

SAY THE RIGHT THING TO  
EVERY PROSPECT



**PROFESSIONAL  
INVITER  
DIGITAL**

**TRANSCRIPTS**

**TIM SALES**

***Professional Inviter Transcripts***

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- Selling versus Communicating  
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- Learning how to communicate without changing “you”  
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- Practicing with Buckshot - how Tim developed his communication skills  
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- Wrestling and the Double-Leg Takedown - and the most important skill you need in network marketing  
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- What to do when your prospect is distracted  
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- Leading with the product or the business....which is best?  
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- How to introduce the concept of network marketing to your prospects  
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### **MODULE 3: Greet & Qualify**

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- Using the "Direct Approach" – talking to prospects without accomplishing a greeting  
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P R O F E S S I O N A L   I N V I T E R

# MODULE I: INVITING BASICS

## Part I: Introduction

Hello, Network Marketing Professional. My name is Tim Sales. My purpose and intention with this training pack is to teach you the skills or increase your skills at inviting people to look at your network marketing business.

I also have, as a purpose, to take your knowledge and understanding of the subject of inviting to a higher level by teaching you to invite your prospect in a professional way, so that not only will you do network marketing with a sense of pride, but your prospect will also have a pleasant experience, even if he or she chooses not to join your business.

Inviting is the ability to ask someone to *do* something. You invite someone to go to dinner, you invite someone to play golf, and you invite someone to look at some information. This training package specifically addresses you inviting someone to look at your network marketing business.

In total, what you need to know to be successful in network marketing is, first, how to invite someone to look at your business; second, how to present it to them; and third, how to effectively train them. Invite, present and train are the three main subjects that make up the whole business.

There is nothing more important in network marketing than inviting. See, if you can invite well, you can put your prospect in front of good presenters and good presentation tools (like videos, audios, websites – things like that). But if you can't invite well, you'll have a tough time in network marketing. So the information in this training pack is *critical* to your success.

I'm not going to go into my personal background in great detail; you'll hear bits and pieces of it throughout the training package. But by way of introduction, I have an interest in your success. What interest do I have? In most industries and subjects, there is a person who steps up boldly and takes responsibility for the whole group. In network marketing that person is me. I really *care* about your success. Your personal success contributes to the number of people

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successful in the group. This makes the whole group attractive – which causes more people to join the group; plus the fact that I just love people and love seeing people succeed. And I love knowing that I *contributed* to your success. What you can feel confident in is that I know what you need to know. I've made millions and millions of dollars in network marketing and I continue to earn a large passive residual income out of over 20 different countries right now.

Not only do I know it, but I can teach it - which is not always the case. I've met many people who've had high levels of success but haven't a clue how to teach it to someone else. I'm talking about from the *basics* all the way up to achieving success.

Many successful networkers just don't know how to teach what they do. After a few failed attempts at teaching, they conclude that it's easier to just find someone else who can do it, instead of teaching someone *how* to do it. So their training to their downline is limited to *finding* the right person who already has the skills to be successful, instead of *teaching* the skills.

This wouldn't be so bad if they refused to sponsor anyone who didn't have those skills. But that's not what they do. They sponsor anyone and everyone. If the new person isn't effective, well, he or she is ignored - and is an accepted casualty of the business. This leaves people highly frustrated, and outright angry at the industry.

My intention with this training pack, *Professional Inviter*, is to change this aspect of network marketing. I'll eventually come out with a *How To Train* package that will assist you in training your downline. But the first thing that needs to be put into the field is the correct technology of how to invite.

I did not come to network marketing with any skills that would help me do the business. But what I *did* come to the industry with was, and is, tenacity, which means to hold persistently to something.

I started at the very bottom of the knowledge ladder. Perhaps that's why I am best known throughout the industry for my ability to make things simple for people to understand. See, if one grows up learning a particular skill, they might not remember how they learned it and might conclude that they are a "natural salesperson," a "gifted speaker," "born leader." To them, they just



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*know* how - because they've always known how! So it's difficult to teach someone something if you don't remember how you learned it!

For evidence of this fact, watch a parent trying to teach a child to walk. All a parent can say is, "Put one foot in front of the other." What's frustrating the *heck* out of the child is that they're not teaching him balance. *That's* what he's got to know first!

The reason you can't teach a child balance is because you can't recall how you learned it! The child finally gives up on you teaching him why the room spins and tilts and then he ends up on the floor. So he sets out and learns it on his own.

Now, we try the same approach with our downline. We tell them, "Just do the numbers." Distributors are screaming at us that they don't know how; they don't know what to say, they don't know how to handle a particular objection. Like the mom who says, "One foot in front of the other," over and over, we just keep saying, "Just do the numbers."

There are a few courageous souls that will go off and learn it on their own - but the rest will quit. This is evident by the poor statistics of the industry. But the statistics of the network marketing industry aren't much different than other independent careers like real estate and insurance. The common problem in each of these industries is inviting.

Well, it took someone who didn't bother learning how to communicate at an early age, then decided he really needed and wanted to know *how* to - and then perfected that communication *specifically* for the network marketing industry to put a package like this together.

And I remember *very well* how I learned it. That's what I'm here to pass on to you.

## **Part 2: Basics Of Business**

- ★ I'm going to begin *Professional Inviter* by explaining to you what your job as a network marketing professional is, so you truly know the basics. Many people

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in network marketing have never been in business before, or have been in business but never fully understood the fundamentals of what they do.

## **Making Someone's Life Better**

The only reason someone will pay money for *anything* is that they believe it will make their life better. This is the irreducible point of business. "Irreducible" means you can't get more basic.

