23 Fast Track RECRUITING RULES

Here are the rules for quickly mobilizing what can become your permanent marketing organization.

For those who want unlimited income and unlimited security.

LARRY WEIDEL ON WINNING
1. MAKE RECRUITING YOUR #1 FOCUS
2. THE PURPOSE OF RECRUITING IS TO GROW YOUR TEAM
3. PREPARE TO WIN AND START WITH CONFIDENCE
4. GO FOR A BIG GOAL
5. IT’S NOT ABOUT PERFECTION - IT’S ABOUT PROSPECTING
6. BE SMART, PLAY THE ODDS
7. DON’T STOP WHEN EVERYONE DOESN’T SAY YES
8. RECRUITING IS NOT A SOMETIME THING; IT’S AN ALL THE TIME THING
9. THE BEST RECRUITS ARE FRIENDS
10. DON’T LET DUDS SLOW YOU DOWN
11. PROSPECT WITH QUESTIONS
12. WORKING AS A TEAM INCREASES YOUR ODDS
13. IT TAKES QUANTITY TO FIND QUALITY
14. THE BEST WAY TO FIND A NEW RECRUIT IS TO TRAIN A CURRENT RECRUIT
15. THE WORST WAY TO RECRUIT IS COLD CALLING
16. BE HONEST - DON’T EXAGGERATE
17. A RECRUIT IS NOT A RECRUIT UNTIL THEY GET A RECRUIT
18. MOST SALES ARE A BY-PRODUCT OF LOOKING FOR AND TRAINING NEW RECRUITS
19. EVERY RECRUIT IS A PART TIME MANAGER CANDIDATE
20. TAP ROOT 4 DEEP TO FIND STARS
21. RECRUITERS TALK A DIFFERENT LANGUAGE ALL DAY LONG
22. MAINTAIN MOMENTUM BY MAKING RECRUITING GROWTH YOUR NEW #1 GOAL
23. RECRUITING IS AN ATTRACTION PROCESS

These are the ideas I used to start from scratch and build a 10,000+ coast to coast organization. These concepts have contributed to our team producing 9 million dollar earners and hundreds of 100K earners over the years. These rules stand the test of time and are still going strong 35 years later. These rules have been proven successful for me and many others; they can work for you as well.
1. MAKE RECRUITING YOUR #1 FOCUS

• RECRUITING IS HOW you begin to create unlimited income and unlimited security.

• RECRUITERS THINK LONG TERM - not just short term. They are building for income now and in the future.

• THERE ARE NOT enough hours in the day for you to become financially independent on your own.

• THE MORE PEOPLE you have on your team, the more activity that will get done.

• MORE ACTIVITY = More Production = More Income

• RECRUITING REMOVES your limitations entirely.

2. THE PURPOSE OF RECRUITING IS TO GROW YOUR TEAM

• SEE IT CLEARLY: bigger team > bigger activity > bigger production > bigger income.

• IT’S NOT WHO YOU RECRUIT, it’s who you keep. You want people who are serious.

• YOUR GOAL IS to let them see success fast.

• WHEN RECRUITS SUCCEED, they stay.

• EVERYTHING IS SET UP to help new recruits win.

• SPEND TIME WITH your recruits. Get to know them; make them friends.

• PEOPLE WILL QUIT on a boss, but they won’t quit on a friend.

3. PREPARE TO WIN AND START WITH CONFIDENCE

• BE A SKEPTIC and ask the hard questions.

• KEEP ASKING UNTIL you’re so convinced you get a plan/product of your own.

• YOUR KNOWLEDGE and confidence begins when you get your own plan.

• WATCH YOUR TRAINER, on the job training is the fastest and best.
• **BECOME A PRO.** No one wants to go to work with an amateur.
• **A PRO KNOWS** what to do, when to do and does it whether they want to or not.
• **TREAT YOUR BUSINESS LIKE A HOBBY,** and you’ll get a hobby income.
• **TREAT IT LIKE A BUSINESS** and you’ll get a business income.

