

CONGRATULATIONS to our LV+ Leaders from 2013 who were “rock star recruiters” and had the highest recruiting and retention rate on our team! Let’s learn from:

ROCK STAR RECRUITER LAURA BANGAR:

Who do I invite to learn more about Rodan + Fields? Anyone that shows any interest whatsoever upon finding out what I do! If I ever meet anyone, by the 2nd time I run into them again, THEY KNOW I'm an independent consultant for Rodan + Fields. I ALWAYS find a way to talk about it. If for any reason upon meeting them, R+F doesn't come up, I always get a name and go home and add them on Facebook so by the 2nd time I see them, they ask me!! **I also host weekly meetings so that's always been a great way for me to invite anyone who even ASKS about R+F. (this is a great idea, and how most of our top earners build their big teams—having a weekly meeting, whether it be a business opportunity meeting—coffee and conversations, or cocktails and presentations, or a lunch and learn—you and your team always have something to invite prospects to!!!)**

How to invite: Upon being asked a question about RF, or how we retired, etc. OR if I have prospected them and they're interested, I always say "We're having a meeting Tuesday night at 6:30 and you can come see what you think and if this opportunity is right for you! Unless someone tells me "NO IM NOT INTERESTED", they are going to be invited weekly-- they will see a biz opp video, hear testimonials, and I follow up weekly and let them know there's a virtual presentation going on if they can't make it to the weekly meeting (Sarah and Kris do one Sundays at 8 pm).

Places to Prospect: Honestly, 95% of my frontline have come off Facebook. Facebook is TRICKY and there's a fine line between getting deleted, or getting asked about "what you do". I have always just stayed positive, not only shared MY success, but I always acknowledge others as well. I also prospect everywhere I go--The mall, Restaurants, etc. I can't go anywhere without prospecting. :)

Tips: Never pre judge. ALWAYS STAY POSITIVE. ALWAYS FOLLOW UP!!!!!!!

ROCK STAR RECRUITER DEBBI CODER

1. MAKE IT FUN!!! People want to be a part of something FUN!!!
2. MAKE IT EXCITING!!! People want to be a part of something EXCITING!!! (“Excite and Invite”)- excite them, then invite them to learn more (coffee, call, etc)!
3. Have "events" often (BBLs, BIZ OPPS) and invite EVERYONE with SKIN!! Never think, "They won't come!!" They might!!!
4. Keep it SIMPLE!!! People are SOOO BUSY these days! If you keep it simple, it will be more attractive to them and they can DUPLICATE success!

ROCK STAR RECRUITER GRACELYNN BRAVO

Prospecting Tips:

1. Smile!

People love it when you smile! Compliment them for their gestures, their looks, their attitude! When they throw the compliment back at you, make sure to be quick to thank them and always mention Rodan and Fields! When they say "you look so pretty!", say "thank you! it's no secret, it's Rodan and Fields!"...." (Be ready - they ask you what Rodan and Fields is! At this time you can give a brief info or ask them if they would like a sample! Make sure to get their phone numbers to follow up!)

2. Go out to SHARE not to SELL

Everyone is a prospect! All places are good to prospect. The moment you step out of your home, everyone around you is a prospect! Always be excited to share! When you share with excitement, everyone wants to listen! When you sell, everyone disappears!

Everyone can plug into your business (consultant, customer, connector- referral).

3. Find ways to sneak R+F into conversations to mention product

You can share by using a third party example. For instance, you see a friend's daughter who is having an acne problem. You know that she needs product, but you don't know how to bring it up. Use your daughter, your friend's daughter or someone you know or have heard of who is using the product and share the before and after result. For example..."I am so happy with Rodan and Fields products because it helped my daughters teenage pimples go away!" Show pictures!

4. Be a good listener

Your friends will tell you their problems and encounters of other products, make sure to listen and understand their concerns. Sympathize with their concerns. Then show them what Rodan and Fields regimen is right for them. Let them touch it, smell it, and see it...If not, then invite them to one of your BBLs so that they can see all the products and try to see, smell and feel/test them.

5. It's okay to hear objections, and "no"

Don't be frustrated when people say no! That does not mean that they don't want it! Maybe they are just not ready at this time. Don't push it, but when you see them again, always be happy to share your excitement and updates!