In business, you can't get more basic than making someone's life better. If you make someone's life better, they will exchange money for it. And to the degree that you actually *make* someone's life better - with your product, service or business - determines the longevity of your success. That is the irreducible basic of business.

Don't ever confuse business with anything else. Business is not making money. Business is not marketing. And it's not sales. Business *contains* making money; it *contains* marketing and sales – but business is making people's lives better.

Alright, so you joined a network marketing company because it has a product or service that can make someone's life better. Now, who is going to communicate how that product or service does that? As a network marketer, that communicator is *you*. Your job in network marketing is two things: One, being the communicator of how the network marketing company's product or service will make the consumer's life better; two, being the communicator of how the network marketing company's business will make a *business* person's life better.

## **Promote**

What's next? Well, you must find people to talk to! How do you find those people? Why, you must promote! Promote means, "To make known."

I was recently helping a person with their network marketing business, and while I was asking questions I identified the single item that was the reason the person's business wasn't working: She wasn't promoting.

Now, just because *I* found why her business wasn't working, doesn't mean I've solved *her* problem for *her*. I continued asking questions. After several additional questions, I found that *she* felt that sales, marketing and any kind of promotion in general was *unprofessional*. Well, that would make it pretty difficult to succeed at *anything*, if one feels promoting is unprofessional.

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In fact, the absolute worst thing you can *ever* do is to think, ponder, worry, or have the idea that promoting is unprofessional! If your product truly makes someone's life better – then it's unprofessional and irresponsible to *not* promote it.

As a network marketer, it is your responsibility to promote. Plus, that's the *only* way you will ever make any money. And it's the only way you can get your downline making money, and it's the *only* way you're going to make anyone's life better.

Just look around and see that every single country, government, state, college, business and individual *must* promote! Look how many people were exposed to Greece during the Athens Olympics; that was tremendous promotion for that country. A politician promotes how he or she can make a whole community's life better. He or she might promote on TV, radio, signs stuck in the grass, or on telephone poles along a busy street, or speaking at a union's meeting. A college promotes what courses they offer that can help people. The college might promote on radio; might promote to high school sports teams. You might not think of *that* as a way to promote, but when a college sports team plays football on national television – that's promotion for a college.

A local restaurant will promote via local radio, or mailing brochures or discount offers. An individual must promote to find a spouse – even if it was a blind date that put them together, it still came about through promotion. A child must promote to get fed; a dog must promote to be let in out of the rain! Have I made my point? I sure hope so because you really need to get this one solidly.

The only way you can have prospects - therefore customers, or distributors – is to promote. So if you ever find yourself in a situation where you don't have enough prospects, customers, or distributors – what do you do? Promote! The degree to which you promote is the degree you will have prospects. I didn't say customers - I said prospects.

How desirable the product, service or business is, and how effective you are at *communicating* is the degree you can convert those prospects to customers or distributors. There is an absolute relationship between the amount you promote and the number of prospects you have. Just picture: Yesterday you were not in business, today you are. Who knows that, other than you - and maybe your spouse? Of the six billion people on planet earth, how many of them know how your product, or service, or business can make their life better?

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So the reason you promote is to locate prospects. To go a little deeper into that definition, you promote for two reasons:

1. To locate people who *already desire* what your product or service will *do* for them.
2. You promote to educate people so they *will* desire your product.

So promotion locates interested prospects as well as educates prospects so they become interested in your product.

## **Part 3: Salesperson Versus Communicator**

★ If you are the communicator of a product or service for your network marketing company – are you a *salesperson* or a *communicator*? Well, the definition of a salesperson is: “One who engages in the activities of selling goods or services.” *Communication* would be *one* of the activities involved in selling goods or services.

My personal view on this subject is that everyone is in sales in one way or another. To add to what I said earlier, about that everyone must promote, a person sells their boss on keeping them; a husband sells his wife on staying with him; a dog owner sells his dog to sit; a parent sells his or her kids on doing their homework. So you can see we’re all *in* sales. Or we’re all communicators – whichever way you want to say it. But it’s the same.

Most people have never looked at it that way though. In some circles there is a *negative* association with the activity of selling. This negativity comes from three main areas:

1. People who have tried to sell something – a product, service or even an idea - but didn’t get favorable results. Their conclusion was a feeling that they were not *good* at it. Failing at something will *certainly* cause one to dislike it and have a negative association with it. So you see, it only takes someone failing at getting an idea across to cause someone to dislike sales *and* salespeople.
2. Another negative association comes from someone who has been a salesperson and they tried to convince someone to do something or

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buy something and they feel that they pushed too hard or sold that customer something they didn't really need or want. Doing this will cause the salesperson to feel they have violated their own values. Instead of identifying the specific thing they did wrong, the person will swear off anything having to do with sales. It wasn't that the subject of sales was bad - it was the way it was done (due to improper training) that made it bad.

3. The third way a person gets a negative view of sales is to be on the receiving end of the last one I just mentioned. If someone has forced you to buy something or tried to - whether you bought it or not - that can cause you to have a negative view of sales and you conclude that you never want someone to feel that way about *you*. So *you* decide you don't like sales. One of the real values you will get from this package is you will never again sell something to someone they don't want.

Regardless of what may have occurred in your past, really inspect what I'm saying here, because it's all quite obvious that everything comes down to your ability to communicate. Whether you call it sales or you call it communication, *it is the same*. The person who says they don't *like* sales is in sales regardless of whether they sell a product or sell themselves. For the most part, when you get the objection "I'm not a sales person," or "I don't like sales," it comes down to the person not feeling confident in their ability to communicate well.

The solution is to get good at communication – because communication is the irreducible basic of relationships.

