PROSPECTING | RECRUITING | SKILLS | TECHNOLOGY | TRAINING

Max's Recruiting Tip #2 - Actual Conversation Inside

Walk through an online conversation with a potential prospect… great stuff!

by **Max Steingart**

3006 words | 12 pages

A cornerstone of my Endless Free Leads system for online prospecting is the principle of:

> ***Getting prospects to bring the conversation around to talking about your opportunity.***

Sounds like a dream come true, no? And darn-near impossible... but it's not. It's actually very simple, as you'll see from the ACTUAL conversation between one of my students and one of his prospects.

I've used "YOU" and "THEM" to preserve the privacy of the people involved, but it's a genuine conversation, and, what's REALLY important is this so easily COULD be YOU talking to as many "THEMs" as you wanted!

Probably the best way to get the MOST from this powerful conversation is to print it out, grab a cup or glass of your favorite beverage and go sit somewhere quiet where you can follow along with the commentary and reference the lines in the conversation.

I promise you, it'll really be worth that little bit of extra trouble to go over it.

==========

Recruiting Tip #2

"How to get your prospects talking themselves into your opportunity"

If you'd love you use these tips but find you don't have enough people to talk to, that's what I can help you with in Endless FREE Leads Boot Camp 2.0:

http://www.maxsteingart.com/endless-free-leads/

==========

1. **YOU**: Hello, My name is <<YOU>> How are you today?

2. **THEM:** Hello, I'm <<THEM>>... and I am doing fine... thank you

3. **YOU**: I'm from Michigan. Where are you?

4. **THEM**: I'm in St. Augustine, Florida

5. **YOU**: Nice area, I've traveled there before. How long have you been online? 2 years for me

6. **THEM**: about two for me also yes, St. Augustine is beautiful

7. **YOU**: It is becoming quite popular! I teach, what do you do?

8. **THEM:** I work for a large corporation... in the Payroll Department

9. **YOU**: How long have you done that?

10. **THEM:** too long... almost 11 years

11. **YOU**: That is a long time! How do you like it?

12. **THEM:** I am getting tired of doing that kind of work... it's time for a change

13. **YOU**: What else do you have in mind?

14. **THEM:** I'm almost embarrassed to admit that right now I don't even have a clue of what I should do I just know that I am not happy anymore and I need to make some life changes

15. **YOU:** What would you be doing if money were no object? Say if you won big on the lottery. Where would you be ?

16. **THEM:** oh, I would definitely be contributing in some way to humanity... I would be working to save the planet if I didn't have to work a regular "job"

17. **YOU**: Sounds like you would enjoy working for yourself?

18. **THEM**: I would love to have the time and money to be able to "help" in some way... I feel so useless right now... and very frustrated lately

19. **YOU:** Do you like helping people?

20. **THEM**: I like to help people try to help themselves... does that make sense??

21. **YOU**: Maybe I could help you, I teach people how to run a business from home on their computer. Would that appeal to you?

22. **THEM**: I have checked into that before... and I was discouraged... yes, it does appeal to me

23. **YOU**: What was it you looked at? There is a lot out there! A lot of scams too

24. **THEM**: I was just browsing one night and came across a site that sounded so positive but as I kept reading it became so involved that I became frustrated yes, it was like a scam to me I bet that makes it hard on the ones who are honest

25. **YOU**: I like to keep things simple, I have helped many people.

26. **THEM**: what do I have to do?? I'm not that sophisticated LOL

27. **YOU**: Share information with other people online

28. **THEM**: what kind of information??

29. **YOU**: I can e-mail you information on a company I work with online. It provides a lot more information than I could ever type here. How much time do you spend online?

30. **THEM**: I spend about 3 to 4 hours every night before bed

31. **YOU**: If you are serious, I can send you some info on what I do. I could be your online mentor (wink)

32. **THEM**: LOL

33. **YOU**: I get pleasure from helping others

34. **THEM**: I am serious about making a change, I just don't know exactly what yet, but I am willing to listen or read... LOL

35. **YOU**: So are you serious about making a change? Or just making light conversation to pass some time?

36. **THEM**: yes... I'm even very surprised that you connected with me at such a time in my life... I don't chat very much at all

37. **YOU**: You seem like a great communicator to me!

38. **THEM**: thank you complements are appreciated, I don't get any at work

39. **YOU**: I'm going to send you a little info on what I do. Add me to your list and let me know what you think. On one condition

40. **THEM**: what's the condition?????

41. **YOU**: When I help you succeed, you will help others to do the same! Deal?

42. **THEM**: if I am interested and I choose to take this route, then certainly I would want to share it with others... I'm like you; I like people to be happy

43. **YOU**: Good answer!

44. **THEM:** I've always wanted to "help" in some way

45. **YOU:** Very good, I will show you.

