



富贵事业教战手册

NV Business Development Handbook

Chapter 4: Sales Team Expansion Manual



Note: Company reserves the right to change, modify, add, or remove portions of this handbook at any time at the Company's discretion without notice.

The Meaning of Recruitment

Recruitment means to keep a look out for new members who meet the criteria. Recruitment and marketing are two major wheels that complement each other. You need these two corresponding skills to steer the team forward.



A successful recruitment can be likened to a profitable property investment

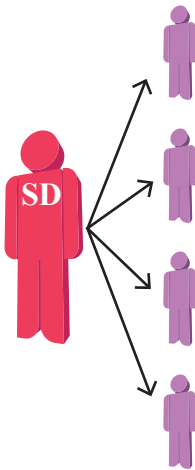
Thrive on the concept of 'rental returns'

Spend time grooming your new recruits and look forward to collecting 'rentals'



‘Key Advantage 1’ of Recruitment: Tap on the Exponential Power of Team Effort

Repeat the simple things and subjects again and again
‘practice makes perfect’



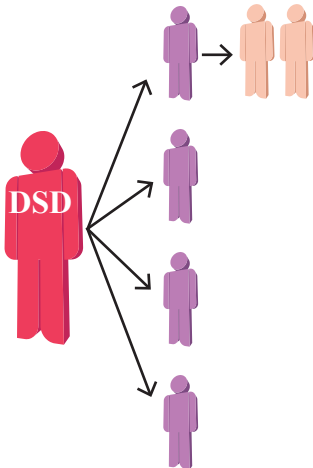
Eg 1:

Group Sales	
30,000PV x 5Agents	= 150,000 PV
SD Sales & Overriding	= 7%
Commission (150,000PV x 7%)	= RM10,500

VS

Personal Sales	
30,000PV x 15%	= RM4,500

*If you work alone, you are getting nowhere simply because you are
-----constrained by time and other resources. Ask yourself this: “How many-----
customers can I sign up in a day against a team with 10 agents??”*



Eg 2:

Group Sales	
Each SD Group Sales	= 90,000PV
Total SD Group Sales (5 Group)	= 450,000PV
DSD Sales & Overriding	= 5%
Commission (450,000PV x 5%)	= RM22,500

VS

Personal Sales	
30,000PV x 20%	= RM6,000

‘Key Advantage 2’ of Recruitment: Enjoy More Financial and Time Freedom

Robert Kiyosaki CashFlow Quadrant

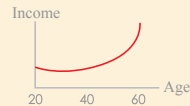
Employee

- Work for someone else
- Limited income potential trading time for money
- No freedom



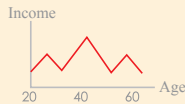
Business Owner

- Builds assets. Unlimited income potential
- You own a system & people works for you



Self-employed (No system)

- Limited income potential trading time for money
- High Income - High Pay Out = Zero Wealth
- Can never stop working



Investor

- Leverage on money to make money
- Unlimited income potential
- Money work for you

‘Key Advantage 3’ of Recruitment: Sustainable income

In nature, there are unexpected storms; in life, there are unpredictable vicissitudes. Given your limited time and ignored health, you risk losing it all in undesirable circumstances, if you work single-handedly by relying on just you!

Recruitment Goal Setting

$$\text{Recruitment goal} = \text{Existing Agents} - \text{Turnover rate} + \text{New intake budget}$$

Derive your feasible recruitment goals to include the following considerations:

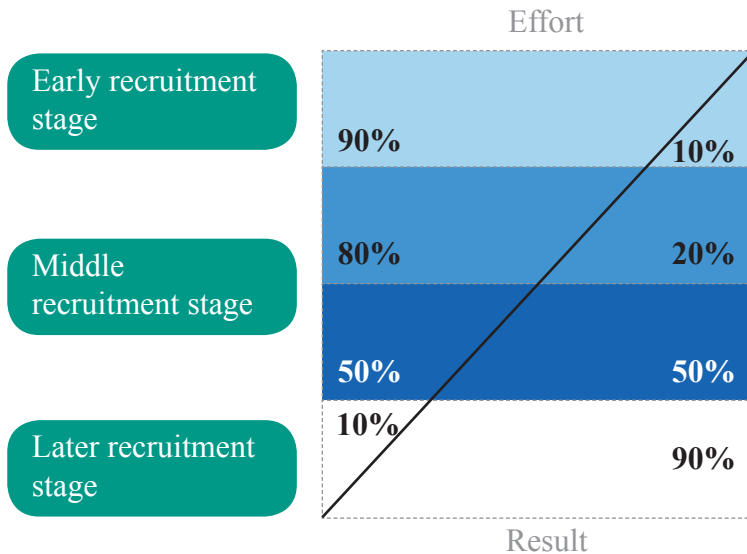
- ➔ 1. Yearly, quarterly and monthly recruitment targets
- ➔ 2. Existing agents who can contribute to the group with steady or consistent sales
- ➔ 3. The annual turnover rate of 20% is considered normal (This translates into, say you have 30 agents presently and therefore your team expansion target for next year shall be 35)
- ➔ 4. Estimate the total number of recruitment for your organisation