## **Part 4:**

### **What Is Communication?**

So just what *is* communication? Per the Encarta Dictionary, communication is (and listen closely to this): "*The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.*"

To simplify that a little; you use communication to send something you've seen, heard or thought of to another person so that they visualize in *their* mind exactly

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what *you* saw, heard or thought. Let me repeat that – and it would be a good idea for you to back up and listen to this a few times because the moment you truly figure out what communication really is will be a breakthrough moment for you. You use communication to send something you’ve seen, heard or thought of to another person so that he or she can visualize *exactly* what *you* saw, heard or thought.

It’s worth noting that this discussion on being a good communicator has little to do with proper English or grammatical correctness. Communication is all about the person you are communicating to. Ever hear adults talk to a baby? They use “baby talk.” Why? Because the adult is trying to communicate at the baby’s level of understanding. This is what you must *always* do, with every person you communicate with. Communicate at their level only.

When your communication is received by another person *exactly* as you sent it, you have *full* communication. When it’s not received *exactly*, you have a partial communication or no communication. If you’ve ever tried to communicate to a person who doesn’t speak your language, then you have a pretty good idea of what “no communication” is. It’s also described by these types of expressions: “You just don’t understand me!” or “Words can’t describe it,” or “You just had to be there,” or “You’re just not listening to me.” How about seeing an advertisement and not having a clue what it’s about – these are all examples of either no or partial communication.

It’s your responsibility to ensure that the person you are communicating with understands what you want them to receive. Partial and no communication create confusion, misunderstanding, and arguments between people. When you think about it, most arguments and confusion can be traced back to this partial or no communication.

Perhaps now you can see why I frequently define words for you – so I don’t have partial or no communication with you. This is also the reason I’m known as a person who can break things down to their “simplicity.” There isn’t a trick to this. It’s just simply that I observe who I’m talking *to* and communicate directly *to them* – not below them nor above them.

So I’ve given you some very basic concepts about communication. I’ve given the definition – which is to send an idea to someone and have them get the same



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idea. And I've discussed that good communicators talk at the level of the person they're talking to.

Now, let me ask you a question that is *very* important: Are these concepts that I just shared with you skills that one is born with, or did they learn and develop them? With that question in your mind, let me give you the definition of the word "Skill." It means: "A developed talent or ability."

## **Part 5: Learn To Communicate**

★ Communication is absolutely not a skill one is born with. A person is not born a natural or gifted or a blessed communicator – whether you're talking about a riveting public speaker or a child trying to convince his mom to buy his favorite cereal. If you doubt this, listen to the communication skills of any infant – every single person had to learn the words "Dada" and "Momma" - just like you!

So I hope you can see that you basically *can* succeed to the degree that you *can* communicate - and that you *can* learn to communicate effectively. The better you can communicate, the more successful you will be in *every* area of your life.

So, I'm sure you've heard the statement out there that, "Communication isn't *what* you say, but *how* you say it." So just where does one learn the "How you say it" part? Right here in this *Professional Inviter* Package.

In just a little bit I'm going to go deeply into communication, starting with the character traits of great communicators, and talking you all the way to the actual scripts I use. But before I do, I want to prevent an objection that has come up in the past when I begin working with people on this subject.

Here's the objection: "I can't follow scripts." With the lady who said this to me, I had to point out to her that everything she says *is* a script of something she's heard or read. The difference is that once you make the scripts your own, then they're not scripts any more. They become *your* vocabulary.

What this person had experienced in her past was the feeling of sounding robotic because she was so focused on saying the script correctly that she wasn't communicating. She "lost" her natural personality while reading the script.

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I don't want you to lose *you* in the process of becoming a great communicator. The character traits I'm going to give you are model examples. Listen to them and see if you would like to have that particular trait. If you feel like adopting that trait would make you something you don't want to be – don't adopt it. I'm giving you the ideal traits.

I don't think anyone wants to lose themselves. I didn't want to lose me either – sort of! See, honestly I was quite happy to lose parts of me in the process because I knew there were parts of me that were actually holding me back from being the person I wanted to be.

When I became fully aware of the magnitude communication had on my ability to advance, I began to listen to the conversations of myself and the people that I hung around. The conversations were for the most part meaningless. In the morning the guys would listen to Howard Stern on the radio and for the rest of the day would talk about what was on the Howard Stern Show that morning.

That wasn't really adding any value to anyone. It wasn't educating anyone. I wanted to be a different person. How does a person become a different person? By adopting character traits that *make* you different. Personally, I could tell that it was my lack of communication skills that was holding *me* back from being who I wanted to be and making the money I wanted to make. You don't get something different by *wanting* something different. You get something different by *being* someone different.

I see this in diet all the time. Someone will ask me, "How do you stay at 10% body fat?"

I say simply, "Oh, getting your body fat down is a formula. Getting your body fat up is a formula. If you want me to tell you the 'get it down' formula I can tell you exactly what to do."

They say, "Sure!" with a lot of excitement.

"Okay, get out a piece of paper and pen and I'll tell you what to do."

So I start describing *exactly*, step by step, what to do - and somewhere in those steps they interrupt me with a phrase like this: "I don't like that." Or, "That's not me."



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Here, let me give you an example so you get this message clearly. I will say, "You need to eat six ounces of chicken with a cup of spinach."

They interrupt me and say, "I don't like spinach."

So I say, "Well, what vegetable do you like?" They say, "I like French fries."

I say, "How about green beans?"

They say, "No, I don't like anything green."

At some point I have to get direct and say, "The things you *like* make you *fat*."

If you were to actually want to get fat and were to ask me how to do it, I'd give you a list of foods to eat; I'd tell you which meals to skip and all the other things people do on the "Increase fat formula."

