

# Six Magic Questions

## Recruiting Interview

(Or – “now that someone is interested, what do I say?)

Advisors often call me and tell me someone marked “yes” or “maybe” on their slip and they don’t know what to do. If they don’t know what to do, they usually end up doing nothing. (My guess is that some of you can relate to that!)

Below, I will offer a simple method of doing recruiting interviews over the phone or in person – it consists of five questions. Become familiar with these questions and personalize them to your own individual style.

### 1. What attracted you to lia sophia?

This answer will most likely be the same for most. THE JEWELRY! The jewelry is what attracts most to lia sophia because if they are just hearing about us, they don’t know about our promotions, hostess program, etc.

### 2. What strengths do you have that would make you a great advisor?

No matter what their strength is, you can help them channel that and give them ideas on what would work best for them to get their business growing.

### 3. What can lia sophia do for you?

Help them to determine how many shows they need to do a month to get what THEY need out of selling LS

### 4. Have you thought of whom some of your first hosts would be?

It’s important for them to know they have to have a strong start so they will stay in business after their first three shows. Encourage five bookings.

### 5. When would you like to start doing shows? Get your first paycheck?

Depending on their answer you can schedule their starter show.

### 6. Do you want this to be a hobby, full-time or part-time?

**One show a week** – we would consider that a hobby. It’s something you do because you enjoy it or for a night out.  
**Two-Three shows a week** – we consider this part-time. Similar to a job you would get at a mall, but with lia sophia you make so much more and have more fun. **Three or more show a week** – we consider full time. Full time pay with part-time hours. Is this going to be a Hobby, Part-time or Full time job for you?

Keep in mind that the idea of a recruiting call or interview is NOT to talk anyone into being a consultant, but rather to help him or her see if LS would be a good match for him or her. These questions are intended to help THEM see if LS would be good – rather than us just telling them “you’d be great at this.” That vote of confidence is important. Combine your encouragement with their confidence and it’s a win-win situation. Do not overwhelm them right away by trying to tell them about all the incentives of becoming an advisor. Provide them with an opportunity brochure from [www.abunchofgems.com](http://www.abunchofgems.com) and let them read over the information and ask questions. After they read over the brochure ask them if they have questions and make sure they understand everything. Go through the brochure with them one on one.

Taking the time to ask these questions and making sure they understand the programs will show them that you care about their success and you are willing to provide the training they will need.

During this next week, practice these questions until they roll off your tongue with ease. In next week’s mailing, we’ll cover what to say after they respond to each question. Have a great week. Share your enthusiasm with all of the people you come in contact with this next week and watch what happens!