

Attitude is Everything!!

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Give Your Prospective Recruits What They *NEED*

Prospective recruits who are truly interested in the business opportunity will want to see, hear, or read something in addition to your presentation.

**They simply *NEED* more
specific information so they can
evaluate the opportunity properly.**

Fortunately for you, Pre-Paid Legal has a wide array of tools for this purpose. For example:

- **PRE-RECORDED CONFERENCE CALLS,**
- **WEBSITES,**
- **CD-ROMS,**
- **LOCAL TRAINING EVENTS,**
- **NATIONAL CONVENTIONS,**
- **VIDEOS, OR**
- **EVEN A MORE DETAILED PRESENTATION.**

Whatever your prospects *NEED*, you can provide it.

Additionally, Pre-Paid Legal is a family and families help each other. What this means is that there are a lot of well-qualified “experts” in Pre-Paid Legal who have been in the business longer than you, who have had more success than you, and who are quite willing to talk and answer questions for you. **They will even ask closing questions for you.**

What a great chance to learn from an “expert” at the same time!

I love Platinum Brian Carruthers’ recruiting approach because it’s so useful in meeting the needs of prospective recruits.

He asks his prospects, **“If you keep doing what you do at your job and you are the best at what you do, 5-10 years from now, will it ever give you the lifestyle, time, and financial freedom that you dream about?”**

Since nobody ever says, “Yes!” Brian follows it up with, **“If there is no light at the end of the tunnel, then why keep going down that road?”**

He then shares success stories and lifestyles of some of the top producers and asks, **“If you were the best of the best in Pre-Paid Legal, do you feel Pre-Paid Legal can deliver to you the kind of lifestyle, time, and financial freedom you have always wanted?”**

“Absolutely!” is a common response. Brian then states, **“If your job won’t deliver, why keep going down that road? Put your car on a different path that has a light at the end of the road.”**

Whether it takes a word picture such as this or another tool that Pre-Paid Legal provides, learn to meet their needs.

The greatest need, however, is usually the following:

They NEED to become Pre-Paid Legal Associates!

More to come . . .



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