

Sharing the Business - RECRUITING

Ruth Smith

You know how you smile when you show a "That's Not My ..." and can hardly keep from stroking the Touchy-Feely part yourself for the 100th time? You can give the same smile comfortably and confidently when you talk about the business - the possibility of being an Usborne Books at Home Consultant and everything that comes in the Starter Kit!

money?
Making money doesn't mean you are greedy. Donate to extended family or charities of your choice. Remember, you are giving your recruits the same chance to add to their income, too.

Thinking it will take too much time?
Actually having 20 recruits does not take 20 times the time of one recruit.

"BE AS PASSIONATE ABOUT THE BUSINESS AS YOU ARE ABOUT THE BOOKS."

We KNOW how great this business is!

- Flexible schedule
- Increasing income
- Rewarding mission promoting learning
- Generous hosting programs
- Amazing incentive awards & trips
- Supportive home office
- Solid & stable company
- Ongoing training
- New exciting products

The KIND thing to do is to offer this business to people who might be interested. It is a WIN~WIN, as it helps them and helps you, too.

So, why WOULDN'T you tell someone about this business?

Maybe you are ...

Afraid of appearing "pushy"?
With UBAH, you are offering a really nice option for them. If you are thinking about the benefits for YOURSELF, you may feel pushy. If you are thinking about the benefits for THEM, you will feel more helpful and generous. We inform them about an opportunity they might love. That's not pushy.

Worried they'll say no?
It is okay if they do! They're not saying they don't like you; they're just saying they don't think they want to do this right now. They may decide to do it later or may mention it to someone they know who wants or needs it.

Concerned about making too much

It is time efficient with group meetings and great company training materials available. As your group grows, your income grows, even if you do the same number of shows as before!



Ruth Smith with her son Roy

Thinking it will take business away from you?
Our market is so HUGE - including everyone with children in their lives. How could you possibly think you could service them all yourself?
When it is just you, your income is limited to your available time and energy. When you have a team, you have book friends to share ideas and support, and your income increases since it is not just you. To the group, they add their friends, who add their friends, who add more; thus with a growing team, your income is unlimited!

Why Recruit?

- Increased Income
- Promotion

2005 President's Award Winner, Director - Austin, TX

- Team of New Friends
- Earn a Dream Vacation
- Personally Rewarding
- It Helps Others

How do you Recruit?

By being yourself, because that is what will be sincere and genuine.

Here are 3 steps to help recruiting be more effective:

1. Arouse Interest. Do more events so more people will fall in love with the books and see what you have to offer. When you notice your successes and talk positively, they will more likely want to do what you do.

2. Listen and provide information. Know what the kit special is and be confident it is great. Listen and take note of what interests them. Ask for their questions and answer them promptly. If you don't know the answers, it is okay to say you'll find out and get right back with them. Give reassurance as they need to hear that you believe they can do this. They're counting on your support in this decision.

3. Close the deal. Are you "announcing" or "inviting"?
Announcing is about you ... "I'm loving doing this great business."
Inviting is more friendly ... "I'm loving doing this great business and it is something you might like, too. Would you like to see what comes in the starter kit?" Have your paperwork ready for them to say "Yes!"

If you want them to say "Yes!", you

"WE DO WELL BY HELPING OTHERS DO WELL"

probably need to ask the question.

We have found an incredible business! Enjoy what you do and let it show. Build your team and your family income by helping others benefit from this rewarding, flexible and profitable business with Usborne Books at Home!