Well, those are the foods this person happens to like. You have to change what you *eat* to get 10% body fat. I didn't wake up one day and suddenly like spinach more than I like peanut butter cookies - I promise! I had to determine what a person with 10% body fat eats. Then I had to be *that* person. *Wanting* 10% body fat doesn't *get* me to 10% body fat. Eating like a person with 10% body fat *gets* me to 10% body fat.

As for communication – you may have to give up a few things that you're used to saying. When I communicated like a bomb squad technician – that's what my profession was when I got into business – I earned what a bomb squad technician earns, which is about \$28,000 a year. I wanted to make that a *week*! So I had to change.

But listen closely because this is the key: I didn't change the core of *me*. I kept the things I wanted to keep. Even though I changed my communication, I changed what I talked *about*, I changed the people I talked *to*, but I'm still Tim Sales. That I didn't change. The only difference is that I became the Tim Sales that I would lay in my bunk and dream about. I became the Tim Sales that I would look at pictures in magazines and want to become.

I remember my thoughts back then - that when I made a lot of money, that I would still genuinely love people. Not what I could get from them, but what I could learn from them and what they could learn from me. I would remain frugal and humble, and that I would keep my simplicity; that I would still love

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living on a farm, that I would still love animals; that I would still help people who were having car trouble on the side of the road just like my daddy did. Just the other day I stopped and helped a person change her tire on a freeway overpass just south of Baltimore.

I am still *all* of those things today. But I left behind those traits I *needed* to discard. I'm not the poor communicator that I used to be. I'm not the person who was too shy to communicate with people.

## **Part 6: My Communication Challenges**

You know, I'll expose you to exactly where I was when I started. There I sat, having just gotten into network marketing. I was very shy. I had a real problem pronouncing words. I also had a heck of a time spelling words. Back in high school, to avoid the embarrassment of these two challenges, when I would write, I would purposely write very sloppily. Any time I had to write a word that had an "i" and an "e" beside each other, I would dot my "i's" in the middle between the "i" and the "e" so the teacher couldn't tell that I didn't know whether the "i" came before or after the "e."

Since I didn't know how to correctly *spell* words, it really messed up my ability to *pronounce* words. So instead of learning how to pronounce words, I learned how to mumble words so people couldn't tell if I said the word incorrectly or not.

These are the great lengths I went to, to protect myself from sounding stupid. The reality was, I was stupid! You may think that's a tough evaluation. But the facts were I was doing the things that a stupid person does! Do you hear that? I was hiding from what I didn't know instead of learning it. That is what it takes to be stupid on any subject! That's the "Stupid formula" – take a subject, make excuses why you can't know it, such as, "I'm shy," and you will remain stupid on that subject.

I was also given, and accepted, some advice from my dad. He said, "The more you talk, the more people will know how dumb you are. So keep quiet - it makes you seem smarter." This was a *big* contributor to my shyness. Therefore, I was always hesitant to say anything to anybody because I was afraid of sounding stupid.

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I didn't have any business vocabulary. I didn't know what most of the words in business *meant*. See, I wore the words, "I'm shy" like an identity. But, "I'm shy" doesn't mean anything. It's just an excuse not to face something. Do you see that?

By the way, there was something that I said there that I want to go back to. Remember when I said that my dad gave me, and I *accepted*, his advice? The key part of that is that I *accepted* and *agreed* with it. Anyone can say *anything* to you – but for it to do damage, you have to agree with it.

I admit these things to you in hopes that, if you are at the *bottom* of the communication skill level, that I give you inspiration that you too can rise up and be a good communicator. And if you're at the *top* of the communication skill level, then what I've conceded will serve as a window into what it's like to not be *able* to communicate easily. If you grew up around good communicators, and you've just always been a good communicator, then it might be very difficult for you to coach someone how to learn to communicate.

The other quick thing on this: If you're at the bottom of the communication skill level, this might have been the first time you've ever realized that the reason you've not succeeded in network marketing, and perhaps other things, might have to do with your communication ability. Sometimes when people find a new reason for something, they use it as an excuse for not succeeding. It becomes their escape! Do *not* use being at the lower communication skill level as an excuse!

Dive into the training I've provided in this pack - and get good at communicating and inviting.

## **Part 7:**

### **Buckshot – How I Learned To Communicate**

- ★ I'm going to detail *exactly* how I got good at communicating in network marketing. But before I tell you this – don't get scared when you hear all I did, because you do not have to repeat these steps as I've already done most of them for you right here in this package.

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The first thing I did was to grab a tape recorder and take it to every business opportunity meeting and training I could drive to. I would go up to distributors who had been successful at bringing guests to meetings and would simply ask them, "What did you say to your guest to get them to come tonight?" I would record what they said into my tape recorder. I listened to the tape all the way home, and when I got home I would transcribe the tape onto paper. If there were business words that were used that I didn't understand, I'd look them up in a dictionary. I'd then listen very intently as I followed the script. I would mimic their words, their phrases, their tone, their volume - even the emphasis they put on each word. I would put little accent marks on words and sections of sentences that they had emphasized on my recordings.

I then sat at my desk and I propped up a stuffed animal in a chair. I put a tape recorder in front of the stuffed animal. The stuffed animal was actually a stuffed black Labrador Retriever; its name was Buckshot, named after a *real* black Lab I had. I then would sit at the other end of the table and invite Buckshot to a meeting using the scripts I'd learned. Me recording myself inviting Buckshot was a *very* important part of my learning. If I invited Buckshot and then listened to the recording and couldn't make out what I said, then that meant Buckshot didn't hear it either. Therefore, neither would my prospect! So I would have to pronounce my words more clearly and increase my volume.

