time or entry level candidates

Cons

- Unreliable
- Scams
- Format
- ATS Integration

#4: LinkedIn

Pros

- Minimal setup
- Online Reviews

Cons

- Useability
- Cost

Web Platform Strategy

Indeed

- Use nearest major city to post
- Get creative with job title
- Let ad run for a month
- Treated like google - paid ad space = Impressions
- Tuesday & Wednesday are your highest visibility days
- Get on weekly call with indeed rep

Craigslist

- Use for generic job postings
- Resource for part-time and seasonal positions

Zip Recruiter

- Communicate regularly with candidates outside messaging platform
- Utilize TrafficBoosts to increase your candidate flow up to 300%

Tip: Always be Mining

- Cultivate your company's brand to make sure you're presenting it in a positive light
- Get experimental, don't be afraid to try a fresh approach

Indeed Posting and Process

Post Ad

- Get them open to recruiting ANYBODY. Now is not the time to filter
- In your phone you have...
- Offer mini-incentives for getting to 25/50/100+

Manager Calls

- Takes pressure off of the rep to reach out to people they barely know (even though they are often the most recruitable)
- Manager is better at having the initial conversation to make them curious

Set 5-10 Interviews

- Set 5 and typically 3 show
- Of those 3, 2 accepted
- Of those 2, 1 is typically retained
- Just through this process you've duplicated everyone on your team.
- It's a numbers game. Put yourself in a position to be able to double the size of your team



3-way Text

- 70%+ of the list won't answer an initial call
- Get the rep involved and 3-way text anyone that doesn't answer

Miscellaneous

- Every Week Cut the Bottom 20%

Alley-oop

- Have the rep call anyone that doesn't answer and dish off the conversation to you.
- Reps will get a higher answer rate

Online Job Ads

Indeed + ZipRecruiter	
Job Locations	
Job Title	
Job Description	
Pay	
Ad Spend	
Screen and Schedule	

Job Ad 1: Example

Summer Sales Representative

COMPANY NAME is the fastest growing pest control company in the U.S. and we're hiring representatives for our 2021 summer sales program!

- Perfect for ambitious people with strong communication skills and who can temporarily relocate to one of our 45 branches across the nation.
- Furnished apartments provided!
- Experience a new city for the summer while you work and earn money for the year!
- Our sales representatives work seasonally from May 1st to August 31st.
- For many team members, this is a long-term career with equity opportunity in a multimillion-dollar company.

Why COMPANY NAME?

- We are the best in the industry—our sales numbers prove it!
- Most of our representatives earn more money in one summer with COMPANY NAME than at previous jobs over a whole year (We do work hard).
- Earn amazing incentives that range from Apple AirPods to world travel and everything in between.
- Experience a new city during the summer with awesome team members.
- Opportunity to earn equity in the company and grow long-term with us (For many, this is more than a summer job).

About the Opportunity:

- You will be trained by the best sales trainers in the industry to sell pest control service to target prospects.
- Our sales representatives work from May through August (flexible start and end dates for students).

Tips

- 1) Always mix up job titles
- 2) Don't force applicants to submit a resume or fill out an application
- 3) List your salary range

Job Ad 2: Example

Solar Sales Representative

ABOUT US:

Our team personally assists homeowners in choosing an efficient and affordable system that best meets their needs and provides sustainable energy for our community. We believe that solar power should be accessible to everyone and we specialize in providing financing options that help homeowners save on their monthly bills immediately.

We are looking for personable, trustworthy candidates who can guide homeowners through the qualifying and purchasing process. This position is for an appointment closer who will be working in our neighborhoods and sitting down with homeowners for in-home consultations. You will be required to communicate and develop trust with homeowners and develop friendly relationships inside communities.