46. **THEM:** I am willing to open my mind and read anything you send to me... and I thank you for sharing it with me

47. **YOU**: You have mail. I think you're going to love what's in your mail box about working for yourself, You have all the necessary credentials to be successful with it

48. **THEM**: OK... I am adding you to my "list" and I will be in touch one way or another... OK?

49. **YOU**: Sounds great, I look forward to talking again!

50. **THEM**: is there any certain times of day that I should reach you??

51. **YOU**: I am on and off, just look for me in your list. Morning and evenings usually.

52. **THEM**: OK... nice meeting you <<YOU>>... we'll talk again soon

53. **YOU:** Sometimes my computer is on and I'm not in front of it, just to let you know. I do return IM's though

54. **THEM:** thank you again...

55. **YOU:** You too <<THEM>>!

Commentary:

We begin very simply and smoothly between *lines 1 and 6*, with simple introductions. I know it seems simple, almost to the point of being obvious, but it's a mistake many people make when they DON'T do this. Network marketers -- especially the more inexperienced ones -- will dive right in and not even attempt to build any kind of rapport before talking about business.

Rapport is so vital - because it's the "foot in the door" and if you don't get the rapport, you're not going to be getting ANYTHING.

Now notice Line 7: "I teach. What do you do?" This is a very smart thing to say as will become apparent below. But even now we can see it's a very easygoing and non-threatening statement and question – entirely normal and natural in pretty much any context.

We can see the power of this immediately *in Lines 8 to 10*. The real giveaway here is "too long", in Line 10. This is incredibly encouraging and tells us this person is a hot prospect -- the clear inference we can make is if it's been "too long", it's likely she'll be looking for something else, or even if not actually looking then definitely open to the idea.

Yet, notice how you don't immediately jump down her throat with your business opportunity. Instead, *we see in Lines 11 to 13* how we further narrow down exactly what we're being told. See, it's important to make sure we're not just dealing with someone who's perhaps just had a bad day at work or is having a momentary gripe about their work - after all, we don't want to waste our time or theirs.

Line 14 is music to our ears because it confirms what we suspected: this person is a genuinely hot prospect and is almost certainly going to be receptive to any ideas we can offer.

Yet STILL we don't jump in with both feet. Remember what I said: it's important to make sure THEY talk themselves into your ideas because then you eliminate rejection and objection completely (because how can

they object to and reject their own ideas?).

Line 15 is masterful. This question is one of the most powerful questions you can ever ask, and it's akin to what Dorthea Brande was writing about in *"Wake Up and Live"* when she said "act as if you cannot fail". See, this question is basically getting your prospect to let go of any self-limiting beliefs and assumptions and really open her mind to what COULD be. Another very powerful question you might ask here is "if your life and work were perfect... how would you know?"

Mastering questions like this is one of the most powerful things you can EVER do to ensure your success.

In Lines 17 to 20 we gently guide the conversation on to the subject of working for yourself - and can you see how easy, natural and non-threatening it is?

In Line 21, we start to zero in on our opportunity, but still keeping it relaxed and informal, letting them do most of the talking, giving their imaginations free reign. It's amazing what people will tell you if you just shut up and listen! And remember how back in Line 7 where we say "I teach"? Well this is where we clarify the statement and use it to our best advantage.

In some ways this is the most "dangerous" part of the conversation, because a "no" here would probably rule them out of THIS PARTICULAR opportunity. But that's fine, and you mustn't shrink from asking these "do or die" questions at the appropriate time because then you KNOW and you can move on to the next prospect. So many people don't ask these questions because they hate to hear a "no".

But that's silly - if the "no" is there, you MUST bring it out as

soon as you reasonably can, so everyone can move on with their lives.

Between Lines 22 to 26 we come up against what might look like an objection or cause for concern, but it's actually very positive. See, the prospect has seen stuff she's found discouraging... BUT she's STILL INTERESTED. To my mind this is very much a plus-point in her favour.

Notice how in Line 26 and then again in Line 28 she is asking you about what your opportunity entails. And STILL you're playing it cool. Most untrained network marketers would at this point be pushing all sorts of facts and figures down her throat, desperately trying to get the business. And nothing drives prospects away faster than you giving them the impression you're desperate and needy.

Between Lines 31 and 38 you really home in on the prospect by subtly getting them to make a verbal commitment. It's vital you understand this part. One of the most powerful psychological triggers we humans have is what Robert Cialdini called "consistency", which boils down to the fact we tend to act in ways congruent with our words (this is why toy-stores deliberately withhold stock of popular items at Christmas... parents have to buy a substitute and then ALSO end up buying the out-of-stock item when it becomes available again because it's behaviour congruent with their original promise).

