

# Don't Stop And Start



The Lead Guru:

**Don Runge**

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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? 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 does not cool down fast enough inside under these stopping and starting conditions. All this causes low gas mileage, poor engine performance, tension and headaches.

If you are the type of recruiter who gears up to recruit one or two people and then stops to see what happens to them, you are going to have poor 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. I hear people ask all the time, "Why would I continue to recruit if I have already contracted 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 contract everyone who expresses an interest in working with you. Rather, the more recruits you keep in your prospective candidate "bank", the more selective you can be when you need to make a contracting decision. In other words, keep your recruiting efforts moving at 50 to 55 mph over a long period of time.

By doing this you will increase sales performance from your existing staff, and you will have a pool of good candidates to choose from when the time comes to make that hiring decision. You can control your recruiting results if you maintain this daily activity strategy, and don't start and stop!

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*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 says he 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 APPROACH<sup>sm</sup> lead conversion process designed for agents and managers who want improved effectiveness in converting names to leads or appointments. For information on THE APPROACH<sup>sm</sup> 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](http://www.theleadguru.com). All e-mail inquiries should go to Director of Marketing and Sales, Michele Tapp at [mtapp@prodigy.net](mailto:mtapp@prodigy.net).*