Why you'll love it here:

- Top priority, awesome team culture
- In depth, hands-on one on one training to ensure success
- Competitive compensation plans
- Uncapped earnings

Responsibilities:

- Consult homeowners as an expert in renewable, solar energy
- Assess and qualify residential properties visually for installation requirement
- Contributing to the team culture and competitive spirit
- Be willing to learn and adapt
- Use technology to complete confidential contracts with homeowners in a trustworthy manner
- Willing to take leadership roles as well as follow direction

Tips

- 1) Sound like a human being
- 2) Talk about values, culture and what makes your organization awesome
- 3) Spell out benefits

Job Ad 3: Example

Territory Sales Manager

Territory Sales Manager Job in Las Cruces, NM at Solar Works – Territory Sales Manager Job Description Sales Leadership Position of a Lifetime! Responsibilities We are looking for an experienced and motivated sales leader to help our growing business in the Texas market. The territory sales manager is responsible for hiring, training, and leading a team of sales professionals to success through selling residential solar energy systems. We are only looking for candidates that display the highest level of ethics, salesmanship, and leadership. The sales team will be responsible for both generating leads, and managing a steady inflow of leads generated by our world class canvassing team. Responsibilities include: – Training and mentoring members of the sales team – Leading sales and performance meetings – Review and manage results on a daily basis to achieve monthly and annually sales targets – Demonstrate excellence in communication and best practices across the department – Troubleshoot underperforming members of the sales team and helping them overcome challenges Benefits Include: • Incredible office environment and company culture • The best marketing, sales and leadership training in our industry • Commission and perks you will love. (Earning potential can be \$250,000+ or more) • Working with co-workers that only expect the best of themselves, and will take you in as part of our family • A feeling that you have made “The A Team” and work for the leading service of its kind • Most competitive pay in the industry Qualifications We are looking for a highly ethical sales leader. To qualify for this job, candidates must be able to demonstrate a track record for ethical salesmanship. A sales manager needs to be able to go out and generate sales, independent of any need from anyone else or any resource. A sales manager should be able to successfully take a prospect to a customer in a consistent manner. These skills are essential for the successful training and direction of other team members. Without the ability to sell, a sales manager will be ineffective helping and holding a team accountable to reaching the sales target. A sales manager must be a closer. He or she must be able to overcome objections, and guide a customer to a positive buying decision. A closer is neither pushy, or a push over. A closer is uniquely skilled in listening to queues that will help guide the sales process into a happy committed customer. Evidence of strong sales leadership: 1. A proven track record of high performance 2. A untarnished reputation (High Ethics) 3. References that can vouch for the candidates ability and skill set You will need to be a high achiever with strong character and ethical values, as you will be working with educated, analytical and thorough prospects and team members. We are a friendly, fun, and yet a self-driven sales environment. You will be representing the very best of renewable energy products and services in the marketplace, which when implemented correctly will help save our environment and our community thousands of dollars annually. You must be able to lead from the front in sales and effectively influence other professionals. Additional Information Solar Works is a Panasonic Elite Installer and ranked as the fastest growing solar company in the Southwest. Our unique strategy of building people to be expert marketers, sales professional and sales leaders puts professionals in a place to have a career experience that is highly unique from the rest of the marketplace. Together we are committed to creating a company of excellence, and we understand that comes from the caliber of people we hire. Come meet with our executive team and we’ll show you how this organization can impact your life in a way that no other company can! Job Types: Full-time, Commission Salary: \$100,000.00 to \$200,000.00 /year Job Type: Full-time Pay: \$100,000.00 – \$250,000.00 per year Benefits: • 401(k) • Dental insurance • Health insurance • Paid time off • Vision insurance Schedule: • Monday to Friday • Weekend availability Supplemental Pay: Education: • High school or equivalent (Preferred) Experience: • Sales Experience: 2 years (Required) License/Certification: • Driver’s License (Required) Work Location: Work Remotely: About the Company Company: Solar Works – Company Location: Las Cruces, NM Estimated Salary

Job Ad 3: Example cont...

Territory Sales Manager

Qualifications

We are looking for a highly ethical sales leader. To qualify for this job, candidates must be able to demonstrate a track record for ethical salesmanship. A sales manager needs to be able to go out and generate sales, independent of any need from anyone else or any resource.

A sales manager should be able to successfully take a prospect to a customer in a consistent manner. These skills are essential for the successful training and direction of other team members. Without the ability to sell, a sales manager will be ineffective helping and holding a team accountable to reaching the sales target.

A sales manager must be a closer.