You will get "No's", but if you keep going, it's assured you will have "YES" in between! Every conversation is a good training, you will actually learn from!

Some people may have objections. It's okay if you don't know the answer to every question. If someone asks you a question you don't know the answer to, tell them that you will get back with them--you will ask the nurse, or the sales support, etc., It's okay not to know but be sure to get back with them once you find out the answer. Use your creative imagination! Have Fun!

Inviting:

1. Be excited to invite - I am excited to invite you to our product/business presentation. Please join us if you can. Let's have some fun!
2. Share the chance to win - Please come and join us! We will be raffling off free product, and have a ton of fun!
3. Share the business - I am so excited that I am getting these products at a great discount, and earning extra income too! Would you like to learn more? Invite them to learn more at a presentation or event.

ROCK STAR RECRUITERS JONATHON AND JODEE WATKINS

We have a Vision Board that we keep a running list of recruits names on so that we SEE it every day and pray over it; this business truly is life-changing and we are excited to share it with ANYONE and EVERYONE that shows any interest OR anyone we think would rock this business! We love the Vision Board because it is a visual reminder and helps us be intentional with everything we do!

We prospect everywhere... we keep our radar up no matter where we are. We look for people we feel that would be GREAT in this business; for example, we're in the process of selling our house so when a realtor shows our house they get a "thank you for showing our house" note, plus a mini-facial and a R+F folder that looks professional and gives them information about the business/products. We are always looking for opportunities EVERYWHERE we go!!!

Inviting Language: While we're out and about (after talking to someone for a little while) we say: "You seem very friendly and I'd love to talk to you about our business. We are looking for individuals to add to our company and would love to call and talk to you about it & see if you'd be a good fit." Get their phone number.

ENTHUSIASM: someone told us recently that we are so enthusiastic about this business... and that is TRUE! We are enthusiastic because this is a ONCE IN A LIFETIME opportunity! Whether you are great in sales or a police officer and a nurse like us, we truly believe if you get into this business and DO the work it will PAY OFF!

ROCK STAR RECRUITER JESSICA BETTENCOURT

NEVER judge a book by it's cover. You never know who is going to say YES and who will be amazing at this business. If you asked your upline, all of them would say they have at least one person on their team that they NEVER dreamed would want to start a business. So stop telling yourself: "she doesn't need the money" "she's too busy" "she wouldn't ever want to 'sell' something"! ASK and let them decide.

When someone asks me what do I do, I say "I'm a consultant for Rodan+Fields, have you heard of it?" If they say no, I say..."have you heard of Proactiv? (YES!) Well it's the same two drs and they are tackling the anti aging market. I have only been doing it for nine months but it has been a great opportunity for me. What do you do?" (People love to talk about themselves, so let them). I work hard to get their contact information. Then I send a note to follow up saying "MaryBeth, I loved meeting you at Jan's party. I can't help but think you would be an awesome consultant for Rodan+Fields. I have no idea if this is for you but I wondered if we could meet for coffee or chat on the phone?" (Give her some times that work for me and send them Sarah Robbins video to show "what's possible"=> <http://youtu.be/GFhQ-jgXpze> ...then meet up, give them a mini facial packet, and tell my R+F story.)

I go into every meeting believing they are going to join me and talk only in the affirmative to them. ("When you become a consultant," "After you get your kit", "When you host your BBL", "you are going to love our leaders, they are so supportive", etc.). BELIEVING IS HALF THE BATTLE...Confidence sells!

I send private messages every day and I post to Facebook several times a week. I think this combo is MAGIC. People are watching and then when you reach out to them personally, they feel great! Flatter them (not falsely) but find an attribute they have that would make them GREAT at Rodan+Fields...then tell them! I host several BBL's for my team each month. I invite all my prospects EVERY time.

Early on, I didn't try to re-invent the wheel. I watched what the successful people were doing and I just "followed the leader". Over thinking it will drive you nuts...paralysis by analysis! Some things I didn't even understand but I did them anyways! (why did I buy the \$995 kit, because my sponsor did. Why did I sign up for CRP, because my sponsor did, why did I sign up for SUMMIT, because my sponsor told me too.) NOW when my prospects ask me...did you do that? I can say YES and I'm so glad I did!

