FEATURE | PROSPECTING

How to Prospect Without Joining the NFL (No Friends League)

The best thing about this approach is that you won't alienate any of your friends or family members!

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One of the most common mistakes I see made in network marketing is what I call the “vomit approach”. A new network marketer learns about their company and products and then excitedly vomits that information on friends and family. This not only confuses the prospect, but the hype turns them off. Soon they are avoiding the new network marketer. The better approach is to ask questions and find pain areas. Then present the appropriate information. The results are always much better.

Unfortunately, most people like to talk more than listen.

> ***I believe that God gave us two ears and one mouth for a reason - listen twice as much as you talk.***

To help you learn to ask more questions, I'm going to give you a simple acronym - ***F.O.R.M.***

The "F" is for Family. Ask your prospect about his/her family. Talk about the kids. Discuss family goals. Ask if he/she has as much time with the family as they would like. Talk about vacations, their home, vehicles, college, etc. If they mention that they haven't had a vacation in a long time, that they work long hours and don't get to spend time with the family or that they don't know where the money will come from for college, then you've got a pain area.

The "O" is for Occupation. Ask about their job or business - how is it going? Any downsizing going on? Merger or buyout possibilities? Long-

term viability of their job? Making as much money as they would like? If they show some doubt about their job or make comment about the lack of money or the amount of stress, then you've got a pain area.

The "R" is for Recreation. Ask about vacations, hobbies, golf, boating, bowling, etc. If your prospect complains about lack of vacation time at work, lack of money to take a vacation or lack of time to really enjoy any outside activities, then you've got a good pain area.

The "M" is for Money. Talk about the insecurity of the economy and social security. Ask what they are doing to prepare for future retirement. Ask about investments. Ask what they do with spare money each month. If they complain about not enough money or concern over their ability to retire some day, then you have a pain area.

F.O.R.M. makes it easy to remember, but you don't have to ask questions in order.

You may find yourself flipping around. My suggestion, the first few times, is to write a series of questions and talk with people on the phone. That way you have a good start and if you get stuck, you can refer to the list.

By asking questions, you uncover needs and wants.

Then you can go back to the prospect and say something like: “Mary, we were talking the other day and you mentioned (quickly review the pain areas) and I felt bad for you. I don’t know if you’d be interested or if this is even right for you, but I just might have a solution and shame on me if I don’t let you know about it. I’ve found a unique home based business that has great income potential, offers excellent tax benefits, and provides the opportunity for you to have more free time. In your case it could help with each of the areas you mentioned. Would you be interested in taking a look?” Most will say “yes” and then you can present your business as a solution to their issues. This will dramatically increase your close ratios and once they’ve joined, you’ll be able to help them build a business that will eliminate those pain areas.

The best thing about this approach is that you won't alienate any of your friends or family members.

They won't see you as a salesperson and run away. Rather they will see you as someone who provided them a great solution to their struggles.

Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books, *Successful Network Marketing for the 21st Century* and *Would You Like to Dig In My Goldmine?* were industry best sellers for several years and his latest book, *The Ideal Business*, is quickly becoming a must read. Rod has built several large networks and still earns a full-time income from one of those. Rod and his wife, Karen live in beautiful Washington State, but travel extensively. They have five children and four grandchildren. To contact Rod, send an e-mail to Rod@RodNichols.com. To read more of Rod's articles or purchase any of his books, visit www.RodNichols.com