



The Ten New Trends You Must Build Your Recruiting Strategy Around



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The Ten New Trends You Must Recognize and Build Your Recruiting Around

The manager's biggest recruiting mistake: Managers want to know 'what to do' to recruit. They want to start with the *activities*. They say, "Tell me what to do to recruit". WRONG! Start with the *thinking*. Strategy must come before action. I've studied hundreds of managers' recruiting methods. The successful ones always

develop a powerful strategy first.

Here's how we'll develop strategy for you: We'll work through the ten trends I've identified that are influencing how we must recruit today. Then, I'll show you how to develop skills, systems, and materials to recruit successfully.

Some of these trends will appear in the order in which I've listed them. Some will appear several times, such as the need for a manager to become a skilled presenter. When the trends appear, I will identify them, so you'll know why I'm providing information and skill development in that particular area.



The Ten Trends

1. Vision and Values Must be in Place in Your Company

Workers (that's everyone you hire and are hired to work in any business) seek to find a company that matches their *personal* values. You must create a recruiting strategy that is founded on your vision and values. You must develop scripts and materials to communicate that clearly.

2. Empowerment and Partnering of All Associates Must be a Company Strategy

The days of 'you work for me' are over. To recruit successfully today, you must have created a participative management structure, with power and rewards shared.

3. Managers Must Become Magnets

It used to be managers could recruit based on the company image. No more. Because of all the mergers, the company name is no longer a powerful recruiter. Now, managers must develop themselves as magnets, so the agent will choose their particular office (or their particular company against the competition).

4. Agents are Attracted by Benefits Other than Money

Agents know it's no longer just about their commission splits or low desk fees. Agents are serious about their careers (at least, the ones you want). They want to know how they will be developed. Don't think you can get away with saying 'We have a training program.' Their expectations are much higher than that. You must have well-developed training, coaching, and consulting—and show them.

5. Business Competition Requires a Different Skill Level of Recruits

To compete, recruits must have a good education, be skilled in sales and in technology. That means managers must change recruiting targets, and have the training and systems to get these recruits started fast.



6. Recruiting Competition Requires Systems to Compete

Few managers have systems for recruiting. Yet, successful managers today have recruiting systems that are as sophisticated as top agents (and many were top agents). Managers must step into the twenty-first century and systematize their recruiting efforts or be left without good recruits.

7. Recruiting Competition Demands Managers Develop Recruiting Presentation Skills

The potential recruits that managers want expect to see a manager exhibit excellent presentation skills. Yet, few managers develop these skills. To compete, managers have no choice. They must develop the same level of presentation skills as their top agents.

3 Newest Trends:

8. A tightening market with less entering the market, and more challenges to find recruits who can sell in challenging markets

By using the selection techniques here, you will find, attract, and be able to select better candidates who can make money in a shifting market

9. Pressure on commissions downward from consumers and lower-commission companies

If you want to charge a higher commission you will need to find agents who can be 'value-added'. This tutorial helps you do just that.

10. New companies offering additional streams of income as recruiting incentives

No matter what kind of additional streams of income offered, the agent wants to know that he/she can be a successful agent with you. The Complete Recruiter shows you how to show the agent your value, no matter your company structure.

The Solutions

In this program, I will show you how to build a recruiting plan, system, presentation, and materials that address these trends effectively. Remember, you are in competition for those recruits. Master the recruiting process, and you will win. Ignore it, and you will lose.

Let's win.