The Law of Large Numbers

The ‘law of large numbers’ applies to team expansion. The larger sets of numbers you go by, the higher the chances of securing a solid member. Take 10: 5: 3: 1 for example:



Effort VS Result



It is the first step that can be challenging.

Everything is difficult in the beginning. You put a lot of effort in it but you don't get what you wish for. The result seems to be indirectly proportional to the hard work at the initial stage. You become frustrated and discouraged. Just don't give up! Soldier on to the middle stage and you would start to taste some results. Be persistent and persist onto the later stage where you would most likely enjoy the fruits. Well, leaders above the BDD levels tend to give you the "sit back and relax" impression, but they had actually invested a lot of effort in building up their teams early on.

So, would you rather suffer for a while instead of a whole life?

The “Nirvana Bus” Adventure

A leader is like a bus driver. Now put yourself in his shoes and you will learn that there are people getting on and off the bus at certain intervals. This is the norm or the nature of the business. When there are three passengers getting off at the next bus stop and four others boarding the bus, it's perfectly normal. You may have four passengers alighting at the next stop that follows while picking up another three. No problem!

What if there are only drop-offs at each bus stop without any new passengers boarding the bus? You have got to fix it! In other words, no matter how big your team is, there are members bound to leave at certain intervals. What really concerns you is that as long as the numbers of passengers who alight and board the bus revolve around healthy ratios, you are safe.

Now what really matters most is recruitment. Today, all ten people turn down your offer. Don't feel discouraged simply because it's part and parcel of your Nirvana experience. Have faith in your next attempt. Another round of rejection? Don't worry, try the NEXT ones!

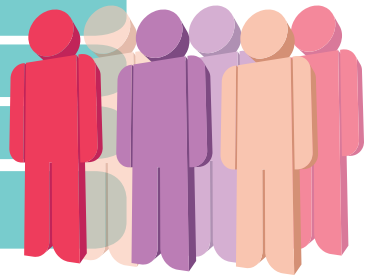
The further you cover, the higher the chances of getting aspiring team members. Of course, you may have people joining and leaving here and there. Your continued confidence will be richly rewarded in the end as long as you make the necessary effort to keep pushing the limits.

The moral behind the story is that confidence is built over time!



What are the Criteria and Who are Your Best Candidates to Strengthen Your Sales Team?

- ➔ 1. Financial capability – If you include someone who is financially constrained, you might end up lending money to him/ her all the time.
- ➔ 2. Age limits – Neither too old nor too young.
- ➔ 3. Look for people who are well-connected and command a sizeable social network.
- ➔ 4. Work on the prospects who are well-informed about the concept or importance of funeral pre-planning.
- ➔ 5. Those who are willing to sacrifice for success.
- ➔ 6. Attract those who are dissatisfied with their current income levels or work environments.
- ➔ 7. Retirees are always a choice.
- ➔ 8. Possess great charisma.
- ➔ 9. Trust worthy.
- ➔ 10. People who're willing on new challenges.



You may be eager to expand your team, but just don't jump the gun recruiting every Tom, Dick or Harry who fulfils one of those criteria. Don't be the judge mental. Assume the role of a CID agent instead. Count them in and sort them through due evaluation and only then you hand down your verdict on the suitability and feasibility of your candidates.

Recruitment Sources

Recruitment alone is not easy. Even big corporations need to invest and mobilize their resources on attracting new talent. So, how do you go about it?

