PROSPECTING | PERSONAL GROWTH | SPEAKING AND LISTENING

Persuasively Influencing Others by Listening to Contribute Value

You possess the personal power to be able to persuade others to want to accommodate you if at all possible.

by **Dr. Joe Rubino**

1836 words | 7 pages

“What’s in it for me?”

That is the ultimate question on the minds of most of our prospects as we offer them our network marketing products and opportunity. To the extent that our focus is on ourselves, that is, our company, products and opportunity, we have probably missed the mark.

People hate to be sold. That is, they hate to have information dumped upon them.

> ***When we blindly talk about what is of interest to us and ignore our prospects’ interests, needs and desires, we have not taken responsibility for creating a “listening” to be heard.***

Before we can create this listening to be heard, we must first get to know what is important to our prospect. What is it like in their world? What would be so enticing to them that their objections would pale in comparison and they would rush to join us in partnership? What would make them actually *want* to buy whatever it is we have to offer?

During the course of our conversations with others as we build our network marketing business, we can dramatically improve the chance that we will be listened to, appreciated and welcomed if we can create rich value in what we have to offer our prospects. If we are fully present to the person we are in a prospecting conversation with, we will find that our heightened sense of awareness will lead to an unending sequence of new discoveries about our prospect's world, needs and desires that can only strengthen our relationship with the prospect. This discovery of what it's like in the other person's world, in turn, can contribute to building the rapport so necessary before our prospect can fully appreciate what we have to offer. In fact, when it comes to developing the skills necessary to build a large, successful networking business, our conscious intent to truly listen to what's important to our prospects or what's missing in their lives will result in countless daily opportunities to contribute to them in ways that were previously invisible to us.

Taking this process on with a total commitment to dialing up our awareness to how our relationships with others are impacted will result in a never-ending series of insights into how we can contribute to our prospects' lives with our products and opportunity.

> ***Enrollment success is directly related to creating rich possibilities for people to recognize and be sufficiently motivated to step into.***

Before you can create rich possibilities for anyone, you must have an idea about who they are, what is important to them and what is missing in their life. By creating a guideline structure for yourself in your conversations, you can greatly facilitate this process.

The following sequence can be utilized as such a guide to facilitate this intention of persuasively influencing others in most any conversation. Adhering to these principles will typically create an opening to be heard so that you might impact a desired result.

These areas can be touched upon with the intention of developing a bond, supporting mutuality and forwarding the action to the mutual benefit of all involved. Whether it might be to conduct a successful prospecting presentation, to create the foundation for a solid business relationship, or to enhance communication among family members, upline or downline, the principles still apply to a greater or lesser degree.

First, Create an opening to be heard: Develop rapport and establish trust and mutuality.

The key to developing rapport with others is to speak authentically about any of several areas that might be of interest to the other person. Some of these areas might include their family, where they live, their occupation or their hobbies or passions. Getting to know the person(s) to discover with sincerity what it is like in their world is the first step to understanding their needs and wants while listening for how you might contribute something of value to them.

You might open up this conversation by simply saying something like, "Tell me a little bit about yourself." Once you understand something about what the other person's life is like and what he or she values, you can then look to establish mutuality. That is, what do you have in common that would support all parties involved?

> ***Establishing rapport and creating an opening to explore mutual benefit is the first step toward creating a level of trust.***

This foundation of trust creates an opening to be heard and sets the stage to take the conversation to the next level.

Next, get the prospect's permission to actually find out what is important to them or missing in their life.

The courtesy of asking for their permission to look with them to explore possibilities will create the opening to turn what might have been perceived as an invasion of their privacy into a welcomed mutual conversation for possibilities. You cannot possibly know how you might influence someone if you are unaware of what they hold to be of value. Speak your desire to look with them to see how you might uncover

something of benefit to them. Let them know the reason for your request to get to know them better. For a prospecting presentation, it might be to look with them to see if there is a fit for what you have to offer. If you are meeting a new potential business associate, it could be to explore if your company represents the type of opportunity that the person is seeking. If you are speaking with a new acquaintance, it might be to explore what common interests you share. Letting people know the source of your request to get to know them better will put them at ease and allow them to hear your commitment to them or to the conversation.

