

## Recruiting at the Spa

### **1. Invest in yourself before you invest in someone else.**

Ask yourself why are you recruiting? To earn a trip? To build a team? To become a director? Probably all of the above! No matter what your why is, you will recruit more when you present your best self. If you look good and put-together, people will notice you and be drawn to you. Second, as you recruit, you want to recruit everyone! But it's a funny thing, I have found that recruiters very often recruit people like them. So, if you are presenting your best self, you will naturally recruit fantastic women for your team. Now, with that said, I am not saying you have to be perfect. In fact, being perfect can make you unapproachable. Be yourself - whether you're skinny, overweight, dramatic, natural, whatever. But make it the best version of yourself. The bottom line is, feel good about yourself! If you treat yourself to a good hair cut and color, if you wear up-to-date clothes that show off your assets, if you take time to pamper yourself just a little bit, it will show! People will want to know why you look healthy and happy and they will want to be part of your world.

### **2. Surround yourself with positive thoughts and people.**

You are a unique and valuable woman! Furthermore, your time is limited and valuable. In every aspect of your day, I want you to surround yourself with positive thoughts and people. Do you have someone in your family who thinks you're crazy for doing this business? Probably! I know I did! Tune them out for now. Do you have a sister consultant buddy who calls you to "vent" and whine? I used to have those too! Every bit of negativity you expose yourself too can chip away at you. Don't let that happen! Feed your spirit with positive thoughts and energy. Listen to positive speakers like Tony Robbins, John Maxwell and Jim Rohn. Have your upbeat music ready in your car and house, ready to crank it up just when you need a lift.

If you keep yourself positive, you'll be a happier person. Which in turn means you will recruit positive people. And your business will be all the stronger for it.

### **3. Look for at least one new consultant at every spa!**

Be thinking about your next new team member. Look for the person at the center of conversation or for someone who you admire. Chat with everyone when you do Show of Hands at the sink. Ask, **"So how do you know Suzie?,"** or **"Did you have to drive far?"**

### **4. Use the raffle ticket game!**

This is a *GREAT* low-pressure tool. You say, **"Tonight I'm giving away a travel size Extreme Repair. For 5 minutes you can ask me any questions about my career as a spa consultant. For each question, you get a ticket. After 5 minutes, I'll draw for the winning ticket."** Keep it positive! When asked how much money you make, you say, **"We make up to 55% profit, which comes out to about \$125-\$150 per spa."** When asked if it's hard to get bookings, you say, **"Once you do spa's with people you already know, it's easy to book future spa's with those at that spa. They all want to repeat the experience!"**

### **5. Ultimate Spa Set**

Present your order form and your sets. Then say, **"Now the best set of the night is the Ultimate Spa Set. You'll see it in your folder with my handwriting on it."** Make sure you have a color copy of the set for each guest to look at. **"That's right. Everything on the sheet comes in full-size product. It's worth \$500 just for the products alone and you can get it for \$99. This set does make you a member of our company. But what you do with that membership is up to you."** This is where you pull out your Spa Mini Bag.

### **6. Three ways to join BeautiControl using your Goody Bag.**

Use this as a visual to explain the flexibility of joining BeautiControl.

**Option 1: Sam's Club Spa Girl.** Take a Sam's Club/Costco card or a print out the logo from their web site. You hold it up and say, **"You can be a Sam's Club Spa Girl with our company. You'll get your products at cost for yourself and your family. And you can sell to some friends to cover your Spa habit. But you do not do Spa Escapes."**

**Option 2: Part-time spa consultant.** Take an old checkbook and hold it up. You say, **"You can take your membership and actually do spa's with it. There's**

no quota or requirements. You do spa's on your own time, when you feel like it, and make extra money for yourself. For example, 2 spa's a week equals \$1,000 in profit each month."

**Option 3: Executive spa consultant.** Take copies of my commission checks and hold them up. You say, "You can even turn spa's into an executive level income for yourself. My friend Nedra has only been doing spa's for 3 years, makes a six-figure income and enabled her husband to retire at the age of 33!"

## **7. Ask everyone and never prejudge!**

Spa consultants come in all shapes and sizes. Remember that everyone does spa's for different reasons. Lawyers, doctors and corporate executives often join BeautiControl as a hobby and an outlet from their serious day jobs. Stay-at-home moms

join BeautiControl just to get out of the house! Working mom's join BeautiControl so that they can stay home with the children. Others join for a sense of fulfillment. You never know! When your guests are checking out with you, always ask, "**Do you know anyone who might be interested in joining BeautiControl?**" I know it's scary! But you'll be surprised at the answer, I promise you! Your job is to ask, NOT to make them say yes.