PRESENTING | PROFESSIONAL DEVELOPMENT | RECRUITING | SALES

Forget Selling, Consider Interviewing

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There is a different approach to handling your mlm business recruiting.

Instead of selling your opportunity, try interviewing interested prospects for the opportunity.

Forcing a sell can cause extreme problems, such as frustration to anger. A low morale is never good for a business, so you can learn to refocus your efforts on a different aspect.

If you are getting lots of interest, try interviewing instead of selling the opportunity. This puts you in control of the whole process. You can weed out the hot prospects from the ones that are not. This will save you time and resources on finding the right person for your business.

The Timeless battle of Seller vs Headhunter

Most marketers struggle between either being a seller or a recruiter. The biggest difference between a seller and a recruiter is a sales focused individual works on the bottom line. They care more about bringing in the dollar instead of consumer focus or quality talent. This is not bad position for people who have the talent, but in the mlm business, being a recruiter is more rewarding in the end. Acquiring the right talent to help your business grow, can mean more profit down the road. A recruiter can turn people away and recruit the cream of the crop. While the profits may hurt, it is wise to have serious parties on board then those who will quit.

While the struggle is nearly eternal for either becoming a recruiter or a sales person, keep in mind that your business cannot grow with weeds.

> **The crop that you plant will either cost you more or become a valuable commodity to your business. While recruiting has some of the biggest challenges, it can offer some great rewards.**

What about the bottom line? Yes making deals is important, but face the reality, bad talent will cost you resources, energy and emotional distress. While being a recruiter, you do not have to give up the sales aspect. You want to interview the best people, but not sound like a horrid advertisement.

Interview till your blue

Interviewing prospects give you the control. You have additional rights and powers that a salesperson will never have in their lives. You can say good-bye, welcome aboard or something similar. These powerful words can either crumble or instill excitement in your prospects. It is never easy to reject people, but as adults, you will have to find the best people for your business, even it means not hiring your uncle.

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David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit;
DavidLFeinstein.com

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

“It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein’s approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand.”