



The Lead Guru:
Don Runge

Don't Stop And Start

R E C R U I T I N G T I P S

Have you ever heard that the worst thing you can do to a car is drive short distances and do a lot of starting and stopping? This causes low gas mileage, poor engine performance, tension and headaches. In extremely cold weather, your engine never quite gets a chance to run long enough to become efficient. In extremely hot weather, your car tends to overheat and definitely does not cool down inside under these stopping and going distances.

If you are the type of recruiter who gears up to recruit one or two people and then stops to wait to see what happens to them, you are going to have poorer performance in the long run compared to a long distance, steady-speed recruiter. People, who prove to be successful in recruiting, recruit daily and never stop their recruiting activity.

Now, I hear people ask all the time, "Why would I continue to recruit if I have already hired the people I need?" Simple! Because recruiting, like sales, is a numbers game. You need to have three new recruits come in and prepare for one leaving at all times. I'm not suggesting that you hire everyone who expresses an interest to work for you. Rather, the more you can keep your prospective candidate "bank" filled, the more selective you can be when you need to make a hiring decision.

In other words, keep your car moving at 50-55 mph by recruiting regularly. You will get better sales performance from existing staff and will have a ready pool of good candidates to choose from when you need them. You can control your recruiting results if you maintain this daily activity strategy.

Don Runge, CLU, is president of DMR & Associates lead consulting and recruiting firm in Plano, Texas. He has accumulated 25 years experience as an agent, sales manager and marketing executive. To date, Don has trained over 50,000 insurance agents and managers nationwide and has conducted thousands of seminars and workshops on lead and recruiting training. He is internationally recognized as a motivator, educator and trainer throughout the insurance industry, and is known by his colleagues as "The Lead Guru".

Don is also the creator of **THE APPROACHsm** lead conversion process designed for agents and managers who want improved effectiveness in converting names to leads or appointments. For information on **THE APPROACHsm** and other lead/recruiting training products call 1-877-See-Guru (1-877-733-4878) toll free or visit our Website at www.theleadguru.com. All e-mail inquiries should go to Director of Marketing and Sales, Michele Tapp at mtapp@prodigy.net.



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