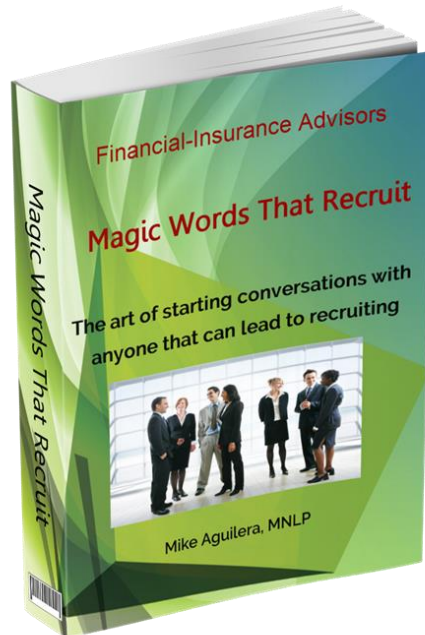


For Financial-Insurance Advisors

Magic Words That Recruit



Mike Aguilera

International Speaker/Author/Coach

Master Practitioner NLP (neuro-linguistic programming)

NLP is a communication model based on understanding human behavior and psychological triggers to help you get more yeses and have someone take action.



***The words and questions you use during a conversation can be
compelling and magical.***

This is **step one** – getting a person's interest to the opportunity

Mike Aguilera, MNL International Speaker/Author/Coach

www.MikeAguilera.com/recruit-with-nlp.html

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Stages for Success

1. Mindset



2. Instant Rapport



3. Have a natural conversation that leads to recruiting.



4. Setting the meeting



Additional recruiting conversation tips/techniques - Audios and videos with complete explanations and examples of tips listed below are available @ <http://www.MikeAguilera.com/gifts.html>

1. **Stage One** – Your Mindset - for instant rapport

You need the proper mindset for rapport and success...your foundation for positive projection and attraction.



Expectations/go first: Expect the person you are going to have a conversation with is a nice friendly person...go first, assume rapport. (more techniques/info on the gifts.html page).

Have a sense of urgency. The urgency to help someone to take advantage of the opportunity before someone else attracts them to an opportunity that is not good for them.

And, a sense of urgency to help and protect families with a policy before something happens to them and it's too late. Or, they get the wrong coverage.

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Project warm – with your expectations.



If you expect them to be mean, upset or annoyed, they will be because you will project that you are there to annoy. Expect the person to be nice and friendly...self-fulfilling prophecy.

2. **Stage Two** - Create instant rapport.

Without rapport people will not open up to you.



One technique is by **matching a person's energy**. If they move slow, you match and move as they do. If they talk softly, soften your voice. After you are in harmony and rapport to can transition to move/talk like you normally do and the person will follow...that will confirm you are in rapport.

Give first, not take. Give a person a smile...give a person a good feeling of being acknowledged so you are approachable.



3. **Stage Three:** Begin with a conversation that naturally leads to recruiting and not a sales pitch (you want them to ask you to meet or for more information). This is beyond being nice and friendly, this is about also being a strategic, persuasive communicator by understanding human behavior and psychological triggers.

This begins the connection and potential recruiting conversation.

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- Smile, make eye contact. Acknowledge people and be approachable.
- The best ice breaker is simply saying...“hi, how are you doing?”

Eight conversational NLP psychological trigger techniques for recruiting. Engaging language patterns.

1. Compliment with connection to characteristic and opportunity
2. Ask about their job likes and dislikes
3. When being helped, ask if they are the manager technique
4. Ask for their opinion - conversation starter – ask about their cell phone – shopping items
5. Compliment their child – ice breaker/conversation starter
6. Compliment clothing/jewelry – ice breaker/conversation starter
7. “How are you doing?” response
8. Power Partner Technique

Remember to state (these language patterns that have psychological triggers):

1. **I’m only looking for three people with entrepreneurial spirit** – create scarcity and urgency to take action because only three openings. And, looking for a specific type of person...a person that is entrepreneurial.
2. **This opportunity is Not for everyone** – they have to qualify and they can say no which reduces pressure.



1. The compliment example:

Give a person a sincere compliment and **connect it with a positive characteristic** that is ideal to do well in the business. It could be a person helping you at a store, a person standing next to you in line, anyone.

Example, compliment their clothing and connect it to their attention to detail.

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...“Nice outfit. I can see you have **great attention to details....a person like you would do well in our company.**

Compliment their:

- positive energy
- their customer service
- good under pressure
- etc.

...a person like you would do great in our company.

“You are a natural with people. You have good energy. A person like you would do great in our company.”

***Do not say anything else.** Wait for the person to ask about the company/opportunity.

If they ask “what type of company or business?”...**below is Stage Four** explaining what to say to set the meeting.