Speak your commitment to them in some way.

For an opening to be created to influence another, it is helpful for them to know that you share a commitment to supporting them in some way. At the very least, share your interest in exploring the process to see if together you might uncover some mutual benefit. You might speak your commitment as, "My intention is to look with you to see if there might be some mutual interest in working together or benefit that could come from exploring the possibilities that our company and opportunity offer. My commitment is to see if there might be something here that would significantly contribute to your life."

Create rich possibilities that inspire others to action.

People will be enrolled in whatever it is you have to offer if you are successful in creating significant enough value for them to want to look further. If people are not interested in exploring possibilities with you, take the perspective that you have not created possibilities that are rich enough for them. Take this interpretation not because it is true but because it empowers you to take full responsibility for the result you wish to accomplish.

Make a request that moves the action in a forward direction.

Before you can make such a request, you will have learned enough about the person to get a sense of what might be important to him or her. You will have created a listening for what you have to say out of your mutual interests. Your request will bring you both closer to whatever your intended result might be.

Because your conversation has created the foundation for your

request to be heard, you have a much better chance of influencing the person in such a way that he or she is persuaded to comply with your request.

Your dealings have been integrity based. You have focused on leaving others whole. Out of the respectful energy you have created, the person is empowered to want to look with you in partnership to see what might be possible. As a result, you have influenced them with integrity. You possess the personal power to be able to persuade others to want to accommodate you if at all possible.

For the next thirty days, practice influencing your prospects by following the sequence suggested. Record any insights in your journal.

Dr. Joe Rubino is an internationally acclaimed expert on the topic of self-esteem, a life-changing personal development trainer and success coach and best selling author of 9 books and 2 Audio sets on topics ranging from how to restore self-esteem, achieve business and network marketing success, maximize joy and fulfillment in life, and attain breakthrough productivity in business. An acclaimed speaker and course leader, he is known for his groundbreaking work in personal and

leadership development, building effective teams, enhancing listening and communication skills, life and business coaching and optimal life planning.

Dr. Joe offers powerful personal and group coaching to support business success and life fulfillment. To contact him, call 888-821-3135 or email DrJoe@CenterForPersonalReinvention.com. Learn more about his life-changing work in championing people to restore their self-esteem at http://www.SelfEsteemSystem.com and receive the free insightful audio program “7 Steps to Soaring Self-Esteem” and a 1 year subscription to “The Success Achievers’ Club”…a $129 Value!

His best selling books and audio programs are available in 19 languages and in 48 countries.

His personal development titles include:
• The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life. Visit http://www.SelfEsteemSystem.com for more information.
• The Success Code: 29 Principles for Achieving Maximum Abundance, Success, Charisma, and Personal Power in Your Life
• The Success Code, Book II: More Authentic Power Principles for Creating Your Dream Life
• The Magic Lantern: A Fable about Leadership, Personal Excellence, and Empowerment
• The Legend of the Light-Bearers: A Fable about Personal Reinvention and Global Transformation

Dr Rubino is the CEO of The Center for Personal Reinvention, Http://www.CenterForPersonalReinvention.com, an organization committed to the personal excellence and empowerment of all people. He has impacted the lives of more than 1 million people through self-esteem work, personal and group coaching, and personal and leadership development. Dr. Rubino was featured on the cover of Success Magazine and in their cover story, “We Create Millionaires” for his ability to impact people’s lives. He is one of the world’s top network marketing trainers and has authored four best selling books on this topic. He is a certified success coach in life planning technology and the co-developer of the life-changing course, Conversations for Success, a program that provides participants with the tools to maximize their self-esteem, productivity and personal effectiveness with others. His vision is to personally impact the

lives of twenty million people to be their best and to shift the paradigm around resignation - that is, that anyone can affect positive change in their own lives and in the lives of others - if they believe they can.