

When you don't have time to build a relationship

Prospects don't care how great our opportunity is

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Someone new, we don't have days or months to build a relationship. So how do we present our opportunity?

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

ground, etc.

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

So let's position our presentation to solve a problem for our prospect.

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

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

Network marketing is a lot easier when we know what to say and what to do.



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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