Todd Falcone’s
INSIDER SECRETS
To
RECRUITING PROFESSIONALS™
Resource Guide

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DIRECT MAIL LETTERS

If you choose to make an introductory contact with a professional via direct mail, either via a letter or greeting card, here are some ideas of simple approaches to generate interest.

Introductory letter or card copy # 1 (To be used to generate a return phone call):

Hi Joe-

I understand that you are a very sharp Account Executive with WITD-FM.

My name is Todd Falcone. I run a company here based in Seattle that is in the process of expanding into the Denver area. I wanted to send you a personal note to see if you are open to discussing the possibilities of helping me expand my company into Colorado. I am looking for high caliber individuals like yourself to help me expand my operations.

Please call me at your earliest convenience. My direct office line is 206-555-1212.

I would love to spend five minutes with you over the phone to get acquainted and share some information with you about my company.

Best Regards,

Todd Falcone

Notes:
Introductory letter or card copy # 2 (To be used along with an audio CD, DVD or other promotional literature):

Joe-

My name is Todd Falcone. You don’t know me personally. However, I understand that you are an extremely sharp real estate professional in the Chicago area.

I am in the process of expanding my company into Illinois and am looking for people just like you: skilled, talented, upwardly mobile, and have strong communication skills to help me expand my operations in your area.

I don’t know what your dreams and aspirations are in life, but I have a hunch that you have what it takes to be very successful in my line of work. I know it’s a hunch, but I’m usually right! Actually, it’s not really work at all. It’s a lifestyle. If you like the idea of working for yourself, but not by yourself, not having to commute to and from a job you’re not too crazy about, and having the flexibility to stay at home and call your own shots...that’s exactly what I do. Best of all, I get paid compounded residual income every month. Even if I go on vacation, I continue to get paid.

Since I value your time, I thought this would be an easier way to show you how you can enjoy the same lifestyle. It’s quite simple and it’s a lot of fun too. Listen to this audio immediately. If you like what you hear and want to learn more, just call me at 206-555-1212.

Here’s something you want to know. Whether you have ever been involved in a business of your own or not, our team’s system can teach ANYONE how to be successful. Our group consists of over a dozen of the most successful entrepreneurs in America. You will be working with a team of pros that can teach you how to do this. In fact...because of the training, the support, and the systems we provide our members, our company is growing at an astonishing rate. You will be amazed when you see how simple this is.

Once again, listen to this information immediately, then get back to me. I look forward to hearing from you soon.

Best Regards,

Todd Falcone
EMAIL INTRODUCTIONS

DO NOT EVER pitch anyone on an introductory email. The purpose of sending them an email is to create an opening for a conversation to occur.

Introductory Email copy (To be used to generate a return phone call or email reply with their phone number):

Subject Line: Joe, please call me when you get a moment

Joe-

This is Todd Falcone in Seattle. I tried to locate your phone number, but couldn’t do so. I would like to speak with you right away.

Please either call me directly in my office at 555-1212, or reply to this email with your phone number and I call you back on a day and time that is convenient for you.

Best Regards,

Todd Falcone

OR

Subject Line: Joe…I hear you are a great salesperson

Joe-

I understand that you are the tops in your field. I would love to speak with you when you get a free moment. However, I couldn’t locate your telephone number.

Please call me right away. I have something very important to share with you.

My direct number is 206-722-1761.

Best Regards,

Todd Falcone
TELEPHONE SCRIPTS

Real estate professionals Script:

Hi…is Ron Realtor in? Hi Ron…this is Todd Falcone in Seattle. How are you doing? Excellent! Ron…I was conducting a search on the internet for real estate professionals in the Phoenix area and located you. I own a company here in Seattle and I am in the process of expanding some of my operations into Arizona. Anytime I move into a new area I personal talent scout top notch sales professionals for my business. I have a very simple question for you. Do you keep your options open at all in terms of earning income outside of what you are currently doing in real estate?

A lot of people will say “Yes”…or “It Depends on what it is”, etc. At that point all I do is say,

Ron…why don’t I do this? To be respectful of both of our times, I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?

If they continue to ask…what it is, you can say something like:

Ron…to be honest with you…due to the magnitude of what I am doing, I would be doing a complete injustice to my company if I had to give you a 30-second pitch on it…much like it would be very ineffective for you to give an open house tour over the telephone. If you are open to taking a look, I would be happy to send you some information either via email…or, an audio CD I have that you can play in your car between appointments. Which would you prefer?

NOTE: If your company has an audio CD that does a great job of presenting information, send the CD rather than the email. Realtors spend a lot of time traveling in their car and are very likely to listen to the CD rather than spend 20 to 30 minutes on a website for first point of contact.

Notes:

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Optional Approach:

Hi…is Ron Realtor in?  Hi Ron…this is Todd Falcone in Seattle.  How are you doing?  Great!  Ron…I understand that you are a successful realtor in the Phoenix area.  The reason I am calling you is this.  I own a company here in Seattle and I am in the process of aggressively expanding throughout the country.  I am focusing exclusively on Arizona and am looking for a few extremely talented and driven people to help me expand my business.  My business has huge upside potential with extremely low risk.  Are you at all open to taking a look at something outside of what you are doing in real estate if A) it does not necessarily require you having to leave your current career to do it, and B) has a greater potential for creating more income and more free time in your life?

Mortgage brokers or loan officers Script:

Is Mickey Mortgage in please?  Hey Mickey…this is Todd Falcone in Seattle.  How are you doing today?  Excellent.  Mickey…let me tell you why I am calling.  I run a company here in Seattle that is aggressively expanding our operations into the Dallas area.  I'm looking for a couple of very sharp go getters who want to do two things…a) at least double what they are currently making and b) want to potentially get out of a career that is always dependent on the next deal or close to come through.  If I could provide you a track to run on that would allow you more money and more free time, would you be open to investigating it?  I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail.  Which would be better for you?

