



The Profitable Recruiter 7 Step Interview Process

1. Set it up for success
2. Ask the right questions
3. Present ONLY what they want and need
4. Recap with your ROI or Value Proposition (Your Compelling Reasons)
5. Select compensation plan
6. Ask them to join!

The RECAP/ ROI:

1. At the end of your presentation, you are going to ask "How does _____ sound so far?" Then ask "Would you like to take a look at the money?" (smile)
2. Point out that there are 2 aspects of the money. The compensation plan as well as the additional opportunities that you will have here at _____.
"Let's first recap what we have discovered here today, and determine the value to you."
 - BTW.... If you did not show and build value during your presentation, based on your results... it is "IMPOSSIBLE" to complete this step.
 - If you DO master this step, hiring 70% of experienced agents at the first interview is "POSSIBLE"!
 - Create an "Additional Opportunities to Earn More Money at _____" sheet to recap the value. You will only recap the value of those systems which you presented to that agent, even though your checklist will have all of your systems listed.

“When we talked about the coaching (or any system) you said that you would want to get enrolled in our coaching program. As you saw, our agents who enroll in the program, and follow the system see an average of 8 additional transactions each year, just from working with a coach. How many additional transactions do you think you might have, based on what others have experienced?”

“We also talked about our market presence and you said that you could definitely secure more listings with our name. How many listing appointments do you go on each month, where you don’t get the listing? If you had been able to show them our stats and our results in the market, how many of those listings do you think you might have secured? “

*You’re going to repeat this process for each opportunity that you discussed, then total them.

“Based on what we are looking at here, it looks like you could possibly have an additional ___ opportunities to do business here at ____, which based on the average commission per sale, equates to about \$____. How does that sound?”

“When you came in today I told you my goal was to give you the info you needed to make the right decision *today*. Based on what you are looking at, is it time to join _____?”

(if they don’t say “Yes” right away) “What if I guaranteed it?” (Smile)

Take out a fake check. Make it out to them for the amount they said they could make. Turn it around, show it to them and say: “I can guarantee that you will NOT make \$___ by staying put with your current company because they do not have any of these systems. The only way that you will make \$___ or any portion of the additional earnings is to make a move to _____. Perhaps the 1st year it’s only \$___, the next year is \$___ more. It’s up to you, but you can’t make it by staying where you are. So once again, based on what you are looking at, is it time to make the move to _____?”

If they say that another broker offered them lower fees, a higher split, a lower cap...whatever, you can ask them this:

“When the other broker reviewed your Additional Opportunities sheet, how many more opportunities were you going to have with them?”

“In the absence of value, money becomes the substitute! Some companies are designed to help you make more money, and others will try to save you money. Do you want to save money, or make it?”