4. **GO FOR A BIG GOAL**

   • **TIMID GOALS** are a waste of time.
   • **BIG GOALS LAUNCH** big activity. They stretch and challenge you.
   • **BALANCE BIG GOALS** with small, short term daily goals.
   • **SHORT TERM,** achievable goals create a constant stream of successes that balance the millions of short term disappointments you’ll have along the way. They keep your spirits up.
   • **HAVE ACTIVITY GOALS.** If you control your activity, results will come.

   • **GOOD GOAL** = Get 3 recruits this month.
   • **BETTER GOAL** = Get 10 recruits (“Double Digits” - Get all 10, OR you can get 2-3 and help them get 2-3).
   • **BEST GOAL** (after 10) = Beat last month. Keep growing. Grow or die.

5. **IT’S NOT ABOUT PERFECTION - IT’S ABOUT PROSPECTING**

   • **HESITATION** can kill you.
   • **THE LONGER YOU WAIT,** the more excuses you’ll think of.
   • **START WHILE YOUR** enthusiasm is high.
   • **THERE’S A SHELF LIFE** on inspiration and excitement - use it or lose it.
   • **THE FIRST STEP** is the hardest; stumble forward.
   • **START NOW,** or you won’t be here later.
6. **BE SMART, PLAY THE ODDS**
   
   - **GO WITH WHAT WORKS** instead of trying to **reinvent the system.**
   - **BE COACHABLE** - stay plugged in.
   - **OVER-DO PROSPECTING.**
   - **ATTEND EVERY MEETING** and keep asking questions when confused.
   - **RELAX, THE SYSTEM WORKS.** It’s been **proven over and over again.**
   - **RACE TO A BIG INCOME** by mastering the system **fast.**

7. **DON’T STOP WHEN EVERYONE DOESN’T SAY YES**
   
   - **A NO TODAY** may be a **yes tomorrow.**
   - **DON’T TAKE IT PERSONALLY.** It’s a numbers **game.**
   - **THE ONES WHO HEAR** the most no’s also hear the **most yeses.**
   - **EVEN LIONS AND POLAR bears** fail on **9 out of 10** hunts.
   - **IT’S JUST A MATTER** of finding the **right person at the right time.** You won’t know until you **ask.**
   - **FRUSTRATION IS THE FUEL OF GROWTH.** Confusion is the beginning of **clarity.**
   - **I ALWAYS TOLD MYSELF** “They can’t all say no.”

8. **RECRUITING IS NOT A SOMETIME THING; IT’S AN ALL THE TIME THING**
   
   - **IF YOU TALK RECRUITING** 100% of the time, you can **grow fast.**
   - **IF YOU TALK RECRUITING** 99% of time, growth **falls in half.**
   - **IF YOU TALK RECRUITING** 98% of the time, it **STOPS.**
   - **BIG TIME RECRUITING** is a **MOMENTUM** process - **keep it going!**
   - **IT’S MUCH EASIER** to **prevent a slump** than have to **turn one around.**
   - **MINDSET** - **Everyone** in the **target market** is either a **current** recruit, **future** recruit or **past** recruit.
9. THE BEST RECRUITS ARE FRIENDS

- **USE YOUR FRIEND NETWORK** to find great prospects.
- **IKAGWKAG NETWORKING** - I Know A Guy Who Knows A Guy
- **IN ALL BUSINESSES**, the best jobs go to friends or friends of friends.
- **KEEP EXPANDING** your friend network so you have a big pool of friends to potentially recruit.
- **WHY FRIENDS?** If you don’t want them as a friend, you don’t want them as a recruit.

10. DON’T LET DUDS SLOW YOU DOWN

- **PEOPLE WHO DON’T** believe in what you do don’t make good recruits anyway.
- **PHONIES** who just want to make money just waste your time.
- **NO ONE WILL BE SUCCESSFUL** if they don’t believe in your services and just want to make money.
- **TO SUCCEED**, recruits must believe and get excited about what you do. They must see the value. They must see how it is important.
- **THE BEST RECRUITS** will be from the pool of people who want, need and can afford your products.
- **ONLY MAKE EXCEPTIONS** 1 or 2 times out of 10. Occasionally a long shot pays off.

