



The Five P's to Successful Prospecting & Recruiting Tools

Prospecting and recruiting tools are necessary to build your direct selling business. This article's discussion goes beyond the e-mail newsletters and conference calls that truly have a very limited expectation of response, and deals more with sophisticated tools such as CDs and DVDs. Just like taking a trip, your efforts can be doomed from the start if you do not properly prepare a game plan. If you are going to a city you have never been to before, without a road map you are never going to get to your intended destination. The same can be said about producing prospecting and recruiting tools.

In order to get your project started in the right direction, you must follow

The Five P's to Successful Tools:

- Plan
- Produce
- Package
- Price
- Promote

Plan

Defining Your Roadmap

If you are a young company just starting out, you are probably looking for tools to help your independent sales force find and recruit new business partners and customers. If you are an established company, maybe your needs include educating your sales force on how to better present your business opportunity. In the "Plan" stage of your project, you need to identify which type of communication tool will help you fulfill your defined marketing objective.

Part of the process of planning is clearly identifying what message you want to present. Some companies are totally driven by selling the product, while others are clearly focused on the business opportunity resulting from getting involved with their product or service.

However, keep in mind that many companies create a set of tools that allow for either option - allowing product loyalists to comfortably sell their products while the rest of the sales force can focus on the business-building aspects of the company. Carefully

examine your culture to determine which approach will work best and plan your tools accordingly.

To make your decision, consider each of the following:

- **What are your Goals?**
- **What is your Budget?**
- **What is your Timeframe?**
- **What is your system of delivery – what format?**
- **How will you market or promote**

Whatever the Delivery Medium, Stay Flexible

Since technology is ever-changing, listen to trusted experts and observe what is going on in the media industry and keep an open mind to what lies on the horizon. Don't get locked into one specific delivery format (Enhanced CD for example) or technology. You never know what new format will come along to better suit your needs. In other words, become a student of technology.

Produce

When considering your message delivery method, there are several options.

DVD is King ... For Now

You probably use a DVD player to watch movies, right? As consumers, you and your family are experiencing the same technology trends as your distributors and prospects. If you're using DVD for your home entertainment, there's a pretty good chance DVD is worthy of consideration for your communication tools.

To get the best quality video, your project must be professionally mastered. With DVD, the end-user will experience a video and audio presentation that surpasses any other medium – assuring your company is presented in the best and most credible way to every prospect and customer.

With the overwhelming majority of your prospects and associates owning a DVD video player, now is the perfect opportunity to provide an unprecedented video experience on DVD.

Key Considerations

When it comes to producing a top-quality video, you need to keep in mind that you are talking about **your image** – the face you want to put forward to millions of people. For most customers and prospects, it will be their first contact with your company. Make it count. Here are some steps to follow in producing a top-notch video tool:

Create the Story

Every company is unique their own way. What makes your company, product or service unique? What are the key elements that the marketplace needs to know about your company? These are just some of the questions you need to ask yourselves to help tell your story – why you are the opportunity of choice!

Calculate the Production Time

Depending on when you need to have your tool delivered, it's best to calculate the time it will take to shoot and edit the video, design the packaging and shipping time to the desired location. THIS STEP IS CRUCIAL and must be tracked carefully to ensure your tool is ready when you need it.

Take the Time and Do it Right

Remember, this is your image we're talking about. Cutting corners will eventually show in the finished product if you don't allot the necessary resources – both time and money – to your project.

When it Comes to Your Production, Go Pro!

Use only industry professionals for your production. You may save money using the owner's cousin who has a production company in his spare bedroom, but then you run the risk of losing your investment when your tool fails to explain, motivate and inform. To maximize your investment, choose only professional writers, producers and camera people familiar with your industry. You'll also bypass the "learning curve" associated with having to educate and explain to the production company how you do business and the unique challenges you face. By choosing a company that understands the intricacies of direct selling/network marketing, the "script to screen" process of creating a successful tool will be shortened – saving you time and money in the long run.

Formula for Tools Success: Testimonials. Testimonials. Testimonials

What's the key ingredient to an effective communication tool? First and foremost it's testimonials. More precisely, GOOD testimonials. And make no mistake about it, there is a difference. There are other factors, like getting the CEO on camera the "right" way, telling an interesting and motivational story, and keeping it fast-paced and short. But, without question, every successful video in this industry has included well-produced testimonials. Nothing helps a prospect understand the product or business opportunity like hearing it from a peer – someone they can relate to. Testimonials also help build

belief levels that the listener can work the business successfully if they put forth the necessary effort and time into the business.

Many companies make the mistake of thinking that the leadership of the company is the most important aspect of their company. Of course, a company must be run well using sound fundamentals and solid business practices. However, what the prospect really wants to know is if they can succeed in the business. Hearing from the CEO that success is possible is one thing – hearing from someone that has and is succeeding is another thing altogether.

CD Audio: Effective Delivery Medium and Widely Accepted

Currently, the most overlooked technology change is in the use of audio programs. While some people still cling to tape, CDs have proven to be a more popular mode of delivery. Recognizing the opportunity to hold someone's attention while driving, as well as providing entertainment, new automobiles are rarely built with audio cassette players. CD players are standard equipment and the audio cassette is an option. With that knowledge, knowing this format would be the most convenient and widely accepted delivery medium remains a popular option. This recognition has also led to the development of the Enhanced CD – expanding the universe of audio CD users.