By asking her if she's serious (and no one is going to say they aren't), you're going a very long way to get her to behave congruently with her words and treat the information you send her seriously.

I think the Network Marketer does make a small mistake in offering to be her online mentor *in Line 31* because he's then almost forced to qualify himself in Line 33 by saying "I get pleasure from helping others". This is borderline because it COULD be taken in several ways several of which might shatter rapport. It's best to leave this kind of tongue-in-cheek stuff out - this is serious business, and people are very serious indeed about their money and their livelihoods.

Lines 36 and 37 again confirm your prospect's interest - more important, her candid admission of surprise speaks volumes about how well you've handled this conversation, even with the small error I mentioned above. She is obviously very comfortable dealing with you. Line 38 again demonstrates to us just how unhappy this person is in her current job.

How different is THIS from the usual reaction we network marketers get from prospects!?

In Lines 39 to 47 we invoke the "consistency principle" again by asking for her commitment. Notice, too, we are still being very casual and low key about the opportunity. This whole approach is extremely low-pressure -- almost to the point of "take it or leave it", which is exactly right. Human nature is nothing if not strange. We want what we can't get, but if something's pushed on us, we can't get away fast enough!

By being relaxed about the process to the point of almost having the attitude "I'll send you this ONLY if you meet my standards", you immediately make the opportunity more desirable.

Finally, we wrap up in Lines 48 to 55. And notice HOW we wrap up: instead of being the usual needy and desperate Network Marketer who'll sit and beg like a good doggie hoping for a biscuit, we're actually telling her to "catch as catch can". This is near-perfect.

The BIG lesson in this conversation is the power of just relaxing and asking non-threatening questions to get your prospects talking.

It's easy to steer the conversation where you want it to go WITHOUT having to be overt and desperate about selling your opportunity.

In fact, if you go over the conversation again, you'll note the language of the whole thing barely even mentions "business" at all. You're deliberately discussing it in terms of the advantages and benefits (and in this specific case, the prospect is a lady, and IN GENERAL, women tend to be influenced by concepts like "helping others" than are men (please... spare me the emails... it's a general tendency not a clear-cut, black & white distinction between the sexes!).

In any case: you're selling the sizzle, not the steak.

OK, that's enough for now. There's LOT going on in this conversation, and it truly is a masterpiece. I strongly recommend you invest some time to go over it repeatedly in the coming week.

Warmest regards,
Max Steingart,
The Master of Internet Prospecting

P.S. If you'd love you use these tips but find you
don't have enough people to talk to, then check out
my Endless FREE Leads TODAY!:

http://www.maxsteingart.com/endless-free-leads-today/

Max Steingart is the expert that people turn to when they want to learn how to meet the right people with the help of a computer. He's been doing this since 1975 when he introduced an innovative computer system to the yacht brokerage industry.

Money Magazine called him The MatchMaker in 1983 because his computer-generated lists made it easy for buyers and sellers of boats to connect with each other.

Max's innovative use of computers expanded beyond boats to other industries in the pre-Internet days. Max helped match buyers with sellers in seven additional categories: airplanes, exotic automobiles, sport and luxury cars; thoroughbred horses, fine art, business opportunities and high-end real estate. Two US Presidents congratulated Max for his efforts helping people meet the right people.

Max's daily motivation series has subscribers on every continent. His positive emails reach and inspire millions of people making them one of the world's most widely distributed inspirational messages on the Internet. Since 1996, Max has devoted his time to researching, studying, understanding and teaching people the secrets of online relationship building through the use of Instant Messaging.

In 1989, Max was named "The Success Story of the Year" by INC Magazine. AT&T called him a visionary of the computer industry. His company was a forerunner of eBay. He retired at the age of 47 in 1993. Max came out of retirement two years later to get involved in the direct sales industry just as the Internet was becoming popular. He immediately

recognized the pivotal role the Internet and Instant Messaging would play in helping people connect directly with other people.

Max used Instant Messaging to create a direct sales organization of over seven thousand people in less than two years. In the process he helped a young postal worker use the Internet to put one thousand people into her business in four months.

Today, Max still lives on Miami Beach. He's a highly-quoted, best-selling author, speaker, and business visionary and accomplished sailboat racer. Max has played a pioneering role in the computer industry, the yacht brokerage industry, the direct sales industry and the International Internet education industry.

He currently works directly with major corporations, associations, sales professionals, home-based business owners, and successful networkers. Max's on-stage presentations and tele-classes have been described as educational and entertaining.

He presents a series of great ideas and strategies with a rare combination of fact, humor, insights and practical concepts that audience members can apply immediately to get better results.

If you would like to schedule Max to speak at your next convention or conference, or for a group tele-class, e-mail Max@MaxSteingart.com or call (403) 539-1250.