

Welcome to DSWA's Leadership Webinar Series

Building a Recruiting Culture



Overview

In this webinar you will discover:

- Setting The Recruiting Tone
- It Is All About Leads
- Know How To Extend The Invitation
- Interviewing To Close

It Starts With YOU!

- Don't Minimize The Effort
- Expect Your Team To Share
- Set the Tone Before They Join



Lead Generation Is Where It's At!

- Teach Lead Generation
- Teach Sales – Recruiting
– Bookings



Leads Are Everywhere

- Systems to find business
- Have a full calendar
- Conversations, compliments & questions



Develop Relationships

- Expand Your World
- Be of service
- Share the benefits



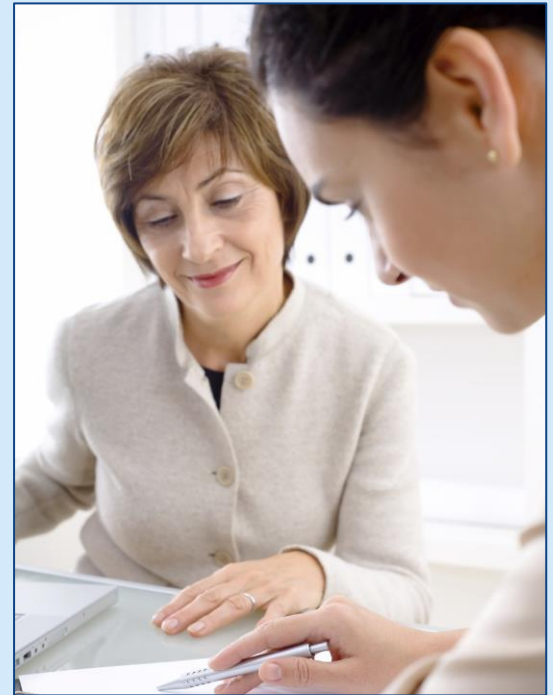
Art of the Invitation

- Just Ask!
- Recognize the opportunity



The Interview

- Be Ready
- Be Specific



Ready To Sign?

- A scale of 1-10
- Products, hosting & referring



I Need To Think About It!

- The Pillow Test
- The Appointment
- The Follow Through



Teach Your Team

- Leaders Lead
- Leaders Teach
- Leaders Are Consistent



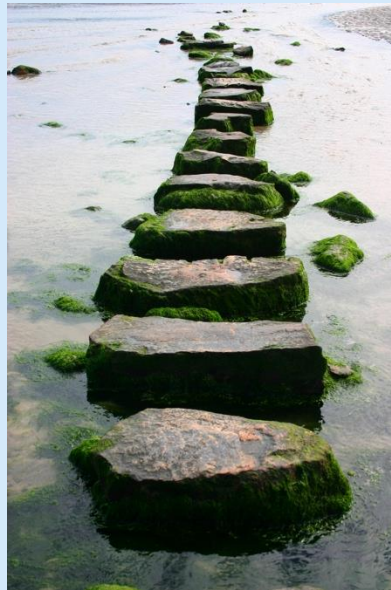
Questions?



Your AHA's and WOW



What's next?



Social Media



DSWA.org

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook.com/TheDSWA

The Twitter logo, consisting of the word "twitter" in white lowercase letters and a white bird icon on a light blue rectangular background.

Twitter.com/DSWA



Instagram.com/TheDSWA