

# "So THAT'S What Recruiting is all About!"

Thanks to Ann Vertel-Unit Coach.com

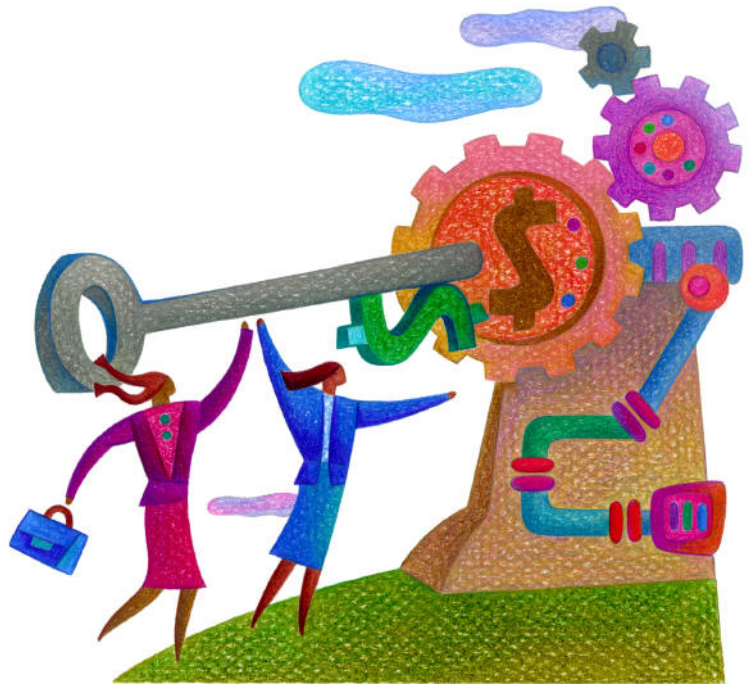
So you think you hate sales and you're no good at it. Or perhaps recruiting (which is also sales) feels too "pushy." You don't like trying to convince someone to do something they don't want to.

Then stop!

Where on earth did you get the idea that sharing the opportunity was about hogtying some poor unsuspecting soul, throwing them over your shoulder, and dragging them into a happy life? Did someone along the way tell you that you had to convince, connive, cajole, arm-twist, lie, fib, leave out details, put on a fake voice and a phony expression and do your level best to force someone into a decision to join the company?

## **There are two ways to look at recruiting.**

The first makes you feel like you are doing something smarmy and underhanded; that you are on one side of the table and your prospect is on the other side of the table and it's a big game of chess. Your prospect becomes your opponent and your mission becomes the defeat of all her objections until there are none left and she simply surrenders out of exhaustion. This is the mindset of *scarcity* and *competition*. A winner and a loser. A victim and a victor.



The second way to look at recruiting is through a mindset of *abundance* (there is plenty to go around) and *collaboration* (we are in this together).

Now don't discount the enormity of the difference between the two - it is huge. A chasm in fact.

If I showed you a gathering of 100 women and told you to go convince ten of them to join, it might seem like a daunting task. But if I told you that there were ten women in that group that didn't need convincing, they just needed to hear about the opportunity and they would jump at the chance to join, and all you had to do was go and find out which ten they were, could you do that? Of course you could (and I probably couldn't stop you!)

That's what recruiting is all about. It's not about **convincing** women to do something they don't want to do. It's about **finding** the ones that want to do what you have to offer.

You simply need to *sort them out*.