- 1. Relatives
- 2. Friends or even your customers
- 3. The unemployed
- 4. Small business owners
- 5. People in the sales and marketing line
- 6. People who aspire to become entrepreneurs
- 7. Salaried employees or those who are unhappy with their income

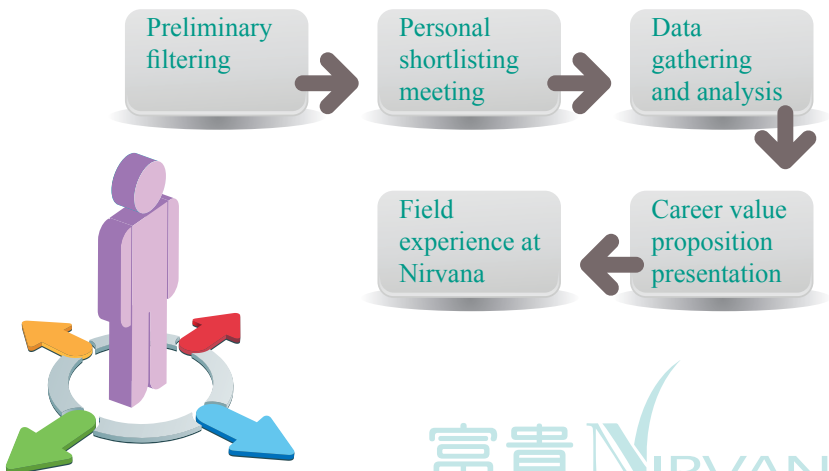


The Best Possible Recruitment Methods

It's very difficult to ascertain which is the best recruitment method. Different recruiters work around different priorities. The best way or most practical method for you is the one that fits your very own operating environment.

- 1. Recruitment advertising
- 2. Existing customers
- 3. The internet
- 4. Referrals
- 5. Business conferences
- 6. Agent's recommendation
- 7. Personal observation

5 Steps To Successful Recruitment



1. Preliminary Filtering

Many agents are bugged by a negative thought that recruiting new members can never be easy. They tend to treat it as a bonus if there are any interested candidates in the first place. With this in mind, they never bother to sift through the suitability of those candidates. Remember, you are introducing a new career to your candidates and you are the one who makes the decision on whether someone fits in well with your team, not the other way round (Of course you must be capable of making the right decision).

The following parameters shall serve as useful yardsticks for decision-making when you hand-pick your candidates:

1. Age/
gender

2. Social
network

3. Personal image
and appearance

4. A lust for
success

5. Work
experience

6. Academic
background

7. Learning
capacity

Communicate Your Ideal Requirements to Your Candidates (Example)

In an effort to boost the dynamism of my team, I am seeking out aspiring candidates who fit the following criteria to join us:



Category	Ideal Candidates
Age	30~50 years old
Gender	Male/Female
Academic Background	above SPM Level
Language	Mandarin / Cantonese
Working Experience	Have sales experience before
Desire for Success	Willing to learn
Others	Have own transport

2. Personal Shortlisting Meeting

The following questions will help you understand your candidates better as you get to know each other and the Nirvana career more. Having done so, you are better equipped to make up your mind whether a candidate is fit for the job, carving a niche for himself/herself in Nirvana career together with you.

- A. Understand more about their family backgrounds
- B. Understand more about their current professions
- C. Find out whether they are happy with their current jobs
- D. Learn more about their outlooks on the future
- E. Have they met your shortlisting criteria?

** Explore their answers to topics surrounding bereavement care industry and the job scope of an agent.*

The Process of Meeting with Your Prospect

Start the conversation with warm greetings and thoughtfulness



Share the overview and attributes of the Bereavement industry

End the conversation by seizing the opportunity to present a quick recap

Follow up on their enthusiasm and lead them into the next move

Personal Shortlisting Meeting

Take charge of the following things during the meeting:

Listen attentively

Raise questions

Remain neutral

Take control of the meeting

Mark down key points

Don't jump the gun

Sniff out your candidates' possible strong suits:

Interpersonal relationships

Communication skills

Time management

Ability to work independently as a team member

Learning capacity

Desire for success

Pay Close Attention to the Following Aspects During the Meeting:

The law of ABC champions the concept of leveraging others' power or resources, in pursuit of your goals. In other words, you ride on others' strengths or capacities to achieve your objectives. The element of 'B' is the most important among all. If 'B' holds 'A' in high regard (or high esteem), this augurs well for both of them in terms of achieving a common goal. Practise what you preach! Provide mutual support and be compatible with each other.

Whoever plays the role of **B** best is the winner. Now relate yourself to this possible scenario:

You need to leverage his or her power, including that of the leader and team.

A is the Adviser

You yourself or the referral.

