INDUSTRY | INTERNETWORK MARKETING | PROSPECTING

Two way conversation with a prospect

Communicating is different than talking! Talking is when you're spilling your guts on them about your great product and opportunity! Communicating is when you are taking an interest in THEM and they are responding to you.

by **Sue Seward**

1199 words | 6 pages

Most times when we're speaking with people and they bring up objections like "is this a pyramid" it's usually because they do not have enough information. Personally I do not hear this one much any more but I did years ago before developing posture!

People hear this term from someone they know so it's sort of like a habit to say "is this one of those pyramid deals"?

> ***It's really because they just don't know much about the industry and they would like to know more.***

Do not take this personally. If you become defensive about this it will turn them off because it shows that you are not confident in what you're doing.

A Two way conversation with a prospect after you've given them information on your business may go something like this

Me: *so John, that's it! What would you like to do next?*

John: *this sounds great but it's like a pyramid, right?*

Me: *what do you mean by that?*

John: *well when I sign up, you make money?*

Me: *actually, I make money when you make money. So it's in my best interest to help you make as much as possible. Isn't that what you are looking to do? Make as much as possible so that you can be your own boss, not have to work for others and call your own shots. You did tell me that this is what you wanted, right?*

John: *yes, but don't you earn money when I bring people in?*

Me: *yes, just like your boss earns money when you work for him while he's out playing golf. But the difference here is that if you work harder than me, you can actually earn more than me. Can you do that at your job?*

John: *no I sure can't*

Me: *well ok then, are you ready to get started?*

John: *I'm ready.*

Me*: great, do you want to make a little or a lot?*

John: *A LOT!*

Me*: ok let's get you started John*

A classic example of a pyramid is where there's no product or service sold. You are asked to send money to someone and told that you'll receive money back if you do.

One example is a gifting program or giving a pledge and you're asked to send your first gift or pledge to the person above you on the list. If anyone asked you to send THEM money do NOT do it! It's an illegal pyramid scam!

Most of these type programs have been or are being shut down. People are going to jail for not paying taxes on this money. They are opening in

other areas using a different term like "pledge". They never give their REAL name so beware! If you are approached by one of these people turn them into the Attorney General's office in that state.

> ***It's our job to protect our industry and these people give us all a bad name because people don't understand the difference in an illegal pyramid and a legitimate Network Marketing company.***

The first thing I say when calling one of our magazine ad prospects is this:

"Hi this is Sue with _____ calling you back". How can I help you?

These prospects usually say oh yes tell me all about _____!

What *EVER* they say, I turn right around and say "_____what do you do now"?

I *ALWAYS* ask them a question back to take control of the conversation!

If they ask me a question I ask them one back! Kinda like tennis! It's a back and forth two- way conversation and the prospects realize that you really are interested in *THEM!*

Of course *you must be genuinely interested in them* and as you gain experience you reach a level of posture where you are not desperate to sign up everything that breathes the process will eventually become natural.

This is *WHY* self-development is *SOOOO* crucial to your success! People can sense when you are desperate!

Find out about THEM! Make that your #1 priority when you make your calls! Put your agenda on the back burner!

Take a genuine interest in *THEM* and what they do! It's about *THEIR* agenda!

Always build rapport and the relationship first and it soon becomes a habit!

You just start asking people questions! Try it when you're out at the mall and communicating with a sales rep or at a restaurant with the waiter or waitress!

Be sure to have an opportunity business card with you though because if they are someone really sharp and out going you'll want to give them your card and always get their information too! Because if they are someone you are really impressed with you'll want to call them later. Jot down some of the things they told you on the card they gave you or the paper you have their contact information written on so you can bring this up when calling them.

Communicating is different than talking! Talking is when you're spilling your guts on them about your great product and opportunity!

Communicating is when you are taking an interest in THEM by asking them questions and they are responding back!

Always keep their AGENDA in mind! Why are they looking for something? What's important to them?

What's THEIR agenda?

Then you've got 2 WAY communication which starts building rapport and eventually the RELATIONSHIP!

I get so many calls from people every day trying to recruit me into something or sell me training, etc. and none of them take an interest in my AGENDA!

"Hey I saw your website and have a few questions"?

When I call them back most of them cannot tell me what website they saw. It's all a come on line.

They just start their spiel! It's a real turn off! They have NO clue because this is how they've been trained!

That's *OLD SCHOOL* Network Marketing!

I do the SAME thing with them as I do with any person I'm calling back. I start asking them questions and start building the rapport that can turn into a real relationship which turns out to be a win-win for everyone!!!

Dream BIG!
Sue

© 2005 Sue Seward. All rights reserved.

'Success is not counted by how high you have climbed,
but by how many people you brought with you.'

Sue Seward, the Internet Mom, is an entrepreneur, business owner wife and mother. She's been earning an income from home on-line since 1996. Sue is a published author, speaker, Internet marketing trainer, publisher of *FitFourSuccess Online Marketing Newsletter* and is a passionate Christian personally and professionally.

Sue's website: **eCommerceHomeBiz.com** 'Making Money From Home Online Since 1996' is a rich resource for all Internetwork marketers, offering free training, articles, how to's, complementary gifts, Sue's blog and more.

To subscribe to Sue Seward's FREE! *FitFourSuccess Online Marketing Newsletter*, send an e-mail to: sseward.5@IncomeBuddy.com