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Financial planners and Stock Broker Script:

Hi…is Steven Stockbroker in? Hi Steven….Todd Falcone in Seattle. I run a company here in Seattle and I’m in the process of aggressively recruiting some talent to help me expand my business. I have a business that can fairly easily help you create what would be the equivalent of having $2,000,000 net dollars invested in a conservative account earning 5% interest in less than 12 months for the right candidate. In other words Steven…my business pays its representatives on a recurring revenue basis. Most sales people love it because the income is entirely passive once you build it. Are you at all open to taking a look at something outside of what you are currently doing if you could earn more and create more free time in your life? I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?

Sales Professionals Scripts:

Outside sales person:

Hi is Annie Account Executive in please? Hi Annie. My name is Todd Falcone. I own a company here in Seattle that is expanding down into the San Jose area. I’m in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business. If I could provide you a vehicle that would allow you to earn more, give you complete and total autonomy, and allow you the opportunity to create a recurring revenue stream that you didn’t have to keep recreating every month, would you be open to investigating it? I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?

Inside sales person:

Hi is Tommy Toyota in please? Hi Tommy. My name is Todd Falcone. I own a company here in Seattle that is expanding down into the San Jose area. I’m in the process of recruiting and identifying some potential leadership to help me run the sales and marketing side of my business. If I could provide you a vehicle that would allow you to earn more, give you complete and total independence, and allow you the opportunity to create a recurring revenue stream that you didn’t have to keep recreating every month, would you be open to investigating it? I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?
Insurance agents Script:

For insurance agents, you could very easily adapt one of the previous scripts.

Managers and Directors Script:

Hi…is Mack Manager in please?  Hi Mack…my name is Todd Falcone.  I run a company here in the Seattle that is in the process of expanding our operations throughout Washington state. I understand that you are a successful sales manager at WITD-FM. I am in the marketing and international distribution industry and I am aggressively seeking some new talent to help me expand my Seattle operations.  Are you at all open to taking a look at something that would allow you to not only earn more than you currently are, but also allow you to utilize your current skills in a very entrepreneurial environment?  I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail.  Which would be better for you?

Retail sales/customer service Script:

Hi is Rhonda Retail in please?  Hi Rhonda.  My name is Todd Falcone. Let me tell you why I’m calling.  I own a company here in Seattle that is expanding down into the San Jose area.  I’m in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business.  I’m looking for people LIKE YOU who have some experience in working with and around people on a daily basis that may not be earning what they feel they are worth.  If I could provide you the opportunity to earn more, with long-term career potential, and allow you the opportunity to create a recurring revenue stream that you didn’t have to keep recreating every month, would you be open to investigating it?  I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail.  Which would be better for you?

Notes:
Current Network Marketers:

Option 1:
Hi is Nate Networker in please? Hey Nate. My name is Todd Falcone. Let me tell you why I’m calling. I know that you are involved in network marketing currently…am I correct in that? Great. Listen…I found you by doing a search on the web. I have a very simple question to ask you. Are you at all open to taking a look at something other than what you are currently doing, IF you knew you either had better timing and positioning, more active upline support and leadership, or the potential to earn more in a shorter period of time? IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS! I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?

Option 2:
Hi is Nate Networker in please? Hey Nate...Todd Falcone in Seattle. How are you? Excellent. Nate…I understand that you are involved in network marketing, is that correct? Great. I have an interesting proposition for you. First…let me ask you this. What company are you working with currently? How long have you been there? Is your check growing as fast as you’d like it to? Let me tell you the purpose of this call. First of all, I’m not at all interested in taking people who are totally happy and satisfied with what their doing and putting them into my company. I am however in the business of taking people who may not have yet found the right place for themselves and hooking them up with a team of proven leaders who have the capacity and the time to invest in their new people to assure them a check. Are you at all open to taking a look at anything outside of what you are currently doing? IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS! I’d be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?

Notes:
Voice Mail/Answering Machine Scripts:

Short, simple and sweet #1:  
*Hi Ron…this is Todd Falcone in Seattle. I need to speak with you right away. Please call me at your earliest convenience. My number is 555-1212. That’s 555-1212. Talk to you soon.*

Short, simple and sweet #2:  
*Hi Ron…this is Todd Falcone in Seattle, Washington. Would you please give me a call at your earliest convenience? I have a financial matter I’d like to discuss with you. My direct office line is 206-555-1212. I’ll be in the office all day.*

Longer Version (Real estate professionals Sample script)  
*Hi Ron…this is Todd Falcone in Seattle. You don’t know me personally. However…I understand that you are a successful realtor in Chicago. I own a company here in Seattle that is in the process of expanding into Illinois. I am looking for a small handful of people to help me expand my operations in that area. I’m not at all asking you to leave what you are doing or even suggest that you do so…unless you are looking for a complete change. Our top people are high six and 7-figure earners…and your area is wide open. If you are interested in having a brief conversation about what I am doing, please call me at your earliest convenience. My direct line is 555-1212. That’s 555-1212. Talk to you soon.*

I will generally leave that type of message on a realtor’s CELL phone. Most of the places you can locate them on the web also provide their cell phone as a secondary contact. It is pretty easy to tell if you are calling their office (a secretary normally answers) or their cell phone, where you hear THEIR voice on the machine or voice mail.

You could very easily adapt the script above for any, if not all of the categories.