B is the Bridge

It can be new friends, customers or whoever that accepts your propositions and is ready to work alongside you.

C is the Customer



The Law of ABC

How do you value each other's presence?

Assuming the role of **B**, you approach **A** by introducing the background and other relevant information about **C**. This includes his or her current profession, how long you have known each other, where you met him or her, how enthusiastic he or she is about Nirvana, and so forth.

You then approach **C** to throw bouquets at **A** (literally means saying nice things about **A** in terms of his or her professionalism and capabilities). When you are done introducing **A**, the anticipation is building up in the mind of **C**, who is now eager to meet the former in person.

The DOs for B:

Acknowledge and shower **C** with plenty of 'YES' nods.

Judging from situational changes, lead **C** through certain topics whenever the need arises and echo his or her thoughts in your own words (Sometimes **C** is just shy or doesn't know how to express it).

Your actions should match your words when it comes to applauding **A**. Remember, practise what you preach.

The DON'Ts for B:

Eager to present your thoughts and being pushy at the same time.

Don't interrupt when he or she is talking.

Your impatience is creating a pitfall for **A** to step on.

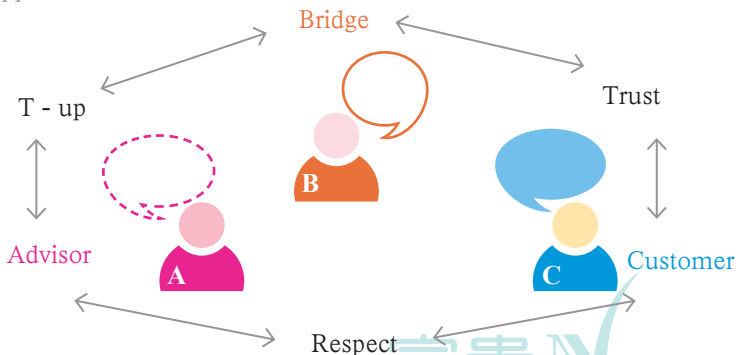
Your body language connotes expressionless or emotionless, and the absence of enthusiasm. This will only turn **C** off.

The game plan:

A is the pull factor that attracts the attention of **C**.

If **C** is dissatisfied, **A** comes in handy to smooth it over.

A can always say good things about **B** simply because the latter is not supposed to share too much.



3. Data Gathering And Analysis

Evaluate and analyse the information at hand and make a decision out of it!

Verify information for accuracy and validity

Seek the opinions of others if necessary

4. Career Value Proposition Presentation

1. Present the Nirvana career in detail (including opportunities and the downside)

2. Current developments in the Bereavement industry (Local and Global)

3. Describe the company (Nirvana), organisation (eg. sales team), and yourself



4. Current market trends and needs

5. Share with prospect with NV career is suitable for him/her.

5. Field Experience At Nirvana

Encourage the Would-Be Agents to Take Part in Nirvana Activities

Take a bold step to invite them over for the SA examination even though they have to apply for a half-day leave. This is about a serious business, a life's work. Are they willing to sacrifice half a day of their leave in pursuit of a new career? The answer you get tells how ready and enthusiastic they are.

Please stress that all would-be agents must go through the Business Opportunity Seminar (BOS), in order to better understand the funeral industry and the background of the company. At the same time, it provides an overall picture of the work environment and job scope for new agents. This also serves as part of the shortlisting process to gauge the suitability of each candidate.



Follow Up Action After Meeting With Your Prospect

When you are done with the face-to-face meeting, remember to ask for his or her feedback contact and do disclaimer with him/her.

A few days later, invite him or her over for tea and talk about 'how to start off as an agent'.

Regardless of how he or she performs in the beginning, keep encouraging him or her to participate in any company activities.

Encourage him or her to join the SA training programme.

Attend Nirvana's monthly sales and marketing training courses.

Regardless of the outcome, remember to keep in touch.