Package

Good Things Come From Great Packaging

One of the most overlooked aspects of creating quality tools is packaging. Think of it this way - When the tool is completed, you're using it to entice people who have probably never heard of your company. The prospect's first impression of your company is the outer look and feel of the CD/DVD. A professional looking package adds instant credibility to your company as soon as the prospect lays eyes on it. Give your project the respect it deserves and use professional designers to create the design elements for your communications tool. It's not expensive to do this. Like the video production process, it's less expensive to do it the right way. The lost revenues resulting from a poorly packaged tool is almost impossible to measure.

Invest in Packaging – It's Worth It

In some instances, it is worthwhile to invest a little extra in the packaging. For example, a training package with multiple discs and workbooks would need additional packaging. Additionally, the cost of a training program is usually high enough that the user expects it to be packaged with a perceived value equal to or above the actual selling price. The ultimate goal is to have a tool with a high perceived value but a low cost of goods.

Remember, First impressions are critical, and you know what they say about first impressions: You can only make one!

DVD & CD Packaging: Less is More

Like your overall message, your packaging should be simple and straight forward. No need to go overboard with design, graphics or sales copy. Most discs can be successfully packaged in a simple wallet or sleeve made of chipboard and custom printed to highlight your company's image.

But what happens if your package is comprised of two discs – a DVD for video and CD for audio? The most common and cost effective packaging option to satisfy this need is an Amaray brand DVD case – the same style of case that most DVD movies are packaged in. It can hold one to two discs and/or a printed brochure – all in a tight professional looking package that emits a high perceived value (a recurring theme) that helps the company's image perception. Simply put, DVDs and CDs are easier to carry and hand out, not to mention very inexpensive to package and mail out.

Contact Information Labels

If you're handing out the industry standard of two DVDs/CDs per day, there needs to be a way for a prospect to contact you if they want more information about your product or opportunity. Instead of handing out a business card out with each tool, there needs to be a logical place on the packaging where you can put your personal information.

Perception is Reality

For many reasons, DVD provides a high perceived value to the end user. Along with the fact that the quality can be extraordinary, most movies are now sold for between \$15 to \$30. By delivering a message on DVD, the end user often perceives the value of the program to that of a Hollywood movie DVD release. What does that mean? It's been proven that people who receive a DVD as a prospecting/sales program do not throw them away. Even if a prospect doesn't watch the program immediately, it may sit on a desk or counter for extended periods of time – putting the name of the company/product in full or partial view of the recipient.

Price

Budgeting for Tools: Price to Lose vs. Price to Retrieve

Tools must be priced to lose, not priced to the point where your distributors spend countless hours going around retrieving them. Think of prospecting and recruiting tools as a self-funding operation, not just as a project which requires an increase in business

to justify its creation. Yes, return on investment is important, but it should not necessarily be a major profit center. If you price them too high, your distributors will not order enough for you to break even. Think VOLUME pricing. In the long run, this will allow you to break even and maybe even make a small profit. You may be interested to know that very few other industries allow marketing materials to pay for themselves. In direct selling/network marketing, your distributors can often fund the tools' production costs with their purchases.

What does it cost to produce a DVD?

Production costs vary, depending on whether you want to create an audio CD or full-fledged video which ends up on a CD-ROM or a DVD. As the complexity of production increases and the scope of your project grows, it's only natural to think short-term, where you're constantly measuring what you've put into a project versus what you'll get out of it in terms of value. Just remember, however, that tools are a long-term investment and will grow your company by helping sell more of your product, help your distributors recruit more people and improve overall retention. It's important to not lose site of these goals when you're pricing out your project.

To maximize your new prospecting and recruiting tools, price them so all of your independent business owners *can afford* to buy and use them. Your main objective should not be to profit from selling tools to your distributors. This way more people buy them, your production costs are covered, and better yet, your distributors have an improved, easier, unified and consistent way to sell more of your product and services.

Promote

Show Your Belief

Excitement surrounding the new materials is crucial. The best way to generate enthusiasm is to launch the new tools at an event. Everyone is in the same huge room watching the big screen and hearing the audio blare from huge speakers. Excitement is in the air! It's the perfect setting for a new tool announcement and will significantly help distributors recruit more business partners and customers! This incredible moment will leave your distributors with goose bumps to say the least.

Once the viewing is complete, explain your commitment to the tools, how to use them, and detail the special event pricing now available. It's a simple recipe for success, right? Surprisingly, it's botched more often than not. The problems? It can be one of two reasons. Either the commitment is lacking or the explanation of how to use the tools is missing or miscommunicated. As a result, the people in the audience don't walk away "seeing" themselves using the tools.

So, remember all the necessary elements to a successful tool launch:

- Generate excitement about the new tool
- Explain your commitment to the tools system
- Discuss how tools are used (“how to” training tool)
- Talk about your great event pricing
- Testimonials from corporate officers and field leadership endorsing the new tools

Voila! You’ve successfully launched your new tool!