Finally, I do listen to all the Rock Star Recruiting School National calls (sometimes twice) and I do some type of professional development each week. Read a book, research product, etc. If a teammate has an area they struggle with...I encourage them to find a book and follow the tips. If you can't close, find a book on closing. If you have a hard time meeting people, read "[How to Win Friends and Influence People](#)". Professional development can turn anyone into a GREAT salesperson and LEADER...you just have to invest in yourself! (a few other books I LOVE "[Rock Your Network Marketing Business](#)"; "[Go For No](#)" etc.

ROCK STAR RECRUITER ROMI NEUSTADT

A big part of recruiting is being able to pull through people who are stuck in our funnels clogging it up. They haven't said yes or no or given you referrals. They're just hanging out in there. So how can we pull them through? I love to tell people, "Look, I'm really good at what I do and I'm really thorough with follow up. Are you having a hard time telling me no? Don't, because I have no attachment whatsoever to the outcome here. Of course, I think this would be a great way for you to (pay for all your kids' activities, reduce your hours at work, fund your retirement funds) ... but if it's not the right fit, that's ok. But until you tell me no, I'll keep coming back. Some of my most successful business partners first said no (or nothing at all)!" And then if the answer is "no", you better believe I ask for referrals and get them on our products! This approach has led to several direct business partners, a whole lot of referrals and PCs (a couple of whom ended up later converting to Consultants)!

ROCK STAR RECRUITER ARDEN WIMBERLY

I have found that just sharing what I do as I meet new people along the way is the best way to prospect. With a recent relocation to TX and two young children, we are always on the go. That can make it hard to carve out time for myself and for this business; but that doesn't change the fact that I see and interact with new people all the time. So instead of this busy life being a negative, I've decided to use it to my advantage – from meeting other moms at the park to people at a Christmas party. I always get excited when someone asks me what I do, if I work and/or if I stay home with the kids. I say I manage the house and I'm also a consultant with the doctors that created Proactiv. This way I don't feel as though I am the one "selling" them, I am simply answering a question they have asked me. This gives me the easiest lead in to R+F and makes it so simple to share with them how amazing it is.

If we hit it off, I ask for their name and number so that I can follow up and I can add them on Facebook. Since I am not one to host parties, I try and utilize Facebook as much as possible. Through social media we can share with others how easy it is to fit R+F into our very full and busy lives and that it is so much fun. This also allows for you and the new "friend" to stay in touch and hopefully get them on your team. That being said, I also make it a point to reconnect with OLD friends on Facebook to share R+F with them. The best places I have found to prospect are the places we frequent in our daily life; the park, school, playgroups, grocery store, doctors, neighborhood, Starbucks (one of my faves), parties and any other events we attend. Be yourself and be enthusiastic; those by themselves are contagious and intriguing.

ROCK STAR RECRUITER CHERIELYN ESTEBAR

Because I am a super busy stay at home mom that still feels very new to my city, I still don't leave my house as often as I'd like because everything is so far away and traveling with little ones is one of the hardest things I have ever done. So Facebook has and continues to remain my ideal place to prospect. I started last year in Dec with the closest friends and family I had on my phone's contact list and then quickly moved on to my friend list on Facebook which I still continue to utilize today.

Impressively, I am feeling pretty confident to start prospecting elsewhere. My first place will be Hobby Lobby and Michael's where I have noticed other mom's hanging out on slow motion during the day which tells me they're most likely stay at home mom's like me. Don't pre-judge. Let people tell you no themselves rather than you telling yourself for them." In the end of the day, it's just two letters and part of the process of planting seeds.

As much as I have always loved the products, it has always been the opportunity that I have loved and appreciated more than anything. So even if someone reaches out to me about an interest in the products, I always offer the option of becoming a consultant to get the best of both worlds-- A great discount and a chance to make additional income, that's a total win/win for anyone! My tip is to find out what is holding your prospect/client back from becoming a consultant. Once you know what that is, it's so much easier to move forward by helping address that concern with reassurance or simply correct information.

