FEATURE | PROSPECTING

# Prospecting - Love It or Hate It - It is Our Life Blood

*The question we need to ask ourselves is who are we to be so selfish not to offer our opportunity to others?*

*by* **Carol Briney**

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Sitting here thinking back I realize what a pain-in-the-butt I was when my enroller called me the first few times. I gave that man every excuse in the book. I even finally said that I would listen to a phone presentation but didn't. My enroller was kind, understanding, and very persistent. He never badgered me but he did ask me some extremely thought provoking questions every time he followed up. Once he asked me enough questions to let me disturb myself, I was finally ready to hear what he had to say. Not a day goes by now that I don't thank God for placing such a persistent professional in my life as well as sending me an opportunity to have the business of my dreams.

My history is not unusual to this industry and brings me to some thoughts on prospecting.

> ***Prospecting is the life-blood of our business. Prospecting is how we find all of the wonderful people who want to grow a business.***

Yet we continually stop ourselves, we tell ourselves, we don't want to bother people, we don't want to be pushy, and mostly we don't want to hear the word "no". I often ask myself where would I be if my enroller felt that way?

The question we need to ask ourselves is who are we to be so selfish not to offer our opportunity to others? What gives you the right to decide for someone else? How do you know what other people are thinking? Are you sure about their financial situation? What is their stress level? What is it that they are tolerating in their job or business?

It is a fact that there are millions of people just like you and me out there looking for more time and more money. Most people just don't know that there can be a better way.

## *It is our job to educate people.*

The person who wins in Network Marketing is the person who isn't afraid to hear no. The person who wins is the person who is willing to share with people that there is a better way. The person who wins is willing to ask questions and listen to answers. The person who wins is the person who makes the decision to win. The person who wins is the person who is wiling to push through their resistance.

I urge you to make the decision to win. Make the decision to speak to successful people and ask them questions to find out where their pain is. Once you know where it hurts you can show them how your opportunity can fix the challenge. I guarantee there are people praying for you to come into their life. Just get started talking to people on a consistent basis and it will surprise you how many people are looking for you.

## *The secret to growing a huge business is to take action.*

Make the phone calls, go to the networking events, use the three-foot rule and just do it! Keep in mind if you don't ask the answer is ALWAYS no.

Carol Briney is a Plan B Consultant She can be reached at 412.781.8773 or Carol@CarolBrineyWorkFromHome.com

**Carol Briney** is the founder and owner of Universal Order—a national speaking, training and home-based business consulting firm that focuses on simplifying life, and finding balance between work and play. She is a speaker, trainer, and home-based business consultant. Carol brings over 25 years of entrepreneurial and corporate experience to the platform.

Whether keynotes, conferences, executive retreats, church retreats, seminars, or consulting, people say Carol's greatest strength is to motivate and inspire people to positive action.

Carol has been a regular contributor to The Down Towner, Boomers Magazine, The Bloomfield Bulletin and Champions Magazine. Her business has been featured in the Herald, The Pittsburgh Post Gazette, The Tribune Review, and Balance Magazine as well as several radio and television shows.

Due to some health challenges in her family, and actually choosing to follow her own advice and simplify her life, Carol made the decision to reinvent herself. She investigated over 30 home-based business companies using very serious criteria and chose the company she is with due to their outstanding business model and ethics.

Carol's new company, Carol Briney Work From Home, was formed because Carol's passion is to educate as many people as possible about the toxic brew in their own homes and help them find better, safer

products for their families and our planet, as well as teach everyone they do need a PLAN B for their life.

Carol is also the founder of The Business Leads Exchange Networking Group in Sharpsburg Pennsylvania.

Carol and her best friend and husband Ron, live in Aspinwall, Pa.