

FOR SALESFORCE DEVELOPMENT

HERE ARE RECRUITING STRATEGIES TO HELP YOU TO MEET AND CONNECT WITH NEW PEOPLE ON AND OFF SOCIAL MEDIA

Building a portfolio can be easy or hard. From my personal experience the recruiters who do the best have focused strategies and work really smart at building their business in a meticulous way, using a mix of personal contacts, social media targeted strategies, high school recruiting, and paid marketing. Here are some of their strategies that you can adopt:

USE PERSONAL STRATEGIES THAT BUILD CONNECTIONS

1) Firstly, exhaust ALL your personal connections - starting with your colleagues, family, and friends - and their colleagues, families and friends - through word-of-mouth and referrals.

2) Know the products benefits/features intimately to show the clients in a personal way how the opportunity can make their lives better and will fulfill a specific need/dream/desire that they have e.g. career aspiration, financial freedom, study, work and travel abroad, job promotions, improve skills and knowledge, make their family proud, gain leadership roles, gain an international credential that provides superior advantages on the job market and in their field etc.

3) Connect well with people through storytelling. Storytelling is one of the most effective ways to share the qualities and benefits of a product. Tell your own story, or tell other people stories, focusing on the struggles, opportunities, victory, and success. Have at least two stories about how the product has improved others. Tell the story in a genuine, vivid, and personal way.

4) Passion ignites passion. If you love what you do, know the product is a genuinely good one, and are excited and passionate about it, you'll build positive energy and others will buy-in easily. If you're unfamiliar with the product, unexcited, and just pushy about selling without the client's best interest at heart, they'll know, and you won't convince them to buy. People don't like salespeople much.

5) Know the competitors and compare your products in a favorable way. Tell them clearly why you're offering a better way. What will they gain here, that they won't gain there. The differences and benefits must be clear.

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USE THESE MARKETING TACTICS TO REACH A BROADER AUDIENCE

After exhausting your personal connections, work on a social media strategy that's a mix of Instagram, Facebook, and other media.

1. Become more visible on your own social media. Create a web business card.
 1. Start by, updating your profile with start new job, **Authorized Recruiter for AIM University Group**. Add a link to the website.
 2. Make daily posts about what you do, about the product, about other people's story with the product, about what you did today etc. Invite people to contact you to work and/or study at AIM University Group.
 3. Ensure that your photos and page are representative of the brand. When you post or contact people on Social media, the first thing that they'll do is go to your page. People have preconceived notion of what people in a particular role should look like, and how they should behave. They'll be more confident with you if you fit the mold. Clean up your pages and profile in line with how you want to be seen by your audience.
 4. Create short motivating memes in shareable template and add your signature and contact to the foot of the post.
 5. Create a video and ask friends to share. Be clear about your products and how it will benefit the target audience.

GO NUCLEAR

Create Viral Messages and post them everywhere: Your social media strategy can be more nuclear using guerilla tactics where you find all the popular groups out there, and all the high commentary blogs and posts, and leave pre-designed messages in the threads.

Create web business cards with an attention-grabbing tagline: You can be more subtle like posting your web business card everyway with big audiences - on all the major blogs, breaking news, events posters, and social commentary posts. This is more subtle than using viral messages, but if your card has a headline message that connects well with people, they'll reach out to you e.g. *Study and Work in Canada, Study And Work in the UK, We're Hiring Admission Agents* etc. Be sure that your business web card grabs attention with a stand-out header or tagline. Create multiple versions of your web card using different headers and attention lines.

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PAID AND TARGETED SOCIAL MEDIA MARKETING

If you're a Team Leader, you can use paid and targeted ads on Facebook and Instagram. You will select the specific cities, age group and gender that the media companies should deliver your Ad to, and they'll place it on their pages. If your Ad is impactful, you'll get lots of responses. Respond to everyone personally and invite them to like your page. This way, whenever you post on your page, they'll see it in their feed and respond.

Use your limited resources to create a winning message- a message that will sell the best and get you the most response. Use the most effective headline and only promote the most popular products. You can market test this with your friends and team before you start the AD.

Maintain a Lead Sheet with phone numbers, email address and social media contact/links for every prospective agent and student. Invite them all to Discord so they can become part of the community. This will help you to reach them and connect in a more supported and business-friendly environment. Make sure that your Discord Profile Picture is a professional one.

Always ask your contacts for referrals: do you know anyone this wonderful opportunity will benefit?

HIGH SCHOOL CAREERS AND VIRTUAL MEETINGS ARE EXCELLENT WAYS TO RECRUIT

Start with your own alma mater and do your presentation in person or via web meetings.

Find teachers and guidance counselors and make them your agents - recruit them if possible.

Adopt ALL the above strategies, and work on them tirelessly, they'll bear fruit.

Happy Recruiting!