

**MEETING
PEOPLE WHERE
THEY ARE**

1. Goal Conversation

- Get to know the person and spend time with them.
- Always call, texting does not suffice!
- Do not make the call about yourself, talk about them!

2. Motivators

1. Time

a. This is time for family, friends, vacations, self-care, etc.

2. Money

a. This is money for credit card debt, a new home, student loans, a new car, etc.

3. Recognition

a. This is being appreciated for their work and not feeling like a number.

2. Motivators

- A lot of the time, you will find out their motivators when asking them about a previous employment.
- You will be able to pinpoint 1 of those motivators in everyone.
 - Some people have 2 motivators.
 - Very rare that someone is motivated by all three.