

# PROFIT SHARE MASTERCLASS

## MASTER THE RECRUITING CALL

Below you'll find a variety of conversations that you can take, tweak, and tackle on your recruiting calls. This includes everything from a simple confirmation text before the call to questions to ask during the Discovery to best practices in follow up.

### BEFORE THE CALL

It's a best practice to reach out to the recruit the day before or the morning of your Discovery Call with them. The purpose is to 1) remind them they scheduled a call with you, and 2) establish authority and communication so they trust you (and the number you're calling from).



*Hi <<RECRUIT>>, this is <<YOUR NAME>> with Keller Williams. I'm looking forward to our call today. Note that I'll be reaching out via this number. Talk to you in a few hours! Also, I just wanted to confirm: Does today still work for you?*

### MASTERY TIPS

- 1 You don't have to talk as much or as long as you think you do.
- 2 Building rapport is as important as anything else you do on the call.
- 3 Remember, this is a numbers game. You should focus on having as many first time recruiting calls as you can!

### THE 5 STEPS TO A "DISCOVERY CALL"

Positioning the call as a "Discovery Call" allows for brevity. It is standard practice in most professional industries these days for there to be quick 15-20 minute calls in which the interviewer "qualifies" the applicant through discovery questions prior to moving them forward in the hiring process. There are 5 steps to this process

- 1 **INTRODUCTION: RAPPORT BUILDING**  
"Hey Linda, it's Pres from Keller Williams. I'm reaching out for our scheduled call. How are you today?"  
**ABOUT: HAVE THEM TELL YOU MORE...**  
"I want to hear about your story and get to know you. Tell me how you got to where you are today?"
- 3 **LICENSING: WHERE ARE THEY IN THE PROCESS?**  
"Where are you now in the process of getting your real estate license?"
- 4 **LEVERAGE: HOW YOU WILL HELP THEM**  
"I am an agent at Keller Williams. I also help grow our company as a Career Consultant for people who are joining KW. My job is to connected you with the right KW office and leadership in your area."
- 5 **SPONSORSHIP: ALWAYS ASK FOR IT!**  
This step is hugely important! If you don't ask, you may not get sponsorship. It can be as simple as this: "If you feel like I was helpful, I would be honored if you put my name down as your Sponsor into the company."

