

This document is strictly for distributors who are prospecting in the cold market through our many different lead generations. It is not meant to be a script but purely on how you should take your phone call with your prospect.

You start by Interviewing your prospects, ask them questions and make them convince you that they're someone you should be investing your time and effort with.

Just because someone is "interested" doesn't mean they're a good prospect.

When companies hire for key level positions, they don't just hire people who walk in the door and say they're "interested" in working there, or willing to listen to the offer the company has for them.

No.

They interview those candidates hard, and so should we.

I like to ask questions and invite my prospect to convince me why he (or she) would be someone I would want to work with. If they're not, I'm more than willing to disqualify them and move on to my next prospect.

So what kind of questions should you ask?

I like to start off with background questions to get a feel for who they are... then I began digging for why they want a business at this time in their life, and what a successful business is going to do for them.

1) What do you do for a living? How long have you been doing that? How do you like?

2) Have you ever owned your own business?

3) What kind of income are you looking to generate? (I sort for "big thinkers", and people who can see themselves generating that kind of success).

4) Beyond money, what's making you investigate a business venture at this time in your life? (this is tough for some people to answer, but it's important. I want to know what's driving them!)

5) What kind of TIME will you put into working your business? (If they've got big goals but can only put in 3 hours a week, then you gotta seriously doubt their commitment level).

These questions are just examples and not meant to be a script. The whole idea is to uncover who it is you're really talking to. Are they curious or serious? Do they have goals and if so, how committed are they to reaching them? What's driving that commitment?

Are your prospects giving you "pat answers"? If so, challenge them! Say, "you know Dave, you're giving me all the right answers but I'm not hearing any real commitment behind them... what am I missing?"

Put it back on them... remember, they have to convince you that they're a good prospect for your team. We're not in the convincing business, we're in the interview business.

Learn to be a great listener and listen to what they're really saying, not just what their words say.

It's "what's driving them" that matters the most.

Listen for that and ask questions to uncover it. It is key team that you develop this interviewing skill this will help you on the follow up by identifying who you are talking to.

Futhermore create a sense of urgency with your prospect if you have someone that is serious and is successful 3 way them immediately with your successful upline. Always try to follow up with your prospect the same day no more than 24 hrs. Always sell the concept if you want to be successful you need to surround yourself with successful people, sell yourself and the successful upline you are working with.

Hope this helps.

Joe