He or she must be able to overcome objections, and guide a customer to a positive buying decision. A closer is neither pushy, or a push over. A closer is uniquely skilled in listening to queues that will help guide the sales process into a happy committed customer. Evidence of strong sales leadership:

1. A proven track record of high performance
2. A untarnished reputation (High Ethics)
3. References that can vouch for the candidates ability and skill set

You will need to be a high achiever with strong character and ethical values, as you will be working with educated, analytical and thorough prospects and team members. We are a friendly, fun, and yet a self-driven sales environment. You will be representing the very best of renewable energy products and services in the marketplace, which when implemented correctly will help save our environment and our community thousands of dollars annually. You must be able to lead from the front in sales and effectively influence other professionals. Additional Information Solar Works is a Panasonic Elite Installer and ranked as the fastest growing solar company in the Southwest. Our unique strategy of building people to be expert marketers, sales professional and sales leaders puts professionals in a place to have a career experience that is highly unique from the rest of the marketplace. Together we are committed to creating a company of excellence, and we understand that comes from the caliber of people we hire. Come meet with our executive team and we'll show you how this organization can impact your life in a way that no other company can! Job Types: Full-time, Commission

Salary: \$100,000.00 to \$200,000.00 /year Job Type: Full-time

Pay: \$100,000.00 – \$250,000.00 per year Benefits: • 401(k) • Dental insurance • Health insurance • Paid time off • Vision insurance Schedule: • Monday to Friday • Weekend availability Supplemental Pay:

Education: • High school or equivalent (Preferred) Experience: • Sales Experience: 2 years (Required) License/Certification: • Driver's License (Required) Work Location: Work Remotely: About the Company Company: Solar Works – Company Location: Las Cruces, NM Estimated Salary

EVENTS

Pizza and Info Session

- Send out fliers and email blasts. Get your team to invite their warm market to a company event that is fun.
- Take time to get to know everyone
- Give a training of value
- Explain the opportunity
- Schedule follow up interviews 1-on-1

Job Fairs

- Look up city job fairs in your area
- Get a booth
- Market the fact you are doing a job fair on social media
- Invite to follow up 1-on-1 or Group interviews

Campus Booth

- Contact local colleges and attend either job fairs or post up a booth on a given day
- Shoulder tap in the halls
- Invite for 1-on-1 or group interviews

Public Booth

- You can post up at gyms, or local grocery stores, fairs or anywhere with high foot traffic to attract people to your company.
- Have a table and banners showing off your opportunity
- Have some sort of giveaway
- Invite to 1-on-1 or group interviews within 2 days prior of event.

Campus Blitz

Tip 1: Shoulder Tapping

- Don't be afraid to roam the campus and talk to random people that seem like they fit the profile you are looking for. Find time to talk to them now, and invite them to learn more through an event or 1-on-1 interview.

Tip 3: Entertain and Have Fun

- Bring stuff to give away like little footballs, wristbands, drinks and candy...
- Have mini golf, a double shot, dart boards, pull up bars set up.
- You have to engage the conversations, don't wait for them to come to you.
- Bring attractive girls if possible.
- Host cool events: Paintball, gaming nights, fight night, sports activities, etc...

Tip 2: Dorm Knocking

- Find concentrated student housing and go door to door inviting people to your pizza party. Invite them to learn more about your opportunity and to bring their friends that may be interested

Tip 4: Fliers and Data Capture

- Print info prior to explain event details
- Make a digital or physical sign up form to collect data
- Post on bulletins and job boards
- Have school department heads send emails to students
- Blast the Fraternity/Sorority Homes

Flier Outline

Event: _____

When: _____

Where: _____

Why Go?

Incentive to Go: _____

Interviewing

Connect their 5 year vision and plan to your vehicle

Group Interviews

Tip 1: Speakers

- Have the owners, and leaders talk
- Explain the company values, and vision
- Don't go too long
- Train on a life principle they gain value regardless of taking the job or not

Tip 3: Food

- Have opportunity for people to mix and mingle
- Make time for your team to have casual interactions

Tip 2: Make it Exclusive

- Don't make it seem like you are hiring everyone with a pulse
- Make the opportunity great, but don't come off as an MLM
- Come off as a real job, where there is a schedule, structure, training, and pathway for success.