In other words, my communication, in order to *be* a communication, must have *gotten* to Buckshot. The way I would measure this was whether I could hear it in the recorder. Remember, I used to purposely mumble my words. Well, the recorder would pick this up. I could hear me talking, but I couldn't make out what I was actually saying. Again, that's not communication. So I had to go back and pronounce those words clearly so Buckshot could hear them.

I did this for hours and hours at a time. Many, many times. I would be in the middle of practicing and would hear birds chirping outside, indicating dawn. Yes, I was tired when I went to work - but so what. I was willing to do this because it was glaringly obvious that those who could do it well made the big money, and those that couldn't do it well would go to the bar after the business opportunity meeting and talk about how the company was already saturated. See, few people will admit that *they* are the problem - so they come up with excuses.

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After a few months I got a group of sentences and questions that I could say - not just say, but could say *with* conviction. They were no longer scripts. They were no longer someone *else's* words. They were a part of my vocabulary. I was then ready to go to live people.

I started calling prospects. When my prospect would ask me a question, I wrote it down. I started noticing that prospects seemed to ask similar questions. Each time I got a similar question from another prospect, I would make a tick mark under that question. By making the tick marks under common questions, I started noticing a trend in which questions I got.

I would then go back to the meetings and ask successful distributors, "What do you say when a prospect says, 'I don't have time.'? What do you say when your prospect says, 'Is this one of those pyramid things?'" Again, I would record it, transcribe it, drill it with Buckshot, and then try it on my prospects.

Sometimes the response I gave them worked. If it did, I kept it. If it didn't work, I'd figure some other way to say it until I got positive results. I distilled all those prospects' questions and objections into about eight. After I was able to successfully handle my prospects' eight questions and/or objections, I put them on 3" x 5" cards.

I'd write the prospect's objection sentence on one side, and the response on the other side. I carried them everywhere. When I was driving in my truck, I'd pull one of the cards from the deck, read the question and objection and fire the response back. I drilled (by drilling I mean repeat something over and over); I drilled those questions to the point that when a prospect said the first couple of words of the question or objection, I'd already *know* the response. I simply had to be patient while they got their entire question or objection out. I would clarify their objection, and then deliver my response much the same way a master musician plays a song she's played a thousand times. Then, and only then, did network marketing become - as they say - a numbers game or fun.

I was prepared for any question or objection someone could ask me. Before that, it was a luck game. How many prospects can I get lucky with?

## Part 8: Posture And Confidence

What this created for me was the mysterious and elusive thing called “Posture.” Every training meeting I’ve attended, someone mentions that, “You’ve got to have posture.” But I could never really get my hands around this concept. The reason I say that it’s mysterious and elusive is because I’m not sure which came first for me – money or posture. But I can tell you both of them came on the same day.

Some say, “Fake it until you make it.” Problem is, you *feel* like a fake. It’s very difficult to have the purpose of making someone’s life better if deep down inside you know you’re faking it. So instead of faking it, practice it! Some people confuse posture with arrogance. It’s not the same. I was once coaching someone on inviting. While on a call with his prospect, he made the statement, “If you qualify,” four times on a single call. I saw an immediate problem with his inviting. He was trying to use arrogance to make him sound postured.

Posture - and listen closely to this - comes from confidence in your ability to perform. Nothing else! Much of my early posture was built from spending time practicing in front of Buckshot. Then I started getting small results – which added to my posture. I *knew* I was getting better; I could hear it in my recordings. Then when prospects started responding positively more often, my posture raised more.

I’m not talking about everyone being interested – I’m talking about getting one or two out of 20 being interested to learn more, instead of zero out of 50. If you have to go through 100 people, or even 1,000, to get good, why practice on live people? I defused *hundreds* of fake bombs before I *ever* defused my first live one.

Something else that is valuable for you to know and understand is that it’s easier to *prevent* objections than to *handle* objections. I was tracking each call and keeping a count of the questions and objections that I was getting, and I noticed that they would come up right at the end of something I said. The objections became predictable.

I started wondering if I was actually *causing* some of the objections. And if I was *causing* them, could I *not* cause them? Could I prevent these objections from



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coming up? Yes. Some of the inviting phrases that I had picked up actually *created* objections that I would have to handle. So I started keeping score not only of the objections, but what question I asked just before they *gave* me that objection.

Now the business was becoming very fun for me! I could predict what objection I would get, based on what I would say or ask. I then began to alter the way I said or asked things and I would not get that objection as often.

Let me give you an example of this. An early script I used would say, “My partner is making \$40,000 a month – is that an income that would interest you?” About 80% of the time it would generate the question, “Is this multi-level marketing?” Interesting. I then altered the way I stated that. I would say instead, “My partner is generating about 10 million dollars a year in business and his profit on that is about a half a million dollars a year.” It practically eliminated the MLM objection.

All I did was change the monthly income to annual income and it removed one of the toughest objections we get. So later in this training package you’ll hear most of the scripts I use and you can *know* that these scripts have been worked and refined backwards and forwards for the purpose of *minimizing* objections.

## **Part 9: What Makes This Training Unique**

I sure hope you’re beginning to see the vast difference in what you have in *this* training package versus the hundreds, if not thousands, of training “systems” out there promising all kinds of success.

I’ve included *all* the scripts I’ve used – from how I greet the prospect, to how I handle their objections, to how I lead them into being interested in the company. The most time-consuming part of this content was the composing of the scripts. The scripts that I got from others, I had to transcribe onto paper and then test them. Months went into testing whether a script worked or not. Just because someone says something works doesn’t mean it works. I’ve learned this *so* many times.

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I remember hearing a tape of a very successful networker saying what you should say to handle a particular objection. His suggestion was quite funny – sarcastically funny - but it *didn't* work. I used it about 20 times, and not *one* time did it get the prospect past the objection. So just because it sounded cool didn't mean it worked.