Recruitment Pitch



- ➔ Work hard for the first three to five years and when you get the promotion you deserve, you earn a higher income than most office workers. Better still, you are now enjoying a happier, better, and healthier life.
- ➔ Does your income justify your hard work? Are they in direct proportion to each other? Have you ever thought of working hard for a while or for the rest of your life?
- ➔ Has your current job changed your well-being significantly? Will it really change your fortune by continuing with the same career for the rest of your life? Do you think that your current job is able to get you the rewards you deserve in the end?
- ➔ This is a golden opportunity to let help others solve their problems with handsome financial rewards in return. And you get to develop and grow yourself in many aspects at the same time. Aren't you interested in it?
- ➔ There's no need to spend money on learning the ropes, yet, it's an opportunity to make money. Do grab it!!
- ➔ Of course I am aware of how challenging it can be in the beginning. I have gone through that stage. There's nothing wrong with working hard. Young people like you must be able to brace the challenge and make meaningful and positive contribution to the society. As long as the rewards justify your hard work, take it! If your hard work cannot get you what you deserve, you are only wasting your time.
- ➔ Let me lead you into a new dimension of life filled with freedom, dignity and high income!
- ➔ Today, what brought us together was a gift from god. Knowing each other suggests a good fortune that we have been blessed with in the first place. There's no harm in learning more about the Nirvana profession. You cannot be busy round the clock all the time. Whenever you are free, give yourself a chance to say hello to Nirvana and who knows, you might just discover a new career path which is truly rewarding. Again, there's no harm in learning more about something or anything. During the meeting, hand whatever useful introductory materials over to your potential candidates (including multimedia CD/ video) and remind them to go through those helpful pieces of information at home.
- ➔ If you trust me by giving yourself a chance to develop this career together with me, you are about to earn more at Nirvana than what you are capable of presently. The Fengshui masters may cheat you for eight to ten years. But I cheat you only on a little bit of your time. Trust me, in a month or two, you are likely to see the positive results the moment learn about the company and the industry. People keep complaining that they will never make enough money. No one seems to be having enough of it. Now here comes the golden opportunity to change your life. Just give yourself a chance to attend a course at our company. It won't take too much of your time, it would only open up a new opportunity in life to you with plenty of promising rewards.

How to Overcome the 8 Psychological Barriers Plaguing the Would-Be Agents?

1. I am busy, I don't have time!

Reply: You must be earning big bucks big time! If you are not, what are you busy with? There's a huge difference between 'busy making a small amount of money' and 'busy making a huge amount of money'. Which one is better?

2. I am not suitable for this job!

Reply: I had the same thinking! But then I thought of the positive aspects of being a Nirvana agent that would change the course of my life and I took a risk. Let's not talk about whether you are suitable for the job or not. Let's talk about whether it's worth it or not in the first place and only then you draw a conclusion from it.

3. I don't have a silver tongue at all!

Reply: It's not the matter of being born with a silver tongue, it's what we practise each day. Practice makes perfect. The good news is that our company provides professional training in a very systematic way.

4. This is a profession of irregular and unstable income!

Mr. Fong, is there any profession that comes with a really stable, high income? I would like to be part of it! Now how do you define 'stable'? Even a shop with a rich history of over a century can go bust, frankly speaking. When a year of hard work at Nirvana earns you a fat income that you might otherwise take a few years to achieve, is 'stable' and 'unstable' relevant anymore?

5. I am not well-educated!

Reply: There are so many successful people with poor academic background in real life. As long as you make sure the learning never ends, you are all set to scale greater heights! All you need is to keep striving for excellence and what is there to worry about your academic background?

6. I don't have a huge network!

Reply: Now think about this. The success of a retail shop depends on the number of friends he or she knows or the strangers? Is the success of someone primarily motivated by the number of friends he or she knows or his or her desire to succeed?

7. My family members are against my decision to becoming a Nirvana agent!

Reply: I understand your situation. That goes to show that they are concerned about your future. The irony is that they don't understand the industry quite well. What you need to do is prove them wrong by making it happen! Once you have succeeded, all your family members and people around you will be supportive and proud of you!

8. I don't want to make money out of someone's death!

Reply: Florists, butchers, bakers, fruit sellers and many more are just part of the business chain who make a living out of someone's funeral affairs. Are they making an unethical livelihood too?



What Are the Reasons Why New Agent Can't Breakthrough?

- ➔ 1. Lack of focus - Pre-occupied by a few other part-time job other than from Nirvana
- ➔ 2. Poor self-image - Job hopping has become a habit! People won't trust agents, especially those who failed repeatedly in direct-selling before.
- ➔ 3. Poor wealth management
- ➔ 4. Lack of leadership skills
- ➔ 5. Failure in performing their own duties
- ➔ 6. Lack of confidence and farsightedness –
Full of Confidence = encouraging outcome;
Lack of Confidence = disappointing outcome
- ➔ 7. Unattractive communication skills
- ➔ 8. Impatient in follow-ups

Persistence, the silent but irresistible energy within,
is the key to success!