Here is the latest message I sent last month to a bunch of my Facebook friends.:
Hi Hun! Congrats on everything!!! :) I'm just wanting to reach out to see if R+F has ever sparked an interest with you. We have some great things going on that I want to share with you. Let me know if you're interested, if not, totally ok. :) Have a blessed day. XOXO

Always start with hello and their name or I always prefer terms of endearment if we're that close. Depending if I've reached out to that person already or not, I'll say I'm reaching out to see if R+F has ever sparked an interest with them (I leave it open so the question could pertain to products and/or business). If I have already discussed R+F with this person I would just change it to "I'm just wanting to reach out to see if you are still interested in R+F". I also like to include a special offer (either one you've created yourself or one from your sponsor or corporate and deadline of some sort to create a sense of urgency. I then like to close with letting them know that it's ok if they're not interested and a happy face to show my feelings will not be hurt and we can continue to remain FB friends without hard feelings. :)

ROCK STAR RECRUITER JULIANNE HOERMAN

I truly believe that you are your own variable in this business. This business is simple with a couple of things in mind, first - your belief in this industry and particularly this company makes all the difference in the world. Second, you control your personal activity - and nobody will make you do it, so you have to be self motivated for this business to work. I have come in contact with a few people who have a stigma about direct sales. Which is so funny to me, because coming from someone who has owned and sold five businesses, this is the most brilliant business model there is! The only way I am going to change their mind is to have a true belief and be educated myself. So my #1 recruiting tip is to take time for professional and personal development. Educate yourself on the industry, and on this company. You should make them leave the conversation thinking you just handed them the winning numbers for the lottery and it is something they can't miss out on.

My enthusiasm about this business is going to make or break my recruiting. I was VERY blessed to have a 110% belief in this company from day 1, and I think that helped for a fast start. You have to have the ability to educate others on the industry. I tell people daily that my biggest regret, if I had one, was that this opportunity was not around when my husband and I opened our first business in 2005! Do not ever pre-judge anyone. I have been surprised by both people who I thought will do this with me in a heartbeat, and didn't, and those that I thought would never in a million years would join me, who joined after our first conversation. Have a contact list and keep adding to it. Depending on your goals, have a set number of reach outs for the week, and HAVE AN ACCOUNTABILITY PARTNER who will hold you to that.

I like to invite prospects to learn more at...1) coffee/lunch/dinner - aka an in person meeting is the most effective, followed by 2) TALKING on the phone, then 3)email/FB message. I am often asked for a script, an example of a FB reach out -- to which my answer to my team is always the same.... I am happy to talk you through it, based on facts about you and your prospect, but every reach out is VERY specific to the person I am reaching out to, based on specific reasons that I feel they should take the time to hear a little more about this business, or why I feel they would be successful - so obviously this is going to change for every single person. I really think people try to make this more difficult than it needs to be! Be genuine, keep an ongoing list - without prejudging anyone or anything, educate yourself, then set your new members up for success, which for me initially comes with a pretty great deal of time - which is one of my passions, so I love it!

ROCKIN RECRUITING TIPS FROM SARAH ROBBINS

Building a team of rock stars leads to powerful growth, and long-term success in the network marketing profession. Power prospecting helps you to find your rock stars.

Talking to people is now what you do for a living, so it must become part of your lifestyle. The more people you talk to, the faster you'll grow, and the farther you'll go in your business. With practice comes confidence. When your confidence increases, so does your set of odds.

I want you to learn to take the pressure off when you're prospecting. Think of it this way—you are just sharing and inviting. You are sifting and sorting. I don't want you to be emotionally connected to the outcome. Think of yourself like a waiter or a waitress pouring a cup of coffee. A server is not offended when you say "no" to the coffee. They keep offering it to everyone. Take all emotions out of it, and if people say no, keep pouring. Some people say no now, but may change their mind later. Always revisit them later. Ask them to be your customer, and keep pouring!

As you share with people, keep an open mind. Everyone can plug into your business as what I call one of the 3 C's: They could be a consultant (distributor) and build the business. They could be a customer, and enjoy the products or services you offer.

They could be a connector, and learn what you do, and connect you to people who may be interested—but they'll only make those connections if they know what you do! Be sure you're sharing with everyone!