11. PROSPECT WITH QUESTIONS

- **START WITH A QUESTION.** Then listen.
  - **HAVE YOU EVER THOUGHT** of doing something different? Are you open minded?
  - **ARE YOU PLANNING** on staying with your current position your whole life?
  - **I KNOW YOU LOVE YOUR JOB**, but if there was one thing that could make it better, what would it be?
  - **WHEN YOU MAKE STATEMENTS**, it’s easy for people to find something to argue with.
  - **THEY CAN’T ARGUE** with a question. If you start arguing with them, you’ll never recruit them.
12. **WORKING AS A TEAM INCREASES YOUR ODDS**

- **GO WITH A TRAINER** or take someone else along to train.
- **THERE’S STRENGTH** in numbers. Loners usually lose.
- **BECOME A GREAT FOLLOWER**, so you can become a great leader.
- **USE THE MOST POWERFUL LEADERS** and highest earners to help you recruit.
- **THE STRONGEST SYSTEM** is people helping people.

13. **IT TAKES QUANTITY TO FIND QUALITY**

- **YOU WANT STARS**, but you have to sort through the numbers to find them.
- **RECRUIT 1** and your best will be the best of 1.
- **RECRUIT 10** and your best will be the best of 10.
- **RECRUIT 100** and your best will be the best of 100.
- **THE LAW OF AVERAGES** only works when you activate it with the Law of High Numbers.
- **IT GOES BACK TO** the principle of “MAN IN THE MASSES”.
- **MAN AS AN INDIVIDUAL** is totally unpredictable, but Man in the Masses is totally predictable.

14. **THE BEST WAY TO FIND A NEW RECRUIT IS TO TRAIN A CURRENT RECRUIT**

- **USE THE TAG TEAM APPROACH.** They find them, you do the talking.
- **EVERYONE KNOWS SOMEONE.** Even a dud knows a stud.
- **THE EASIEST PERSON TO TALK TO** is a friend or friend of a friend.
- **THE SECOND BEST SOURCE** for recruiting is a client.
- **THE THIRD BEST SOURCE** is a referral from a client.
- **THE FOURTH BEST** is to retrain one of your veteran sales people and help get them restarted.
15. THE WORST WAY TO RECRUIT IS COLD CALLING

- COLD CALLING creates the worst ratios, most negativity and lowest percentages.
- IT’S DEPRESSING. The cold market kills recruiters. No one survives long term unless they get into referral recruiting.
- WITH COLD CALLING, you don’t know what you’re getting. You don’t know their background.
- YOU CAN’T SATURATE THE MARKET, but you can pollute your good name in the market with cold calling - don’t do it.

16. BE HONEST - DON’T EXAGGERATE

- TELL THE TRUTH; don’t over promote.
- PEOPLE CAN SMELL A PHONY a mile away and they don’t follow phonies.
- IF THEY CAN’T TRUST YOU, you won’t be able to trust them.
- NO TRUST = No Longevity. It’s a house of cards.
- LYING IS LIKE building on a foundation of sand. When trouble comes, you will fall down.
- DO IT RIGHT the first time so you won’t have to do it again later after it falls apart.

17. A RECRUIT IS NOT A RECRUIT UNTIL THEY GET A RECRUIT

- GETTING A RECRUIT activates the buddy system. Now they aren’t starting alone.
- 80% WILL DO 1 thing and quit unless that 1 thing is get a recruit.
- HAVING A BUDDY gives them confidence and starts their own team.
- IT ACTIVATES the greed button - they won’t quit and leave their recruit behind.
- IT GETS THEM GOING. The first recruit is the hardest.
- IT PROTECTS YOU in case they decide to quit or won’t work. You still have someone to work with.
18. **MOST SALES ARE A BY-PRODUCT OF LOOKING FOR AND TRAINING NEW RECRUITS**

