

# All About Recruiting

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# Why recruit?

- Advance to leadership positions
  - Increase income
  - Leadership retreats!!!

Parties are your income for TODAY, recruiting is your income for LIFE!!!

# Ideas on where to start recruiting

- Your BEST recruits are you hostess and best customers!
  - Especially talk to your basket party hostess! Why? Because they are already doing all the work!!
- Military spouses –Why? Because they move a lot and they can take their business with them.
  - Stay at home moms looking for extra money.
    - Never rule ANYONE out!!!
- If you don't ask you could be missing out on a opportunity

# Transition Months

- During the transition months Scentsy will normally offer a bigger kit....Meaning recruits will get the spring/summer scents & catalogs along with the fall/winter scents & catalogs!!

Be sure to push this!!! Why??? everyone loves a great deal!!!

Transition is ALWAYS a big recruiting month because of this reason!!

Stats from company

Out of 165 recruits... 86 of those have come from transition months

# Monthly Mailing List

- Each month when the new scent & warmer of the month comes out I send out samples of the SOTM, flyer of the WOTM, and any specials Scentsy might have going on for the next month.
- Where to find people for your mailing list? Customers at your parties, customers who order online and if you have a facebook ask if anyone would like a sample.
- Everyone who orders from me goes on my list =) It's a good reminder of Scentsy because sometimes life gets in the way.
- My monthly mailing list has been crucial in my business!
- Every since I joined Scentsy on September 13, 2010 I have had at least one recruit every 3 months...and I continue to mark people off my mailing list because they join my team!!
- I challenge you to start a monthly mailing list!!

# Opportunity Luncheon

- What is this?
- All you do is set up a date and time to have potential recruits come over to your house and talk about the Scentsy Opportunity. You can go all out and have pizza or whatever...or even go simple and have just a light snack or a cup of coffee!
- Set up a facebook event for it...Send it to everyone on your friends list...Email all your customers. Get the word out your having a opportunity luncheon!!
- You would be surprised at who wants to attend. NEVER RULE ANYONE OUT! Everyone is a potential recruit!!
- Non local potential recruits....Send them a recruiting packet!

# Recruiting Packet

- Rule #1 keep these with you at all times! Never be caught without one.

- What is in mine?

A join/host brochures

Business card

Sample

Copy of commissions chart

Catalog

List of reasons to join Scentsy

Copy of my "why"

# Social Media

- Facebook.....Myspace....Twitter
- If you haven't got one of the above....DO IT NOW!! It's a great way to reconnect with classmates and friends...which can lead to more recruits!!
- I try to post daily about my business – I do not always succeed
  - I try to do one productive Scentsy thing a day
- It is a goal of mine to post or talk about joining Scentsy on a weekly basis. After all I do want everyone to know how much I LOVE my job!



# Free Advertising Sites

- <http://maps.google.com/>
- [www.plus.google.com/pages/create](http://www.plus.google.com/pages/create)
- Please be sure to put Independent (insert brand) consultant – (Insert Name)

# Tell your Scentsy story!

- Tell people your “why”

Why did you join Scentsy

What has Scentsy helped you do?

# Talking to a potential recruit

- Relax
- Tell them all the pros about being a consultant
- Let them know what an amazing company Scentsy is.
- Talk about the incentive trip...Who wouldn't want a  
**free trip?**
- Be positive!! Enthusiasm is contagious!!

## \*Other Ideas\*

- Flip parties – End of month
  - Events – Contact info
- Wear Scentsy apparel EVERYWHERE
- I LOVE my help wanted button. It sparks conversations everywhere I wear it!
- Adult interaction – If someone talks about jobs...let them know about yours.
  - Job fairs
- Carry a hand lotion and pull it out and use it around people. Offer them a sample. Then I let them know about the product and Scentsy opportunity!

# The DONTs of recruiting!

- Don't be pushy
- Don't make promises.
- Don't be a sales person.
- Too much information is overwhelming they lose interest because you are trying way to hard to convince them.
- Most of all do NOT pay for someone's kit! Buying a kit is against our polices and procedures and you can be terminated for doing so.
- Plus if you buy someone's kit what do they have to lose? They didn't invest anything into their business.

## Comments/Questions?

Be a star big enough that others can wish upon you. When you are someone who makes other's wishes come true you become a star! The more you help others, the bigger the star you are.

-Orville Thompson