



How to Build a Team for Social Sellers

with Courtney Van Auken



"You're building a team! Good luck. Confidence is key. We believe in you."

Build Relationships & Trust on Social Media

Showing up on social media is all about engaging with people and genuinely getting to know them to find out if you would be a good fit to work together.

Write down a list of questions you want to learn about your potential new recruit. Remember, it's not about you, it's about them.

Why do they want the income? Why do they want to join the business?

Courtney's hot tip: Try using video messages and video calls to prove you're a real person and build more relatability.

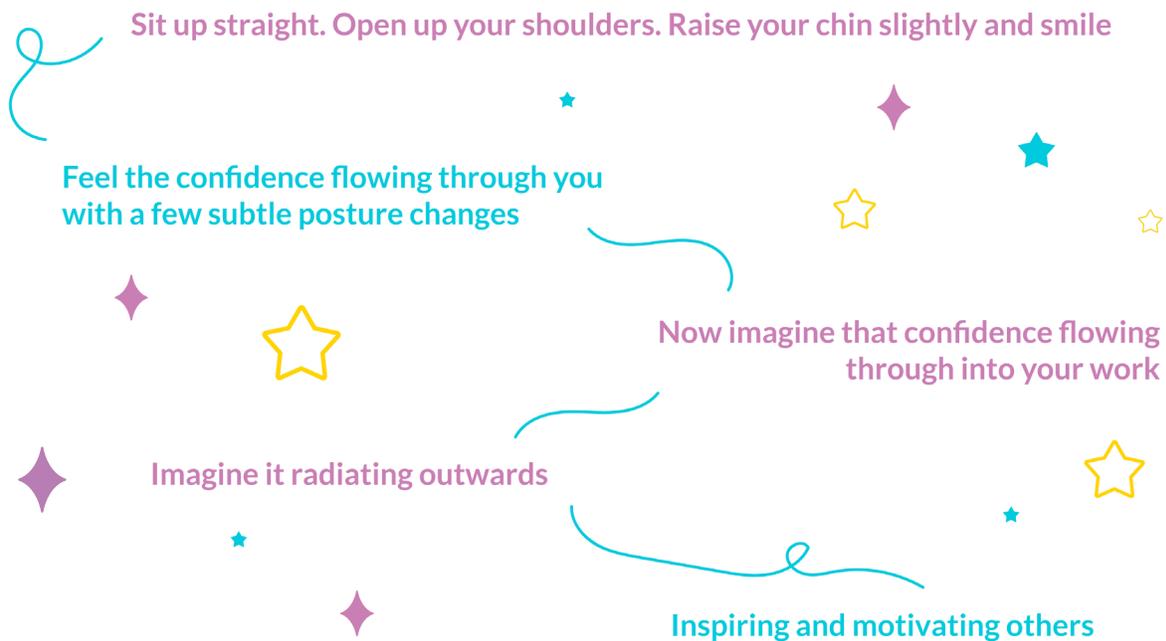
Develop a Recruiting Mindset

The decision to have a positive impact and commit to building a business is paramount to success. As a team leader you need to be confident in your abilities and committed to your action plan.

It may seem impossible when you're starting from the very beginning BUT as Courtney says... Impossible can be broken down to I'm possible!

Plan what activities you can do to build your skills so you can increase your confidence.

Do this exercise to physically embody your new mindset.



Repeat this visualization and whenever you need to borrow some confidence start by sitting up straighter!

Consistency is Key

Why is consistency key? Time and time again social sellers hear from new team members who say they've been watching them for a year before reaching out.

Change takes time. Decisions take time.

You need to consistently show that you are committed to your new business and team so the people who are watching continue to build their trust in you.

Be realistic. What can you commit to on social media?

How will you ensure you stay committed? (Pre-scheduled, daily alarm, calendar?)

Overcome Recruits **Fears and Objections**

Once you've built relationships and people have expressed an interest in your business opportunity, it's likely they'll have some doubts and fears.

Here are Courtney's tried and tested responses to help alleviate new recruits' doubts and fears about taking the leap and starting their new business.

Doubt, Fear, Objection: *I don't have time*

Response: I understand that you're super busy but if I can show you how to fit this business into 30 -40 minutes a day are you open to learning?

Doubt, Fear, Objection: *I don't have a big network/I don't know enough*

Response: If I can show you how to use social media to make friends all over the world and build a business while you're doing it would you be open to information?

Doubt, Fear, Objection: *I don't think I'm good at sales*

Response: Ask them about their favorite restaurant. Let them talk and describe their favorite place and meal then say. You just sold me! To build them up

What are other common objections you hear? Plan some responses for them now.

Doubt, Fear, Objection:

Response:

Doubt, Fear, Objection:

Response:

Doubt, Fear, Objection:

Response:

Create a **Solid Follow Up Game**

It's been said before and Courtney is going to say it again... Follow Up!

Starting a business and joining a team is scary. If you leave it up to someone else to get back to you, they may never take the plunge on their own. You need to prove that you are there to help and guide them and support them making this a reality.

Tips for Following up:

- ★ Create a dedicated day (Courtney loves Follow Up Friday)
- ★ Pre-write your messages (but make sure there's room to tailor to each person!)
- ★ Use Penny! (Courtney loves Penny)

Check out Becky's course: [How to Build a Profitable Direct Sales Business](#). She has a 3+3+3 = 3000 Follow up method you do not want to miss out.