What you get in this training package is proven scripts - and you can hear they're proven because I've included live recordings of the prospects' reactions to the scripts. Why did I just say that? Because I want you to not listen to this like it's "just another system." When someone buys anything designed to help them do something, and then it doesn't help, the person loses confidence that there *is* help. Then they start buying into doubts and believing crazy analogies they've heard.

Let me give you an example of this. Let's say that you buy a training system. Ninety percent of the content of the training has to do with, "It's not the how - it's the why." Seems logical! So you write out your goals and write out why you want to do it. A month or so goes by and you're not having success because you bog down every time you want to get on the phone. You're scared! You don't know *what* the outcome will be. You're not sure what to say. Instead of solving the problem with getting on the phone, you remember the training package you listened to that said, "It's not the how - it's the why." You conclude that you must not want it bad enough - so you quit.

That's ridiculous! You just didn't know how to invite! But because of the training materials you were listening to, you adopted their theory. I think those types of trainings are created by people that are not patient enough to train others.

Intuitively people have sensed this. You can see it in a pattern of the way they buy these training packages. People buy a training package and listen to it for "Something they've not heard before." They want to learn something "new" instead of mastering what works. They listen to see if they can pick up an idea or two. Please don't listen to my training like that! This training should not be just listened to – it should be worked! It contains everything you need to know about inviting your prospect.



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This training package is worth *millions* and *millions* of dollars to those willing to actually work it. What do I mean by “work it?” I’ve somewhat explained it by telling you what I did - but I’ll explain it a different way. I’ll explain this with a story about how *I* worked to become good at wrestling.

## **Part 10:**

### **Wrestling And The Double-Leg Takedown**

★ You’ve probably gotten good at something the same way that I got good at wrestling. And my hope is that this story will remind you of that something in your past.

I was a high school junior trying out for the wrestling team. I tried out for three years in junior high school and made it the third year but never wrestled a Varsity match. My junior year, something occurred which, looking back, was perhaps the most pivotal occurrence of my entire life. I was weighing-in (which means I’m standing on a scale with the coach beside me). With the coach beside me, and no-one else in the coach’s office *but* me, I got up enough courage to say to the coach, “I really want to be great at wrestling.”

He said, “Being great at anything takes a lot of dedication. Are you willing to do what it takes?” I said, “Yes,” - just like anyone else would have, standing there with one of the most winning wrestling coaches in the state of Tennessee!

But at the time I said yes, I had no idea what it meant. His advice was this (and please listen very closely because it holds the key to your success as it did mine); he said, “Tim, don’t try to learn *everything* about wrestling. Just master *one* move.”

He continued by saying, “Tim, when you master a move and you know it better than anyone else, you can always use that move effectively, even if your opponent knows you’re going to use that move on him.”

I said, “Okay, what do I do?” He instructed me to choose a takedown. You don’t have to know anything about wrestling to understand what this means. A takedown simply means you do a move that puts your opponent on the mat – instead of him putting *you* on the mat. I told the coach I would master the double-leg takedown. He then instructed me how to do it correctly. And then

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he told me how to master it. He told me to walk around the mat pretending that I'm shooting under someone and grabbing both of his legs (which is a double-leg takedown).

So I began doing that. At first I was really excited about this "trick" he had given me to make me great at wrestling. I went around that wrestling mat maybe 30 times scooping down, pretending I was grabbing someone's legs. Then I started feeling pain in my lower back and I noticed that, from me scooping down, I had torn off the skin off my right knee - they call this carpet burn or a strawberry. Anyway, I think you get the picture!

Well, I figured I had done enough mastering for one day, so I started wrestling with some of the other guys on the team. While I was wrestling, I looked up to find my wrestling coach looking at me with his arms folded. I ask him the one word every teenager knows: "What?" - like I didn't know "what."

He said to me, in a disappointing tone, "I thought you wanted to be great."

I told him I did! And he asked me why I had stopped doing what he'd told me to do. I shrugged my shoulders in a gesture to imply that I didn't know *why* I stopped. As he began to walk away, I tried to get sympathy from him by explaining how my back hurt; I showed him that my knee was bleeding. Now, these excuses would have worked *great* on my mom - but they got me nowhere with my coach.

So in an angry way I began to walk around the mat for the remainder of that evening - which was an hour or so. But I didn't do it in an "I want to learn this" kind of way - I did it in an obligatory way.

Nonetheless, over the next few weeks I began to find it easier to scoop down and pick up the simulated legs of my opponent. I began in my own mind to visualize a real opponent. I began to feel my arms wrap around his legs; I began to see him jumping back to stop me from reaching his legs. This caused me to make lightning-quick decisions of when to shoot in for his legs.

When I would actually be wrestling with guys on the team, I was finding it easier to take them down to the mat. And because I was finding it easier, I wanted to do it more often. Are you starting to hear the similarities to how I became good at inviting? It's the same! I found myself taking someone down

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to the mat and then letting him *go* just so I could take him down again! Of course this perfected my takedown ability even more! I got to where I could take down *anyone* on the wrestling team - whether they were little tiny guys who were lightening-quick, or the big goon heavyweight guys. Needless to say, I made the Varsity team and when I would wrestle against other high school wrestlers I would win.

Here's the profound part of this. Coaches from the opposing teams would videotape me and try to train their wrestlers to *stop* my double-leg takedown. I remember I was in a tournament and my opponent was right across from me on the mat and we were getting ready to start. Just before the referee started the match, my opponent's coach yells out, "Watch out for the double-leg takedown - it's the only thing he knows!" That scared me because I knew he was right! But when the whistle blew indicating that we were to start, I honestly didn't know anything else to do. So I took him down with the double-leg takedown.

