

The Conversational System

Conversational Recruiting

First, establish your intent and outcome.

And, your expectations: Expect to have a good conversation. Expect they will like you and you like them. Expect to get a yes.

These questions will help discover their emotional subconscious drivers and values/what's important to them in life (without directly asking them) so you can naturally blend into their personal needs and desires to make a change and be part of your team.

AND...

The flow is to create a positive emotional conversation that will make them feel good about themselves and you. Ultimately for them to get into a **positive state of possibilities** without using fear and/or guilt.

- Ask questions and praise/acknowledge their accomplishments.
- And, questions that will reveal positive emotional success and results they've had.
- **This will make them feel they are doing well, making good decisions and with that foundation they will be open to making more good decisions with possibilities about your opportunity. ..make them feel like a super hero.**

The FLOW...

Start discovery or a compliment...where they work and/or how long.

2. create a positive emotion

3. Build that positive emotion about making good decisions and themselves

4. Build more...**what would make it better?**

5. This will help to open them up to possibilities...The possibility of making their dreams come true.

6. Transition to opportunity. Blend in their values.

This is how you begin with someone new/cold:

Compliment: You are great with people/have good attention to detail/seem very caring... A person like you would do great in our company. If they ask what type of business, set up a follow up conversation without distractions and when both of you have time.

When you do meet...

Before we begin, I'd like to get to know you a little bit better. Can you tell me about yourself... can you tell me a little about your job/work?

This is how you can begin with your warm market:

Catch me up with how things are going?

The conversation about their job... ask:

1. Where do you work at? (if you don't already know)
2. How long have you worked there? *..praise/acknowledge*
3. What do you like about the company? *..praise/acknowledge*
(listen for values like; "I like the people" Or, "I like the support")
4. Does your company have good benefits? *..praise/acknowledge if they do have benefits. ...are the benefits health and retirement? (the answer can be used in a sales conversation as well. And, if they are participating in a company retirement program it means they have some understanding of the benefits of a retirement plan and basically how they work)*
5. What do you like about your job? *..praise/acknowledge*
(more values can be expressed here. Same with the question "what do you like about the company?")
6. What do you feel you're good at? *..praise/acknowledge*
(you can blend their natural skills and talents into the opportunity)
7. *What allowed you to achieve your level of success? ..praise/acknowledge*
8. ***What would make it better? (values and possibilities)***
9. *What would you have to do to make that happen?*
10. ***How does that change your life, I mean what would be the result of that? (more values revealed)***

11. Ask about **family – wife? Kids? ...what are your priorities with them?**
If they say “education, successful, memories...Dig a little deeper into their personal values by asking
...tell me more...
...What’s your priority with them?
...What’s important about...
12. Ask about hobbies or what they do for fun. (this can be part of their great **lifestyle – values**)
13. *If I had a **magic wand** and can eliminate all limitations of what’s possible, what would be even better? (**more values and possibilities**)*
14. Do you believe **that’s possible?**

Use compliment in the beginning with your cold market or at midpoint (with cold or warm market) to transition into the opportunity conversation.

Say... “a person like you would do well in our company.”

Having a conversation about the career/job will reveal their values about what’s most important to them.

- **Blend into their values and emotions into the Recruiting Conversation.**