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## Get Ready, Get Set ... GO! with RECRUITING

You'll find abundant benefits from recruiting:

- **SUPPORT AND FRIENDSHIP.** Build a downline to create a group of stampers who love being together. Who knows? You may make lifelong friends with someone you recruit or someone in your group.
- **FINANCIAL BENEFITS.** Having a downline (and keeping your personal monthly sales at \$300 or more) means you can start earning downline overrides or a commission on your recruits' sales. The more in your downline, the more commission you can earn!
- **INCENTIVES.** Earn Stampin' Start stamps, Great Rewards points, incentive trip points, and other incentives Stampin' Up!® periodically offers for recruiting. Also qualify for yearly recruiting awards.
- **LEADERSHIP SKILLS.** Working with a downline improves your skills, including time management, coaching and mentoring, training, motivation, problem-solving, and delegation.

### What Is Expected of Me If I Recruit Someone?

Your downline looks to you as a resource to answer questions and provide support. Help them become independent by finding a balance of helping them without doing the work yourself.

#### Lead

- As an upline, you are a **leader** to your downline. Although they'll need help from you, you don't need to be an expert. Use Stampin' Up! upline resources, and tell your downline about the many resources available to them on the demonstrator website.
- Hold regular group meetings to provide training and resolve concerns.

#### Train

- Regular **training offers resources** to help your downline reach their goals. Share training topics in *Stampin' Success*® and the



demonstrator website. as well as personal experiences to best meet your downline's needs. Your downline can become like a family that can support and help each other. As your downline looks to you for technique training, remember you don't have to develop new techniques. Simply **share techniques from your workshops** so your downline can copy the technique. Draw your downline's attention to techniques and projects on Workshop Wizard or in *Stampin' Success*.

#### Communicate

- Always tell your downline members about current promotions and specials. Sincerely learn about your downlines' lives, including their family, their goals, their interests as well as their successes and challenges. Good communication leads to strong friendships.

### How Can I Recruit?

Most often recruiting is simply an extension of sharing what you love with others.

#### Who do I recruit?

- **Current customers and hostesses** have an interest in stamping. Pay attention to those who order a lot of products, enjoy stamping at a workshop or class, or have held several workshops. These people would make great demonstrators. Notice people who might need a fun part- or full-time job or those who want to be more active socially.

### Why would they want to become a demonstrator?

- Share with potential recruits the value of being a demonstrator. It may be as easy as sharing **why** you became a demonstrator and what you love about being a demonstrator.

### When and how do I recruit?

After you identify who is interested, make time to speak with her one-on-one. Do it as you go over her order, following up on the phone, or when closing the workshop. You can even do it while stamping!

- Point out the strengths you notice in her that would make her a great demonstrator. You might say something like, “You are so creative! Have you ever thought about doing what I do?” or “I’ve noticed how you were really great at helping your friends complete their Make & Takes at your workshop. Could you see yourself being a demonstrator?”
- Don’t get discouraged if now is not the right time for her to become a demonstrator. Reassure her that you’ll be happy to continue being her demonstrator. She may decide to join later. Continue to build a strong relationship with her.

### Overcoming Your Fears of Recruiting

- You may think you’ll lose sales by recruiting your current customers and hostesses. But as you continually expand your customer base, you won’t hurt your business by recruiting your best hostesses and customers; they’ll be your key to having a strong downline and more loyal customers. This will **help** your business long-term.
- Don’t be afraid to be an upline—you don’t have to be an expert. Uplines and downlines work together as a team to overcome issues and achieve their goals. ☺

## make it happen

- Identify three people who may be interested in the Stampin’ Up! opportunity and share it with them.

### looking ahead: ISSUE #7 Building Relationships

## worksheet: RECRUITING

1. Why did you become a demonstrator? Potential recruits may consider joining for the same reasons. Identify and list your top three reasons for becoming a demonstrator:

Reason #1 \_\_\_\_\_

Reason #2 \_\_\_\_\_

Reason #3 \_\_\_\_\_

2. Complete the chart below. Look for customers, hostesses, or friends who enjoy and identify with the reasons that you listed in Section 1.

- In the first column, list each potential recruit.
- In the middle column, note attributes that cause you to think that that person would be a good recruit.
- In the last column, specify a time to discuss becoming a demonstrator with each person. (If your potential recruit hasn’t yet hosted a workshop, first discuss being a hostess with her before you discuss with her signing up as a demonstrator.)

Name	Attribute	Discussion Time

**Remember:** Recruiting will also help you to achieve Stampin’ Start. You’ll receive one free stamp set for every person you sign up during your first six months.