

Recruit by leading with your vision

and prospect for FIT and CHARACTER **instead of** KNOWLEDGE or SKILL.

Step By Step – HOW TO RECRUIT A PLAYERS

1. Schedule a 30-minute mandatory group interview that will take place at the same time every week.

“This is the RIVER OF LIFE to your business.” **– Clay Staires**

1. Schedule a time to write your job ad. Or do it right after you finish reading this system…

“ACTION is the true measure of intelligence” **– Napoleon Hill**

1. Write the job ad!
	1. Lead with your **core values and company mission.** This is the first filter for A players.
	2. Use a **quote** about how to be successful in your company and will translate well for the position that you are looking to fill.

Example for Sales Position

*"Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats." -* **Og Mandino, Author of The Greatest Salesman in the World**

Example for Marketing Position

*“Marketing is a contest for people’s attention.”* **- Seth Godin**

Examples for Manual Labor Position

*“A dream doesn't become reality through magic; it takes sweat, determination, and hard work.”* **– Colin Powell**

*“I'm a greater believer in luck, and I find the harder I work the more I have of it.”* **- Thomas Jefferson**

*“Perseverance is the hard work you do after you get tired of doing the hard work you already did.”* **- Newt Gingrich**

* 1. Ask the reader three (3) questions to help them determine if they FIT into your company. These are based upon the company’s core values.

Examples of questions for Core Values -

Production – Are you a person that gets energized by producing massive results? Have you been consistently described as being a high producer in the past? Do you thrive in a high activity and production environment?

Trustworthy – Do you strive to prove yourself as a trustworthy worker? Have you been consistently described as a person that can be trusted? Would your last employer describe you as trustworthy?

Team – Do you love working on a well-trained team? Does engaging and participating with A Players get you excited? Are you a person that thrives in an environment of collaboration and working together?

* 1. Add a line like this in right after the questions, “If you are this type of person, this job just might be a good fit for you.”
	2. Define the core values in your company, one by one.

Example for The Leadership Initiative

Our Core Values: Not everyone fits in our company. The question is... Do You??

* High Energy! – energy is contagious and anyone who fits in this organization will have the bug.
* Production – ability to consistently meet individual performance metrics and goals.
* Team – everyone on the ship is rowing the same direction and overcoming obstacles by utilizing the strengths of team members where you are weak and collaborating to accomplish goals and be more productive.
* Personal Growth – Understanding your purpose and intentionally pursuing its fulfillment.
	1. Write the job description and duties or responsibilities, expectations for the position, and a pay range specific to the position – keep these brief but inclusive.
	2. Close with a BANG!

Examples of a ‘BANG!’

“Are you still reading? Most people don't make it this far! If this language is inspiring you then I want to talk with you! I'm heavily influenced by Napoleon Hill, Brian Tracy, Peter Drucker, Brendon Buchard, Zig Ziglar and Clay Clark. If you share my enthusiasm with any of these names, we need to have a conversation.”

“Are you still reading? Does this language get your heart rate up? Does this position sound like a perfect fit for you? Can you see yourself knocking this job out of the park? If so, we need to talk soon… very soon!”

* 1. Tell them how you would like them to respond to the ad… it is recommended that you entice them to email you if they are truly interested in the position and identify with your values.
		1. End with something along the lines of, “If you are still reading, you may be a good fit, let’s talk… Email us your resume at *person@placeofbusiness.com* and we will be in touch soon.

***Example for a ‘Sales and Marketing Representative Position’***

*"Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats."* **Og Mandino**

If you don't like the idea of overcoming obstacles to reach your goals of success, then this job isn't for you. If you don't know who Og Mandino is, you may want to just move on to another job posting.

However, if you are hungry for success and looking for the job that will reward you for what you are truly worth, then this may be something to consider.

Do you like structure? Do you thrive in an environment of activity and producing results? Are you sick being surrounded by "C Players" at your job? Well, gitty up! The Leadership Initiative may be the perfect spot for you.

**Our Core Values:** Not everyone fits in our company. The question is... Do You??

* **High Energy!** – energy is contagious and anyone who fits in this organization will have the bug.
* **Production** – ability to consistently meet individual performance metrics and goals.
* **Team** – everyone on the ship is rowing the same direction and overcoming obstacles by utilizing the strengths of team members where you are weak and collaborating to accomplish goals and be more productive.
* **Personal Growth** – Understanding your purpose and intentionally pursuing its fulfillment.

**Duties & Responsibilities:** Not everyone is willing to do the work. The question is... Are You?

* Follow a proven system and script.
* Consistently complete set number of sales calls per day
* Set a specific number of appointments per week.
* Coordinate scheduling of appointments set.
* Obtain prospect information
* Maintaining accurate documentation in company systems.
* Able to work as an individual as well as in a group setting.
* Deliver an exceptional customer experience to ensure a high level of customer satisfaction.

**Qualifications:** Most people feel they have what it takes... until they must be accountable.

* High School Diploma
* Competent computer skills, good people skills, positive attitude, dependable

Pay Range - $10 to $14 an hour

Are you still reading? Most people don't make it this far! If this language is inspiring you then I want to talk with you! I'm Clay Staires the President of the company and have been heavily influenced by Napoleon Hill, Brian Tracy, Peter Drucker, John Maxwell, Brendon Buchard, Zig Ziglar and Clay Clark. If you share my enthusiasm with any of these names, we need to have a conversation. Email us your resume at info@claystaires.com if you have interest in an interview for this position.

1. Schedule a time on a weekly basis to post job ads and respond to or schedule interested applicants to come in for shadowing and interviews.

“Don’t prioritize your schedule, schedule your priorities.” **– Lee Cockrell**

* 1. Post your job ads to online platforms where people are looking for jobs, places like:
		1. Craigslist (free service)
		2. Indeed (paid service)
		3. Zip Recruiter (paid service)
		4. Monster (paid service)
	2. Respond to all applicants for any given week **at the same time** each week. This will SAVE you time.
		1. Send the following message to all responders…

*(Name),*

*Thank you for responding to our Ad! I would like to schedule a time for us to meet next Tuesday, the 13th at 6:30 PM. I’d like to interview you to see if you would be a good fit.  This is for my Consulting Company.  My office is at 123 Main St in Tulsa. Be sure to do these three things for the interview -*

1. *Be on time*
2. *Bring a resume*
3. *Dress to impress*

*Please let me know if this works by responding to this email to confirm!*

* + 1. Ensure the name and date is correct each time.
		2. Call the people who respond to the initial message.
			1. When they respond to the email confirming that they would like to meet by giving them a short call to confirm that you received their resume and that you would like them to bring a hard copy of it to the meeting. Thank them for their interest and make sure you tell them if there is construction near your work so that they can plan accordingly. Keep it short and full of energy! Healthy tension is expected on these calls. Leave a message with the critical information if you cannot reach them by phone.
		3. Send them another email to confirm their intended attendance for the interview at that this time.
		4. **The morning of the interview:** give each confirmed applicant a call, text or email to get the final **‘day of’ confirmation**.

Don’t be discouraged if nobody shows up even after they have confirmed. It’s a common thing and it WILL happen. Just keep plowing away with the Group Interview each week! IT WILL PAY OFF!!

**NOTE**

**\*You don’t not have to tell them that it is a group interview. It is just an interview…\***

See the “Group Interview System” for step by step instructions on how to conduct a proper group interview and SAVE YOURSELF TIME! BOOM!

**GO and GROW!**