MARKETING | PROSPECTING | RELATIONSHIP

Who's Closing Who and Why does it matter?

Once the prospect FEELS your interest in them they no longer have the need to "close" you… or wrestle control away from you.

by **RS Mallory**

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Compassionate Marketing is Relationship Marketing at its best. It lends itself towards helping others attain their goals and dreams or helping them solve a challenge.

> ***Our concept of "closing" a prospect is then; to present a solution(s) to them which in turn allows them to "close themselves"!***

When we speak with prospects it becomes imperative that we find out what THEIR goals might be or what challenges they have in order that we might offer them a solution with our opportunity or product. We do this by LISTENING and then mirroring back what the prospect has told us. This serves two functions:

1- The prospect becomes aware that you have actually HEARD them
2- The prospect now feels comfortable with you and an instant "bond" is created

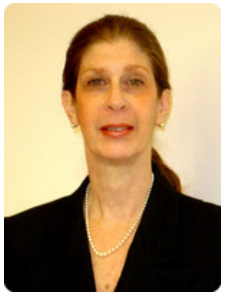
Once the prospect FEELS your interest in them they no longer have the need to "close" you… or wrestle control away from you. We know that Network Marketers are taught to "control" their conversations with their prospects. A Compassionate Network Marketer will have little desire to

“control” the conversations. They will, however, be sure that those they engage will be sure to understand that THEIR best interest, THEIR challenges, and THEIR goals are what are important to the presenter. When this is done correctly, the prospect gains a sense of trust and instant rapport, as mentioned above.

> ***More importantly, they are more willing to duplicate this type of marketing because they are now given the opportunity to Help other people Live their Dreams!***

Consider being a Compassionate Marketer. Allow your prospects to “Close” themselves! This system not only duplicates but you will find that your organization will have a high retention rate as well! Retention is the bell weather of recurring income!

RS Mallory
512.472.2604 Country Code 001
Skype/Oovoo: rsmallory
Compassionate Marketing



RS Mallory has been an Educator, Corporate Trainer, Chief Communications Officer, Artist/Poetess and continues to help others create part to full time income in the Network Marketing Industry for the past 12 years.

Her journey as a nascent Network Marketer set the stage for RS to develop Compassionate Marketing, a relationship based philosophy that

teaches people to embrace basic human ethos. Her story is one of acceptance, growth, self-realization and empowerment. Compassionate Marketing helps people embrace their own special talents and shows them how to use them to help others achieve their goals and dreams.

RS' Father was a Pharmacologist, predating present day Pharmacists & modern medicines. The knowledge she gathered watching her Father prepare "synergistic concoctions" from natural herbs inspired and fed her passion to educate people to take charge of and control their own health through knowledge, natural herbs, vitamins and nutritionals.
RS has extensive knowledge of the Pharmaceutical Industry and the Herbal nutritional communities.

She is presently the Co Executive Director Education for the Distributor Rights Association.

RS continues caring for people and has built large organizations of "Compassionate Marketers" and is currently the #5 Diamond Distributor in http://www.vitamarklady.com