

Why Listening Really Works by Tom “Big Al” Schreiter

How can we solve our prospects' problems if we don't know what they are? That is why listening works.

by Tom (Big Al) Schreiter

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According to Impact Communications:

- * 70% of people make purchasing decisions to solve problems.
- * 30% of people make decisions to gain something.

How can we solve our prospects' problems if we don't know what they are?

That is why listening works.

Why is it so hard?

I get this email all the time. A networker will write, "I want to walk down the street and prospect strangers. What should I say to them?"

How would you answer that question?

I don't know where to start. There are so many things I would like to say, such as:

- * Why don't you pick an easier way to prospect?
- * Why should this stranger want to talk to you, another stranger?
- * Do you think prospects will instantly trust someone who pitches them on the street?
- * Wouldn't it be better to get prospects to come to you?
- * Why wouldn't you talk to someone you know?
- * Why don't you learn better prospecting skills so you don't have to accost strangers?
- * Is this how you would like to be sold?

* Why haven't your other prospecting methods worked?

While I admire someone's personal drive and desire to do anything to talk to prospects, I feel that they would be better off learning a few prospecting skills. Why take brutal rejections when learning a few skills would create better results with far less effort?

So here is what I usually say to the eager networker: "Instead of doing it the hardest way possible, why not try one of the 51 ways to prospect in our most recent book?"

Or, I say, "You seem to hate approaching cold prospects. Why not learn how to create a personal networking group to send you pre-sold prospects instead?"

Or, I say, "You talked to a lot of prospects already. They know you. Why not learn how to follow up with them? After all, they still want a better life."

Personal motivation is great. A strong desire is admirable. But assaulting cold prospects isn't the best way to build a loyal network marketing group.

However, that **isn't** the answer the frustrated distributor wanted. He wanted to know what to say. That is probably why this is the most popular book in the Big AI book collection.

Ice Breakers! How To Get Any Prospect To Beg You For A Presentation.



Tom "Big AI" 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.BigAIReport.com>