2. Ask about their job technique....

“Where do you work at?”

“Is It a good company to work for?”

“Do they offer good benefits like health and retirement.” (this part is to identify if they have a retirement plan so you can have that conversation if they are not a good recruit.)

“What do you like about your company?”

“What don’t you like or frustrates you?”

Example: If they say “I like the people and I don’t like the long hours with low pay”

You now connect the opportunity to their likes and dislikes.

Example: “Our company is expanding. I am looking for only three people with entrepreneurial spirit. It’s not for everyone. **And, this opportunity gives you flexibility with your day and hours. Our group is filled with great people. And, it has great income potential.”**

**If they express other likes and dislikes...use those.*

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3. Ask if they are the manager technique...



Thank you for helping me, **are you the manager?**

If they say 'no'

No? ...You are so knowledgeable and friendly I thought you were. Would you like to be the manager...or **be own boss?**

If they say 'yes' to being their own boss, tell them about your expansion and looking for only three people are you interested in an opportunity to **be your own boss?** ...not for everyone. Give me your contact information and I'll get back with you...

4. Ask for their opinion (ice breaker/conversation starter):

- It can be about their cell phone (**ice breaker**) an easy way to begin a conversation with anyone that can lead to recruiting because **people love to be asked about their knowledge/opinion...**

*What type of phone do you have? Do you like it? I am thinking of changing my cell and wondering about others. **Hi my name is...***

- If you are shopping and a person next to you reaches for a product (like shampoo), you can ask, "is that a good shampoo. I'm thinking of trying something different and curious about other products."

5. Compliment a person's child – ice breaker/conversation starter.

Example: "That a cute outfit your child is wearing." Or, "I love your child's shoes, they are so colorful." (*Now, if you have enough time you can mention your passion is to help protect families and attract them into a conversation*).

6. Compliment a clothing item - ice breaker/conversation starter.

Example: "That's a nice/beautiful...pair of shoes/top/jewelry/watch, etc.
...did you buy it locally? ...I would love to get for myself/spouse.

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7. When someone ask you... "How are you doing?"

Respond with..."I'm doing great!, my business is booming. I'm actually looking for three people with an entrepreneurial spirit. It's not for everyone but if you know someone looking for a great opportunity I would love to talk with them to see if they're the right match."

Stage Four – Set the meeting

Say: I know you're working and don't have time now for me to explain so just give me your phone number and I'd be glad to explain. It's not for everyone and actually I'm only looking for three more people. If you're interested I'd be glad to have a conversation with you about it at an appropriate time and place.

Or...

"I don't have time now to completely explain the opportunity...I will tell you it is about helping people and families and making good money doing it." ...it's not for everyone...

Additional key phrases to set the follow up meeting.

- Do you know someone or are you open to new opportunities?
- Again, it's not for everyone however if you're open to new opportunities I'd be glad to schedule you in my calendar to have a conversation.
- Give me you cell number and I'll text you when we can get together. I'll text or call you tomorrow at 2pm (state a time so it is professional and expected).

8. The **Power Partner Technique** is about the process to recruit a business owner.



Most business owners are looking for revenue streams and/or leads to help grow their business...not a new job. So, you have to be sensitive to that and strategic with your approach.

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GOAL: Your goal is to get the opportunity to begin a recruiting process. And for the business owner to at least hear about the retirement tax-free options to get them excited to join (or get a policy). Or, first give you referrals and next go full-time or refer others to be part of your team.

To begin the recruiting process start by offering to have a **power partnership**. Where you give him referrals/leads and he/she gives you referrals. If you directly ask if he/she is looking for a new job or new service they can offer, they will typically get defensive because you are indirectly stating they are struggling. Unless it's a natural service addition.

So, first state...*"I am looking for power partners. Partners that I can give leads and receive leads. I give a percentage of my commission depending on the arrangement. All you have to do is refer to me and I'll pay your for the referral. If you're interested I'd be glad to have a conversation with you on how we can work together."*

You also ask the business owner **what's a good lead for them** so you can refer clients to their business.

Remember...additional recruiting conversation tips/techniques - **Audios and videos with complete explanations and examples** of tips are available @ <http://www.MikeAguilera.com/gifts.html>

You have the motivation now all you need are some Ninja style communication skills to help you take your business to the next level of success!

Great, your prospects want to meet and learn more. Next is **step two (your one-on-one) and being prepared...**

You now have techniques for **step one** - getting their interest and to meet with you.

Now step two is meeting with them (one-on-one) and signing them up...

STEP TWO...