A good goal is to reach out to 3-5 new people every day—either on your contact list (you can track this by making checks in your daily planner to chart your progress) or meeting 3-5 new people when you're out and about (you can track this by putting business cards in your bag, with samples. You're done, when the cards are gone!) You will find your aces if you keep on, trust me! You just have to work through your own set of odds, and you won't know what they are until after you've succeeded!

Where Do I Find People?

Who can you share your opportunity with? This is the #1 question I get from new distributors. The truth is, you are surrounded by people—the question is are you willing to share with them? Here is a list of a few ways that I like to find prospects for my business, along with language to reach out:

Call or message people you know (check your phone, and the memory jogger list)
"Hey (Deb)! I'm so excited to share some news with you! I started a new business with the Proactiv doctors, who have a new anti-aging company that is expanding in your area (I see you're in Boise!) I am so excited to tell you about it! Do you have a few minutes later today that I can call you to tell you more? I'm just running out, but would love to get your ideas and input later! I think you'd be great at what I do!" Set up a call with your sponsor: *"I am new and just getting started. Do you mind if I invite my friend (Sarah) on the call to tell you more so I can learn, and she can give you all of the details and tell you what we're doing! I think you'd love hearing her story!"*

OR *"I wanted to share some exciting news with you. I know you've built an incredible network in Chicago. I'm not sure if I mentioned this, but I am building a business there and I immediately thought of you because I know how well networked you are there. I'm hoping I could share more about what we're doing, and who we're looking to partner with as we expand there, and see if this is a good fit for anyone you know in the area. I'd love to pick your brains and get ideas of how to expand my business there. Do you have just a few minutes so I could share more?"*

Talk to people who provide you service (waiters, bank tellers, cashiers, etc)
"Thanks for your great service today! We are looking for people like you for our business! I know you are working, but could we exchange information? I'd love to tell you more about what I do! What time are you off of work so I can call?"

Talk to people when you're out and about

When striking up a conversation, I like to make it all about others! Almost like you're interviewing them—ask them a lot of questions! People love to talk about themselves! Start with compliments—ask them questions about their family, where they work, etc.

I like to eventually ask: *Where are you from?* –This question will lead you into what I like to call your “professional pick up line” later on. Keep conversing like the game of ping pong, and eventually say how nice it was to meet them. Then ask: *“Do you have a card? Earlier you mentioned you were from <their city>. My business is expanding to <their city>. I would like to give you a call and take just a few minutes to tell you what we’re doing there, and who we’re looking for and pick your brain. I’ve so enjoyed talking to you—I’d love to reconnect and see if you can help me out.”*

OR Use the “Sample pack approach” (create a mini facial pack with microdermabrasion samples, face and lip serum capsules—you can find a flyer/ instructions to accompany here:

<http://communications.rodanandfields.com/templates/121/index.php>

When you’re out, give compliments, ask a lot of questions, and network! Have a normal conversation. Before you leave: *“I’ve loved chatting with you today and want to leave you a little gift. I wanted to share some products with you that I am in love with! I know you’ll love them too. It’s called Rodan + Fields, by the Proactiv doctors. They have a new anti-aging line that I now carry. There are instructions on how to use them. If you promise you will use them, I promise I will follow-up and stay in touch! Today is Sunday. I will call you on Tuesday to see how you love them. What time works best for you?”* Exchange info, schedule a time to follow up, and FOLLOW UP! 😊

Prospect on Facebook (language from RFX Rock Star Amy Byrd)

*“Hi Joanna! I realize this is out the blue.... hope you’re well! I know you live in Utah & that market is an important area of growth for my business for multiple reasons. You may or may not have a personal interest, but either way I would love to tell you who I am looking for in the hopes you might know someone. Can you please shoot me your cell? I’m hoping you can help me & would love to catch up with you if nothing else. (*personalize the conversation here*) Congrats on your darling son! 10-15 minutes is all I need, as I’m sure that’s all you have time for as well right now. Thanks & I’ll drop you another message later next week if I don’t hear from you first.”*

FB Tips if You’re New:

When you get your kit, take a cool picture of you with it. If you have kids or a family, make it fun and do it together! There’s a cool app that allows you to put some fun text on it called “Rhonna” (iPhone app store). You can say something that creates intrigue such as “mommas got a brand new business!” Announce your new business on Facebook, and be sure in the post to include a link to your website “*check it out here (link)*”! When people “like” the post, or “comment” on it, you know they see it! Message them in their inbox and say “*thank you for supporting my business! I saw you comment on my post, and it meant the world to me. Do you have some time that I could share more with you? I’m looking to expand my business and would love your ideas, support, and referrals! What’s a good time and number to reach you?*” (*note: you can follow up any time people interact on your RF posts in the future too!)