Let me make sure you get the point here: He knew I was going to do it. But he couldn't stop it. See, when you master something - *you've got it!* You *know* it. You're certain about it.

I want to focus your attention on something: What did I do differently from the rest of the team members - who had the same coach, I might add? I chose *one* thing to master. The rest of the team members would spend the entire two-hour practice working on several *different* moves. That's the fundamental difference. My two hours of practice were focused on the double-leg takedown. My teammates' efforts were divided between the many different moves they *could* execute, as well as defensive moves.

Where this really showed itself was when we actually went against our opponent on the mat. And this is the point I've been leading up to, and the whole reason I told you this story, so be very alert. When I walked out onto the mat to wrestle, what do you think I was thinking about? The double-leg takedown. No other thoughts - *just* the double-leg takedown. What do you think the other members of my team were thinking about when they walked on the mat? A lot of *different* things!

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## **Part II: Discipline**

Now, remember when I said the current trend in training is to learn a lot of *little* things and master nothing? I'm afraid we're going completely against true knowledge of how to do something with this trend. It's very obvious that every subject has its fundamentals. In learning a language, it's pronunciation; in karate, it's the basic front punch and fan block; in hockey, it's skating; in business, it's making someone's life better. And in network marketing, it's communication!

Up until my wrestling experience, as a teenager I was an absolute failure at everything I did. I made D- (minuses). It was a D- (minus) just because "The teacher fudged the grade." I actually failed every class.

I took this concept of "Mastering one thing" to a vocational welding class my last two years of high school and became the best welder in the class. I took the concept into the Navy with me and became a member of one of the most elite teams in not just the US Navy, but in the world. And then did the *exact* same thing with network marketing.

Do you get what I'm admitting to you? The entirety of my success, in *everything* I've succeeded at, is *exclusively* because I learned to master *one thing*, and then master *one more thing* until I mastered the entirety of the subject.

After one of my conference calls there was a lady who said that her downline had said, "It was pretty good – just the basics – I didn't learn anything new." Do not listen to this training package as something where you can learn a quick trick or two – it is not that kind of training. The reason someone hasn't had success is not because they've not learned enough tricks or not learned enough "new things." It's because they haven't mastered the basics.

Also, one of the most annoying conversations I ever hear around the network marketing industry is this one about, "The 'average' person can't do it." Everyone's talking about the "average" people! The bottom line is *everyone's average!* At one point in everyone's life they couldn't talk, or type, or drive a car, or anything else until they – what? Learned it! I am just as average as anyone on this planet. I just learned to communicate in an industry that will pay you very well for doing so. And you will succeed also - as soon as you master the content in this package.

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★ The last point I want to make before we dive into the specifics is discipline. I was talking with a small group at an in-home training. There was one lady there that I could tell “wasn’t there.” She was physically there, but I could see that her mind was not focused on what I was talking about.

We broke from the discussion and were having sandwiches, and I was able to go over to her, where it was just her and me. I asked her what she thought of the content I was discussing. After we got through the typical polite stuff she said, “It’s great for those disciplined enough to follow it. I’m just not wired that way.”

I’ll tell you the outcome and then tell you what transpired in the conversation. She went on to be *incredibly* successful in network marketing. But at that in-home, I asked her to tell me what *she* thought discipline was, and she could only tell me that it was something she didn’t have. Here’s what I told her: “All discipline is, is making a decision to continue something until you get the results you desire. Just keep making that same decision to continue, again and again.”

The reason a person loses their discipline is because somewhere along the way they failed to achieve something they really wanted – so they decided to stop making the decision to get it. Then, each time they planned to achieve something else and it didn’t go as planned, they decided to cease making the decision to get it. They get a string of failures and view themselves as a non-disciplined person.

So guess how one makes themselves a disciplined person again? Make a decision to do something. And keep making the decision to do *that* thing until they get it. Then a person gets confidence in themselves. There is absolutely no one on planet Earth more important for you to believe in than *you*.

So in conclusion to this section, make a solid, unwavering decision to learn inviting until you really know it. Make the decision to learn it fully. Make the decision not to cut any corners - that you will really learn it. Then you, too, will be known as a person with incredible discipline. You, too, will be looked at in awe. And you, too, will have people say to you, “You’re a natural.” And just like me, you will find that statement repulsive. You’ll use every bit of the discipline that you have accumulated to not hit them over the head - because they have no idea how hard you work to get where you are.

Let’s get started on your training.



## MODULE 2: COMMUNICATION QUALITIES & PHONE TIPS

### Part I:

#### Communication Qualities 1- 3

I'm going to begin your training of being a Professional Inviter with communication. The first step in being a *good* communicator is recognizing those qualities or attributes that good communicators possess. See, when someone doesn't observe the *individual attributes* or *qualities* of a good communicator as separate traits, it's easy to conclude that it's something they're born with, instead of something that is developable.

When you've been in contact with a great communicator, there were some things that you felt from them. By the way, this is different than feeling someone was slick, polished or dynamic. A good communicator causes you to feel things like unique, special, valuable, listened-to.

I'm now going to give you the traits that will cause *your* prospect to feel *those* things from *you*:

#### Be Interested In The Prospect

The first and foremost quality that is obvious when you've been in contact with a good communicator is that they were genuinely interested in you. It wasn't that they were slick or that they shellacked you with fake attention - they really were interested in you. You saw it in them. Their eyes told you so. They really listened to what you said and they let you know they heard it. They perhaps asked questions to clarify what you said – but not always.

Let me try to give you some examples of being interested in your prospect. You're talking to someone and they say, "I did XYZ." If you're *interested* in this person you will say, "Oh, how long have done XYZ?" "Oh wow – what made you want to start XYZ?" "So where do you want to take XYZ?" "Hmm, well I know someone who might be able to help you take XYZ there."