Tip 4: Testimonials

- Have reps tell their success stories to create validation

Online Job Board Screening Process

What to Look For

- Previous Sales Experience.
- Time in job(s)
- Previous Positions with high levels of face-to-face interactions.
(servers/bartenders, personal trainers)
- Positions held that required mental fortitude (Military, high level athletics,)
- Dates they graduated from school/university
- If they have primarily done jobs in an office setting.
- Length of work history
- Gaps of Employment
- Do they have a pulse?

Helpful Tips

- **Job titles** - don't read every resume word for word. Job titles usually give an idea of whether or not someone is qualified.
- **Dates** - D2D positions typically slant to a younger crowd. Viewing dates can give you an idea of someone's age.
- **Location** - most job boards provide the candidates location. Important if you're hoping to hire immediately.
- **Review all applicants first** - your time is finite. Develop a grading system so you are calling top candidates first. Not all applicants in order of applying.
- Look them up on social media platforms

Pre-Screen Interview Process

Steps to Phone Prescreen

- Verify reason for job change and goal of job search.
- Why your job and industry
- Applicable experience
- Inform about company - your company is great for x,y,z reasons so you are selective with who you hire.
- Inform about your industry - “Our industry is booming. Because of that we need to make sure if someone starts with us and we invest in them they are going to be around long-term.”
- Schedule interview with Sr. Recruiter/Hiring Manager

Goal of Prescreen

- Should be viewed as a way to verify information on candidate.
- Add layer of exclusivity to the recruiting process.
- Verify how interested they are in your company/industry vs. any company/industry
- Establish your company as successful and credible
- Avoid coming off as salesy when informing about the company. You are sharing information that is helpful for the candidate to know.
- High level of interaction is good. Low interaction = bad

STUMP SPEECH

What's in it for them

- Overrides
- Building your own/team/organization
- Opportunity for leadership
- Advancement opportunities
- Prizes/Incentives and Trips
- Resume experience
- Real life/Practical Experience
- Culture
- Competition
- Team Goals

Tips on Stump Speech

- Need a 2 min, 5 min and 10 min stump speech
- Have believability and conviction
-

1st Interview Flow: HR HAT

Interview Flow

- Verify information from prescreen.
- Verify why they are leaving and if they have done research on our company/industry.
- We are exclusive. We are confident in our ability to train new reps but hiring the wrong person is expensive and carries high opportunity costs.
- Cover compensation as a way people don't measure up to our expectations.
- Break stereotypes of how they view sales - "we need the opposite of your average sales person"
- Cover a day in the life - why doing sales this way is to their advantage but we don't want to be taken advantage of...

Tips on Interview

- NEVER SEEK APPROVAL - Interviewing is a power dynamic.
- Avoid sounding like you're closing a deal
- Present the good things (pay, schedule, etc.) of your position as bad.
- Avoid overly expressing your approval for them.
- Find a theme for your interview (sales skills, culture fit, grit, etc.)
- Never ask if they are comfortable with something. Ask instead if that thing gives them anxiety.
- Avoid explicitly saying this position is D2D and 100% commission.

Closes in Interviews (Sales Hat)

The Investor Close

- “If you had \$100k to invest, would you invest it in our company or with one of our competitors?”

The Resume Close

- “All things equal, which company would you rather have on your resume?”

The If-Then Close

- “If we could do this, this, and that, would you see any reason why you wouldn’t join us?”

The Opportunity Close

- “Outside of the money, what else are you looking to gain out of this opportunity?”

The Worse Case Scenario Close

- “What do you need to take home this year to make it worth your time?”

The Sell Me Close

- “Why do you think so many people consider this a good opportunity and wind up working here?”

Tracking

“Those that don’t keep score... Always lose”

- Sam Taggart

Tracking & KPIs

Total Applicants or leads generated from referrals



Schedule %



Show to interview %



Acceptable Candidates



Set for training



Day 1 show %



Day 2 show %



First Sale

Bonus tip

- Track these numbers by source (Referrals, Social media, indeed, etc.)
- Track by quality: Know your numbers for A, B, and C recruits
- Track by recruiters to see individual results

How to Track?