Revisit your customers- *“How are you loving your products? I’m not sure if I ever shared, but as a distributor of the products I get a great discount. I would love to get you on a program where you can get my wholesale pricing too, and possibly earn your products for free or make a little money by sharing them with others. Do you have a few minutes where I can share more?”* (Then, share your business, and distributor discounts and benefits.)

Revisit past prospects or former business builders whenever something is “new”—*“I know the timing wasn’t right before, but if ever there’s a time to take another peek at the company, the time is now! New products and promotions were recently launched. I wanted to revisit and see if the time is right to take another look. I would hate for you to miss out.”* (Share what’s new and exciting).

Parties/ Virtual Parties- This is a simple way to get your business and products in front of a lot of people at once! You know that list you made? You can invite everyone on that list to come to the grand opening of your new business. It can be a fun theme (leave the aging to wine and cheese, cocktails and conversations, or coffee and conversations if during the day!) Sending out invitations gets the best response, and always follow up a day or two before the event with a text reminding your guests of how happy you are they will be there (this keeps them from backing out). Encourage them to bring a friend—the more people you have, the more new customers and consultants you will get! Maybe you can put on the invite that for every friend you bring they will get a raffle ticket to win one of your favorite R+F products. If local, your sponsor will do the event with you, so not much prep is needed besides setting up! If you are long distance they can help you to do the presentation via skype! All you need: invitations, light refreshments, products set up, press put out (you can print that from your site), order forms printed, & YOU!

To keep the momentum going, you can always ask friends to host events for you, to get in front of a lot of people at once! Say: “My business is building in your area. I would love to meet new people. Would you host an event for me? I ‘m happy to give you free product as a thank you!” This is a great way to grow a customer base fast!

Social Media- we are paid storytellers. Mix up your personal and inspirational posts with a little bit of business every few days: lifestyle posts, congratulations and welcoming to new distributors, or shout outs to people who made an achievement to edify that person, encourage your team, and engage and interest your online audience. Share product tips and testimonials, along with before and after’s. Share business success stories of people in your company. Follow me and do what I do=> <https://www.facebook.com/fairless.robbsins>

Networking groups or chamber events- create strategic business relationships that allow you to meet others so you can help each other grow your businesses.

Events—Whether it's a cocktail mixer, or a holiday event, when people surround you, it's a great opportunity to collect contact information and connect with them later. Ask them a lot of questions. Get to know them better. Ask what they do. When asked about what you do: "We're here to enjoy the party tonight. I would love to tell you more later. <Let me quickly get your contact information> <What's your email?> "As we expand here in <city> I'm always looking for people to join us. I'll give you a call <after the holidays> or <after New Years> and tell you a little more. You may or may not have a personal interest, but maybe you could lead me to just the right person. I'm looking for referrals."

Other entrepreneurs—Think about who you've been supporting for years (hairdresser, nail tech, realtor, etc.) Approach them and say, "I've loved supporting your business for years, and now I'm hoping I can share with you my new business. Let's meet for coffee so I can share more and see how we can help support one another's businesses this year!" You can meet with any business owner too!

Traveling—I love to strike up conversation while traveling. I ask people where they are going, and why they are traveling. When people ask where I'm going, I tell them where, and that I'm expanding my business there! They typically ask me what I do, which is an open door to share. I always exchange information and follow up.

Adding To Your List-- Grab a sheet of paper and a pen. I want you to write down every name that comes to mind. Create your contact list of people you know by going through your phone contacts, your Facebook friends, and by reviewing your company memory jogger list. You can also trigger your memory going through old yearbooks, phone books, invitation lists, and even the yellow pages. As you go through each profession A-Z, think about whom you know that's an accountant, a banker, a chiropractor, etc. Your list will be ever growing as you encounter people and think of people. So always keep a notepad and a pen near by as you continue to grow your list. The larger your list, the more solidly you will establish your business. Network marketing, by its very nature requires you to talk to large numbers of people.

