PROSPECTING | PROFESSIONAL DEVELOPMENT | MARKETING | RELATIONSHIP

# When You Don't Have Time to Build a Relationship

*Use this shortcut!*

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When you contact a referral, or when you call a prospect from a list of leads, you don't have days or months to build a relationship. So how do you present your opportunity?

Don't start with all the neat benefits of your opportunity. Don't tell the prospects about the wonderful bonus checks, the trips, the cars, the incredible products, the company founder's background, etc.

## Instead, remember that people buy things to solve a problem.

## So position your presentation to solve a problem for your prospect.

Talk about how your opportunity will make it easier for the prospect to take more time off work, how your opportunity will make it easier to pay bills with that extra check every month, or how your opportunity will provide the extra car for the spouse.

Prospects don't care how great your opportunity is. They simply care about their problems. That's the shortcut when you don't have time to build relationships.

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**Tom "Big Al" Schreiter** is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.

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