Spreadsheets (Excel/Google)

- Set up your own tracking system, ideally on Google sheets so it can stay updated for all of your recruiters
- This is likely the best option for smaller organizations since it's **free**
- Must have **someone in charge** to make sure it stays updated
- Must implement a **cadence** at which you consistently check it and hold your recruiters to certain standards
- If you aren't great with excel, don't hesitate to get outside help for setting it up
- Make sure to have a **dashboard** where you can see weekly/monthly/quarterly results as well as results from individual recruiters

ATS (Applicant Tracking System)

- Many CRMs have a built in ATS that can help you track these numbers easily
- Can be worth spending money to make sure you have the capability to track these all of these numbers
- Better for larger organizations that have many recruiters/locations
- Easy options to look at weekly/monthly results or toggle through specific recruiter results
- Even though most of the framework is done, still have someone in charge of making sure results are consistently updated and have a cadence at which you check it and hold people to standards

Improving your efficiencies (The Big 3)

1. Schedule %

- Schedule %: percentage of leads/interested candidates that actually get scheduled for an interview
- Most companies don't realize how many leads they are losing because of how low their schedule % can be
- **Speed to lead:** Most of the time we don't schedule leads are because we let them sit too long. They may have found another opportunity or forgotten about you
- **Calling procedure-** Have a set procedure for when your people reach out (Ex. Call twice in a row to increase answer rate, then text)
- **3/3/3-** Contact them through 3 platforms (Call/Email/Text) for 3 straight days from when they apply/express interest

2. Interview Show %

- **Confirmation sequences:** Set up automatic confirmation sequences (text and email) for immediately after they are scheduled, the day before, and the day of their interview
- **Personalized confirmations:** Outside of the automatic confirmations, you or someone on your team should personally reach out to confirm them so that they have someone to reach out to if something comes up or if you need to handle objections
- **Proper firm up:** When you set them for the interview, make sure instructions are clear and they understand the importance of your time

3. Training Show %

- Applicants must **SELL THEMSELVES** on the position vs feel like they were sold. Do this through strategic questions in the interview. "You mentioned that this could be beneficial for your future... tell me more about that"
- They must feel like they **EARNED** the position. If they get the feeling that you hire anyone with a pulse, they won't value the opportunity and are more likely not to show up for training. Be exclusive!
- **Confirmation sequences + personalized reach out:** Same as interview show %, have it set up for immediately after they are set, the day before, and day of along with someone personally calling to confirm them for training.

Bonus

“Get creative... be better than other opportunities out there, and people will work for you”

- Sam Taggart

Recruiting Schedule

WHEN DO YOU BLOCK TIME ASIDE TO RECRUIT	
Campus Recruiting	
Networking Events	
Warm Market Contacts	
Public Encounters	
Online Job Posting	
Experienced Rep Contacts	

Leadership is responsible at creating a system for their teams to follow when it comes to consistent recruiting.

Set time aside weekly or monthly where you you have uninterrupted recruiting sprints

Competitions

Do you run any recruiting competitions?

Competitions & Incentives		
Names	Dates	Executed

NOTES

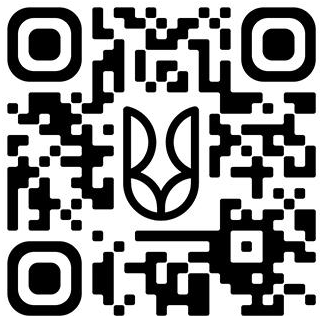
NOTES

NOTES

LEVEL UP YOUR BUSINESS WITH OUR PREFERRED PARTNERS



The Only Field Sales Management Platform With nine dynamic applications seamlessly accessible through a single login, our platform is tailor-made for field sales success. Experience cost-effectiveness and a superior API, leaving behind the challenges of fragmented solutions.



Rich Feola from SolarExclusive.com has helped over 3,000 solar and roofing contractors grow their business with online ads. He calls his revolutionary approach the "Doors+Digital" Model where you can hyper target neighborhoods you want your team to knock so you can knock smarter, and not harder, with pre-set appointments that are predispositioned and ready-to-buy solar.



Siro's AI is trained on millions of field sales conversations (and growing daily) to show leadership what's working in the field and where reps are missing opportunities. Siro helps you find the small tweaks that make the difference between good and great. Our AI, surfaces how top performers handle key pieces of your playbook so reps can improve, and on average, reps sell 36% more.



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