I'd like to challenge you to create a list of at least 200 names, and think unlimited! I don't want you to think "who can I sell to, and who can I get to sell this?" I want you to think about who is ambitious and successful that will want to build financial freedom! Posture is all about knowing what you have---no stress, no overhead, no employees, low investment, huge potential. Where else can people can invest less than \$1,000, and have the potential to earn 6 or even 7 figure incomes. Don't beg and don't chase. You are looking for those that are looking for what you have! Once you've created your list, think like a CEO. Star your top 20 people, your "dream team" candidates. These are the people who, in your wildest dream come true, would join you! Think of the savviest, most well connected, respected individuals you know--the influencers! Start calling people, and scheduling calls and share your excitement for R+F, and why you believe they could be a great fit, or lead you to someone who may be a great fit for Rodan + Fields.

After you share more, share your leader's success story, and invite them to hear more from them. Third party validation and social proof is powerful: *"I'm new, and still learning. I'd love for you to hear from my business partner. She'll be able to share more and answer your questions"*. Invite them on a 3-way call or to coffee with your sponsor, or to the next meeting or event.

When people ask "what is it" say *"it's an anti-aging company by the proactiv doctors! I'll share more with you when we chat!"* Invite them on to a call or coffee with you and your partner- or to your next meeting or event!

Do not prejudge anyone! Here's a good example of why you never judge:

My mom and I used to work for a woman named Stacey Roney. Stacey and her husband own several successful businesses in Chicago. We both thought of her several times and never called her. The chances are, if you think someone is great, someone else does too. Eventually someone will call them, and in this case, they did! Rose Gallo Rojas out of Chicago beat us to it! She used a referral-based approach, complimenting Stacey, building on her credibility saying something simple like: "Stacey. I know you've built several successful businesses in Chicago, and I know you're well networked in the Chicagoland area. I respect you. I am building a business in Chicago too. I was wondering if I could treat you to coffee, share with you what I'm doing, and pick your brain on ideas of how to grow this. I'd also like to see if you know people who you think may be interested."

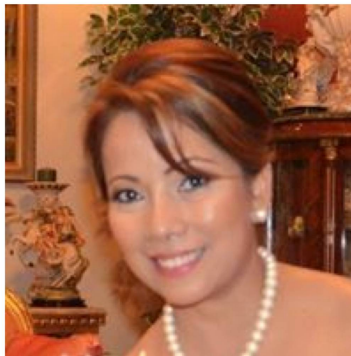
Stacey met Rose for coffee, came with a list of hundreds of names she was ready to give Rose as referrals, and when she heard the opportunity she decided to come to a meeting to hear more for herself. I happened to be hosting the meeting that night, and in walked Stacey! My stomach hit the floor! She joined us! Stacey ended up being the top recruiter in the company that year! She earned her company car, and I have no doubt she will be a million dollar earner someday too.

Shoulda woulda coulda? Of course I'm thrilled for Stacey and Rose, but how many know that you only have to learn that type of lesson once? Now if someone comes to mind, I follow that little tug in my heart. I have a professional sense of urgency. I call them immediately, and I think: "which is greater? The risk or the reward?" The worst thing they will say is no! You won't die (I have yet to die doing this business!) The best thing they will say is "yes"! And they change your life, their life, and countless of lives too, just as Stacey, Rose, and their upline Vicky and Prudy are doing today. By the way, they've created one of the strongest teams in the company!

Don't pre-judge anyone. You don't know what their hopes, dreams, desires, and their financial situations are. Usually the most well-connected, successful, busy people get it first, and they run with it! It's just our job to share, and it's their job to decide. Remember, if we share what we're doing with everyone, they can all plug in: as a customer, consultant, or to help us in creating new connections! But they can only do that if they know what you're doing and if you share your story with them!

Make this your mantra: "Sharing with 3-5 contacts a day keeps leads coming my way!" Remember to keep your mind open, and your mouth open—then your business is open! You never know when or where you'll find your next rock star! The whole world is a lead! Rock on Rock Stars!

A Big "THANK YOU" To our Rock Star Recruiters for sharing their tips=>



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