PROSPECTING | PROFESSIONAL DEVELOPMENT | MARKETING | RELATIONSHIP

More Wisdom From Tom “Big Al” Schreiter

"So what would you like to know next?"

by **Tom (Big Al) Schreiter**

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A little phrase that I've used over the past years.

I would always procrastinate. There was something else more interesting or more important to do.

I fixed my bad habit with one simple little phrase. I can't remember what book I saw the phrase in, but it certainly made a huge difference in my life.

When I feel like procrastinating now, I simply say:

"If not now, when?"

Sounds simple. And it took a week or so to develop the habit of saying this phrase to myself every time I wanted to put things off until later.

But now when I say this phrase to myself, most times I just go ahead and do the task and get it over with.

So when are you going to stop procrastinating? If not now . . . when?

How to approach tough prospects rejection-free.

On one of our annual networking cruises, Richard Brooke, author of *"Mach II with Your Hair on Fire"* shared this tip:

Most distributors will ask a tough prospect something like:

"Would you take a look at this business opportunity and see if I should do it?"

This usually brings a very negative review from the tough prospect.

Instead, ask the tough prospect this question:

"Would you tell me how to become successful in my new business?"

What a great difference this question makes. You are more likely to get a positive response and interest by using this question.

How to get your distributors to achieve their monthly sales volume. Just tell your new distributors this Big Al short story, and they will instantly see the value of doing their minimum volume on a monthly basis.

A young couple, John and Mary, went out to dinner about three times a month. This little luxury cost them about $100 a month. After a few years of this luxury, John and Mary became fat.

Another young couple, Ted and Alice, invested $100 a month into their part-time business. After a few years they retired to travel the world.

You passed 100 billboards today.

How many messages do you remember?

Probably none.

You saw ads in the newspaper, spam ads in your e-mail, junk mail in your mailbox, and heard 100 radio advertisements.

None of these marketing methods are as powerful as what you have:

Word-of-mouth advertising.

> **Large companies would love to have the power and effectiveness of what we take for granted. Person-to-person recommendations work.**

You have the advantage over big corporations who have to resort to these other weaker marketing messages.

Why not use your advantage instead of trying to compete with the million-dollar war chest of some large company?

Internet prospecting using Twitter.com.
I am bored, sitting at home during the holidays. So my good friend, Coach Mark Davis, says, *"Check out Twitter.com - it is a great way to feed and build a prospecting list."*

Now, I've been to Twitter.com, used it, and I just don't "get it" - I can't figure out why anyone would want to know what you're doing right now. I mean, don't people have lives?

But I'm bored.

Mark and I go to Twitter.Grader.com to see how popular we are in Twitter. We rank around 31,000. That means out of about one million Twitter users, we are in the top 3% and we don't have any idea what we are doing.

We then did a little "trial and error" to see if we could get our Twitter.Grader.com rating up. In just a couple days we ranked about 21,000. Hmmm, so there is a science to this.

Now the best part is, the more "followers" you have on Twitter, the more prospects you have to feed your various prospecting lists. Cool. And how many of us would like a cost-free list of prospects that follow you, and you don't have to worry about spam filters?

This got to be fun, and we still only had a vague clue of how to use Twitter effectively. So we figured, this is a skill we should learn. So what am I doing this week?

Picking on Art Jonak and Lasse Rouhiainen to find out how to make Twitter work better. And of course I'm in competition with Coach Mark Davis to see who can get the higher ranking for "incompetence bragging rights." :)

Internet prospecting is a great way to get "live" prospects to talk

to.

My most powerful presentation sentence.
Every presentation is different. You can't just take a flip chart and read it to a prospect. That would set off every "salesman alarm" in the prospect's head. (If you don't know about the "salesman alarm" - check out “How To Manipulate and Control the Minds of Others for Fun and Profit." to learn why this is important.)

You will be surprised how little your prospects want to know about your business. Some prospects only want to know about the compensation plan, some want to know about the product ingredients, some want to only know if the founders are honest.

And any time you spend explaining stuff the prospect doesn't want to know, you are boring your prospect and turning your prospect off.

So my most powerful presentation sentence?

Before I start explaining anything, I love to ask the prospect:

"So what would you like to know next?"

When I say this sentence, the prospect relaxes. He is now in control of the flow of information. No more pressure, and he feels respected. And I don't have to talk about all the things I *think* the prospect should know.

The presentation is always short and only explains to the prospect what the prospect *wants* to know.

Try this sentence and watch the difference in the tension level and the interest level of your prospect:

"So what would you like to know next?"

Here are four great headlines and opening sentences.
When you attend my "live" workshops, you learn how using a great first sentence can totally change your business. If your first sentence is right, your prospect will become interested, lean forward, open his mind... and well, the rest is easy.

What are some good first sentences? Here are some that I've read recently or heard at my workshops:

- * "Do you know someone living in pain?"

  * "How to fire your boss and start your own home-based business in less than 15 minutes."

  * "How to take a six-month vacation - twice a year!"

  * "Earn extra money every time your neighbor picks up the telephone."

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.

Download seven free mini-reports on the magic words and phrases of network marketing at: http://www.BigAlReport.com

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