Mike Aguilera, MNLP International Speaker/Author/Coach

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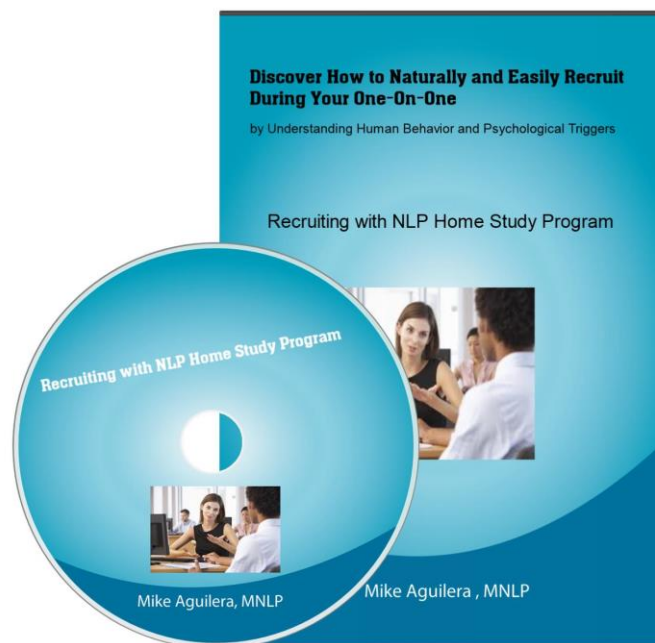
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Your One-On-One Meeting

Get the Home Study Program and Discover How to Naturally and Easily Recruit using Human Behavior Strategies and Psychological Triggers During Your One-On-One Meetings.

Recruiting with NLP Home Study Program



Get more yeses during your one-on-one meeting. This is beyond being nice and friendly, this is about being persuasive and strategic in your conversations to get more yeses.

Home Study Program (all digital so you can download onto your computer to learn at your own pace – **19 modules with around three hours of combined audio/video**) Get yours now @ <http://www.MikeAguilera.com/recruit-with-nlp.html>

Special low introductory price for a limited time.

Get your program now to save and to quickly grow your business.

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Guaranteed...Recruit at least two people or more in 14 days or your money back!

Limited time bonuses, including:

How to Have a Compelling Conversation to Sell a Retirement Plan.

If you valued and enjoyed these tips (and realize this can help you **manifest \$250k, \$500k or more**) you are going to absolutely love the investment in the comprehensive and complete home study program.

Avoid missing the opportunity of a great new recruit that can take your business to a new and higher level (it could happen today or even tomorrow. Be prepared). Discover how to **attract people to you, be magnetic** and have **unstoppable confidence**.

Sleep peacefully and wake up with a new excitement because of the NLP communication techniques that will give you **new flexibility, confidence and excitement in your recruiting conversations** to get more yeses.

When you get the home study program you will discover:

- Four questions you must ask so you know how to **make your recruiting presentation magnetic** and compelling specific to them. The answer to these questions will also help you motivate them in the future and/or reengage non-active members when you ask them...imagine getting 10, 20, 30 or more excited again and back in the game.
- Voice patterns of influence so **your conversation is compelling**.
- **Power words to get more yeses**.
- **Dangerous words to avoid** that will cause more...let me think about it or no.
- Body motion that shows value in your message...**it's not just what you say, it's also how you say it**.
- How to create instant rapport when you greet, say hello, sit at a table and begin the recruiting conversation.
- What to do to establish authority so they take your advice.
- The five stages of having a compelling recruiting conversation. From mindset to the natural close.
- How to present the opportunity specific to **their pains, wants and desires**.
- How to blend all the valuable, insightful subconscious motivational drivers a specific prospect shared with you into your recruiting conversation to make it **compelling and magnetic**.

And, much more.

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You got into this business for your own reasons. It may be to avoid working for someone else, having more freedom and control of your life, improving your family's lifestyle or to stop worrying about money. What even the reason, my intent with the home study program is to help you **achieve your own personal goals, desires and aspirations.**

Conduct your business with pride and purpose – Impress your family and friends with your success – Sleep peacefully at night because of your new-found sense of personal power – **YES, the NLP Home Study Program will help you...guaranteed.**

*"Mike, I used your NLP engaging words and power words to recruit and they worked like magic. I now have **three potential recruits in my pipeline.** I wish I knew about NLP when I began my business and even military career. Thank you have sharing your knowledge. I feel a new sense of wonderment and excitement about learning NLP and naturally growing my business."*

-Jason Hoop

*"Mike, I am now **recruiting one to two people a week** before it was a struggle and felt self-doubt. Your NLP recruiting material has transformed my business and my life. Thank you for sharing your **valuable knowledge.** I am excited about my journey and looking forward to the **continued growth.**"*

-Gabriel Gancayco

"Mike, right after your workshop I **recruited SEVEN people in one week!** That has never happened before. I am excited and looking forward to my continued growth and success applying your NLP material." -With gratitude, Abigail Lirio