- **AIM AT** (in the market) **RECRUITS**, and **HIT SALES**.
- **TRAINING IS A 4 STEP PROCESS** and they all **produce sales**.
- **1ST - CLIENT STAGE** - Recruits sit on the other side of the table and ask the tough questions. They give you 2% of their confidence and you **earn the other 98%**. If you earn it, they become a client. Their real education has now begun.
- **2ND - OBSERVER STAGE** - Field training - they go with you and observe the sales presentations with their prospects. **You talk, they listen and observe**.
- **3RD - SOLO SALES** - Once trained and licensed, they begin **making sales on their own**.
- **4TH - TRAINER STAGE** - After being promoted to management, they begin **field training other new recruits** - that’s when their education really takes off.

19. **EVERY RECRUIT IS A PART TIME MANAGER CANDIDATE**

- **THE BEST TRAINING** is racing them to qualify or pre-qualify for management.
- **HAVE A SIMPLE SYSTEM** and get everyone to use it - keep them on same page.
- **I USED THE 4 POINT GAME PLAN** (see Weidel Academy on YouTube for videos)
- **THIS IS WHERE** they get the first taste of **overrides**.
- **MANAGERS MAKE MONEY** 3 ways - sales, training and overrides.
- **THE #1 MOST EXCITING THING** for your best recruits is the chance to get overrides.

20. **TAP ROOT 4 DEEP TO FIND STARS**

- **YOU NEED STARS** - every team needs stars to be great.
- **FINDING STARS** are like finding gold, you don’t find gold just laying on the ground - you have to dig for it.
- **THE DEPENDABLE WAY** to constantly find stars is by working your recruiting/training system.
• HISTORY SAYS you’ll find a steady stream of new stars by tap rooting 4 deep under each new recruit.

21. RECRUITERS TALK A DIFFERENT LANGUAGE ALL DAY LONG

• THEY USE TERMS every day that go beyond the basic sales vocabulary.
• THEY SELL A BIGGER PICTURE with words like DREAMS, VISION, GOALS, and COMPETING.
• THEY HAVE A HIGHER FOCUS to their training using words and phrases like:
  • TEAM BUILDING
  • FAST GROWTH
  • COMPOUNDING
  • EXPANSION
  • RACE FOR OUTLETS
  • GEOMETRIC PROGRESSION
  • DUPLICATION
  • MULTIPLICATION
  • STRETCHING BOUNDARIES
  • SETTING RECORDS
  • GOING FOR #1

• THEY DON’T THINK in terms of what others have done or what they have done before but in terms of what is possible when you use the compounding, duplicating approach.

22. MAINTAIN MOMENTUM BY MAKING RECRUITING GROWTH YOUR NEW #1 GOAL

• THE #1 JOB of the team leader is to produce team growth and that starts with recruiting.
• GROW OR DIE. Your recruiting will dry up overnight if you let it.
• YOUR TEAM CAN SLUMP without you. The way you prove your value is to keep recruiting numbers growing.
• TEAMS GROW when the leader overemphasizes recruiting.
• THE PAYOFF is that recruiting growth drives a winning environment and keeps activity and incomes high.
23. **RECRUITING** IS AN **ATTRACTION** PROCESS

- **IT’S NOT A FULL EDUCATION** process - that comes later.
- **FOCUS ON ACTIVITY**. Knowledge doesn't produce Activity. **Activity produces Knowledge**.
- **KISS** - Keep It Simple. Avoid the tempting **trap of TMI** (giving them Too Much Information.)
- **FREE YOURSELF UP** from feeling like you have to cover every aspect in **boring detail**.
- **FOCUS ON THE EXCITING PARTS** - financial and professional **payoffs** - the **benefits**.
- **FOCUS ON YOUR STORY**. What you **love about it** and why you are involved.
- Never let a new product or training distract you and take away the excitement, smiles and energy of your team or you’ll dive straight into a recruiting slump that takes months to turn around.

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**Fast Track Recruiting Rules**  
**Page 11 of 11**