

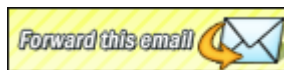


Intentional Success

News and Ideas from Sue Rusch

A free monthly newsletter about making the most of your experience as a direct seller, based on materials and programs offered by Sue Rusch.

[Click here to view this newsletter in PDF format.](#)



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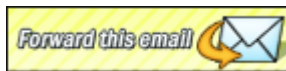
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PERSPECTIVES

April 2010



One of the secrets to entrepreneurial success is strong self-management. Recently, I've been noticing a pep in my step when I take action on something **well** before a deadline. I feel more self-respect when I manage to get something important done before I **have to** get it done, don't you? Would you agree, life's more fun when our days aren't filled with endless **musts** - but instead, filled with **choices**? To make room for choices, our inner manager needs permission to stand up and lead.

Most of us know what we need to do to be successful. For me, learning how to get things done -- before my hair is on fire -- has been the hardest part of being my own boss. How about you? What are some of the things that keep you awake? For example, how would it feel to get shows on your calendar long before you experienced that feeling that you "needed" to get shows on your calendar? How would it feel to enroll new recruits long before you received a reminder that your team size is close to the minimum maintenance requirement? How would it feel to plan your team meeting with enough time to get others involved?

Put a little pep in your step! Try one of these ideas to build the habit of working ahead:

- **Find an accountability partner.** Find a person who is working on some of the same things you're working on. Share what's most important to you, and what makes it important. Share the steps you will take to work ahead of deadlines - and share your plan to get your work done. Connect regularly (and briefly) to help each other stay on-track. I'm currently working with an accountability partner as I finish a book. Periodic encouragement has led to greater motivation and focus for both of us.
- **Create a reward.** Let's say that this is the week you

decide to concentrate on your personal show schedule. Imagine you commit yourself to booking not just what you **have to** to get by, you also make a promise to get at least four future dates. Because it's not easy to make this happen in one sitting, you can schedule several time blocks to make outbound calls. Plan a mini-reward to celebrate standing by yourself and sticking with your plan. Choose a simple yet motivating reward, such as a walk at your favorite park, or a latte with a friend. Celebrate yourself for acting on your intentions.

- **Use Outlook.** It seems counter-intuitive to use a time-planning tool to create structure in your schedule when you are looking for a life with more choices. Yet, structure works. Outlook is an easy-to-use tool. It helps you think ahead about what you will do and when you will do it. Get in the Outlook habit. See how much more fun it is to enjoy **time off** - when it follows **time on**.

You're self-employed. What will you do this week to work on managing yourself? I'd love to hear what steps you take to make sure your actions line up with your intentions. I invite you to take a moment to let me know how you're doing.

Warmly,

Sue
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Sue Rusch, CSP

- Speaker
- Strategic Consultant
- Business Coach

RECRUITER'S CORNER



Has the ***Become a More Remarkable Recruiter*** program made a difference in your business?

[Will you take just a few moments to share your experience?](#)

Mistakes. We really don't feel excited when we make them, do we? I recently made an error which I struggled to let go of. And then, I remembered that mistakes can be wonderful teachers. Mistakes remind us to be more careful. They help us to see what doesn't work. In this first of a series, we'll explore some of the most common mistakes recruiters make, and how remarkable recruiters can turn mistakes into successes.

Recruiting Mistake # 1: Talking too much

Imagine this. You've got a hot recruiting prospect, and she has agreed to meet by phone to learn more about the business. You are excited! You step into the meeting equipped with a few questions to get her talking right away. You open by asking questions, and she answers by asking you questions back. You can't resist the temptation to jump in and answer. You can feel yourself talking, talking, and doing even more talking. It is like you are on a runaway train - you can't seem to stop yourself.

Been there? Me too. You're excited about your company, your products, and the experience of being involved with your business. Sales professionals are known for having the "gift of gab." Yet when it comes to recruiting, success is less about talking and more about listening. Each prospect you meet with is someone with hopes, fears, and dreams which are waiting to be uncovered. It's up to you to help your prospect get to the heart of what she wants.

What can I do if I feel myself making the "talk, talk, talk" mistake?

Call it out. You can say something like this: "I apologize! I've been doing a lot of talking here. Sometimes I get so excited that I get a little carried away. Let's shift gears. I'd like to know more about how YOU are feeling. I'm wondering ... "

How can I prevent the "talk, talk, talk" mistake?

Some recruiters create an interview note-taking form to keep recruiting conversations on track. While there is not one perfect list that works for every recruiter's style, here are some questions that work for many recruiters:

- How much time do we have to work with today?
- What gets you excited about being involved with a business like this?
- In an ideal world, what would you be looking for from your direct selling business?
- Tell me about YOU ... what have you done in the past?
- Tell me about YOU ... what are some of the things you're involved with now?
- As you think about getting involved in the business -- what do you want to learn today?
- On a scale of one to ten (with one being "I'm not sure" and 10 being "I'm ready to begin,") where do you see yourself right now?

Recruiting is about connecting. Recruiting conversations are best when they are conversational. Think about the tone of voice you'd use as you meet with a friend for a cup of coffee. That's the way you want your next conversation to go. The recruiter's role is to ask questions, to listen, and to affirm. Recruiting, when done well, guides a prospect to see new possibilities.

[Become a More Remarkable Recruiter!](#) This Audio-CD and companion workbook presents a proven five-step approach to recruiting success.

WORDS THAT WORK



Fit

One size does not fit all. Fit is important when you shop for shoes, isn't it? You look for shoes that suit your style, conform to the shape of your foot, and match your needs.

The word "fit" is well-suited for the selling process no matter what you're selling. "Fit" helps you to show your customers that you want to add value to their lives by connecting with things that are right for them. Using the word "fit" helps you illustrate that you are there to help them get what they want, what they need, and what will match their needs.

Consider using "fit" in one of these ways:

- *This product is a great fit for people who*
- *When you think about what you need for this season, you'll see that this next product is really a great fit.*
- *What would be a better fit for you - getting your friends together for an evening party, or a Saturday morning coffee party?*
- *What is it about a business like this that has left you wondering "hmm, this might be a good fit"?*

Be the sales professional who helps customers see themselves enjoying your products. Be the one who shows people how what you have is a perfect fit for their lives.



Coaching ... did you know I am available to work with you one-on-one? I have opened a limited number of coaching appointments and would welcome the opportunity to help you achieve your 2010 goals. [Click here to learn more.](#)

THIS MONTH



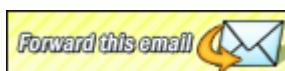
Spring is finally here and I can't wait to get outside to play golf. I've been looking forward to my family vacation this month. I've at the indoor driving range working on my swing. (Yes, in Minneapolis we practice indoors in the winter!). The kinks haven't yet worked themselves out. Getting better at golf is a lot like getting better at selling. We learn the most by doing. No matter how much we practice, we improve the most when we just get out there. I am ready. I'm not sure, though, that the golf courses are ready for me. I'll let you know how it goes.

To learn more about learning resources for direct-selling professionals:

- [Become a More Remarkable Recruiter](#)
- [Intentional Leadership](#)
- [Organized for Home-Based Business Success](#)

Quantity discounts are available for orders of 25 or more. Contact info@SueRusch.com to learn more.

I've been delighted to see how many of you have been sharing this newsletter with your friends and colleagues. Thank you!



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