

Attitude is Everything!!

by Paul J. Meyer

Written especially for the L-K Marketing Group

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Recruit by Following Up

You've heard it said that "fortune is in the follow-up." *This is absolutely true!* The more times you tell someone about the benefits of having a Pre-Paid Legal membership, the more likely they are to buy it.

That's a proven fact!

And the bank accounts of the top salespeople will prove it.

But it is also important to remember that this principle of following up ... *it applies just as well to recruiting as it does to making a sale.*

Top Recruiter Vera Gregg plainly states, "This is a 5-7-exposure business. Fortune really is in the follow-up!"

Statistics reveal the following obvious truth:

Every time you talk to your prospects about Pre-Paid Legal, the chances that they will become Associates ...

steadily increases!

3 Tips to Following Up

Tip #1 — Be Professional

Of course, the follow-up must be done in a professional manner for it to be effective. The secret to following up: *do it in the same manner in which you would like to be followed up with.*

Tip #2 — Avoid Applying Pressure

Those who genuinely believe Pre-Paid Legal to be an incredible business opportunity *NEVER need to:*

- apply pressure on the prospective recruits,
- beg someone to become an Associate, or
- ask someone to “do you a favor” by becoming an Associate.

If your prospects truly see the opportunity for what it is, then you’ve done your job. What they decide to do from that point forward is up to them.

“This is a 5-7 exposures business ... fortune really is in the follow-up!”
– Vera Gregg

Tip #3 — Be a True Friend

You will always have an open door for further follow-up, further referrals, and further friendship when you follow-up appropriately. The way to do this is to always place the person before the product. That’s what being a true friend is all about.

When all is said and done, those who successfully make more sales and get more recruits have learned to follow up ... *by following up!*

More to come ...



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