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In contrast, here's what someone does if they are trying to be *interesting*. Notice the difference between *interested* and *interesting*. They're very different. A person says, "I did XYZ." A person trying to be interesting says, "Oh yeah? I remember doing XYZ – yeah, I had lots of fun doing XYZ. It's been several years since I did XYZ, but in my heyday I used to do XYZ quite a bit. In fact, I was doing XYZ when I met my wife..."

So a person trying to be *interesting* will take every subject and try to put the spotlight on him or herself. So the first and most important quality of you being a great communicator is that you are *interested* in your prospect. If you really have this one quality down solidly, the rest of the ten qualities seem like they're just an extension of this one.

### **Do Not Be Distracted By Anything**

The second quality that you've probably noticed about a great communicator you've been around is that they weren't distracted by anything. There could have been a fire in the room and this great communicator wasn't distracted by it! Unless you mentioned it to the great communicator, they didn't seem to notice.

Nothing is as annoying to someone as when someone they're talking to is distracted by something going on in the environment. Whether it's a TV that distracts them, or a person walking by, or a person on the phone clicking over on call waiting to see who is calling them – anything other than 100% interest in your prospect is not acceptable. So number two is don't be distracted by *anything* in the environment.

### **Have A Sincere, Friendly Facial Expression**

This third quality means to maintain comfortable eye contact with a sincere, friendly facial expression. This doesn't mean you bore holes through your prospect. Sometimes people will read or hear about the importance of eye contact and they will take this to an extreme that makes the prospect feel intimidated. Just be comfortable with the prospect and maintain comfortable eye contact with sincere, friendly facial expression.



**Part 2:**  
**Communication Quality 4**

**Use The Correct Amount Of Assertiveness**

The fourth quality is that your communication uses the correct *quantity* of assertiveness. “Assert” means, “To put forth boldly or forcefully in an effort to make an opinion known.” I’m not just talking about volume, which is loudness of speech. You can assert your opinion about your business or product too much, which causes the prospect to back away from your ideas. You can assert questions too repetitively and cause your prospect to feel interrogated. You can assert not enough and cause the prospect to feel it’s not important.

Same with volume – if your prospect can’t hear you, your communication is worthless. If you talk really loudly, so that everyone in the restaurant can also hear you, it’s too much assertiveness.

If you’ve ever observed someone who asserts themselves too forcefully, their prospect *physically* backs up. Well, that’s obviously *way* too much assertiveness. Why? Because if your intent is to have them adopt your ideas, do *only that* which causes them to see your ideas favorably. If they back away from it, that’s going against your intention so it’s too much assertiveness. Asserting too much is the major reason why friends and family “hide” from network marketers.

If you were to envision a scale or a ladder, at the top would be, “Your prospect is interested.” The next step down would be “Neutral” - the prospect isn’t for it nor against it. The next step down would be “Opposition” - the prospect is opposed to the whole business or something in it. The next step down would be “Leaning back” - the prospect is trying to get away from you or what you’re saying. And the bottom of the ladder is “Hiding” - the prospect is so opposed or so annoyed with your assertiveness that they hide from you.

You must always have a “third-eye” watching your prospect’s reaction to what you’re saying. Sometimes a person can be neutral on a subject but the amount of force is so great they get pushed down the ladder to opposition, or leaning back, and not wanting to hear anything more about it.

Again, force does not have to mean volume. People often think of loudness or in-your-face type of things, but a soft question that is objectionable to the

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prospect is just as forceful to that prospect than someone screaming. That's why you have to have your third eye watching the effect you're having on the person.

Let me give you an example of this. Let's say that I believe in taking care of the environment; everything from maintaining the correct tire air pressure in my automobile because it saves fuel, to recycling every piece of paper that enters my house, to taking military showers. A military shower, by the way, is when you turn the water on just long enough to get wet, then you soap yourself up and then turn on the water just long enough to rinse the soap. This is to conserve water. Okay, so you get the picture of my opinion on taking care of the environment.

Let's say that my mother comes to visit me and she throws plastic in the garbage instead of the recycling bin. The incorrect quantity of assertiveness would be, "Mom, what the hell are you doing? That goes in the recycle basket – don't you recycle plastic? Good grief! Whose responsibility do you think it is to take care of the planet? How much landfill space do you think Earth has?"

See, that would be too much assertiveness. That's pushing my opinions on my mom instead of sharing it or educating her just enough so that she takes an interest in it. The example I gave would make my mom not want to hear a *thing* about taking care of the environment. Even if I asked in a quiet voice, "Mom, don't you take care of the environment?" that would still make my mom feel bad. But if I said, "Oh, Mom, I was reading an interesting article about landfills and how Earth is really getting damaged by all the plastic that goes into the landfills – so I decided to start recycling. So could you please put that orange juice jug in the recycling bin over there?" See how different that is? That allows someone to become *aware* of something.

In network marketing I see this often. Networkers make fun of people who have a job. Networkers who get into nutrition look at people who smoke as if they're the devil. This is too much assertiveness and does *not* achieve the desired result. The correct amount of assertiveness educates or shares the concept or idea without making the prospect feel like they're getting a lecture or being preached to – or that they did anything wrong. Let them come to *that* conclusion on their own.

**Part 3:**  
**Communication Qualities 5 - 6**

**Communicate Easily**

The fifth communication quality is to communicate easily – no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating. This is the quality that most people think is the mark of a good communicator – and it is part of it, but it’s only one of the qualities.

You’ve probably heard that, “It’s 10% *what* you say and 90% *how* you say it.” Well, the “How you say it” part hasn’t ever really ever been defined in this industry before. It’s all the other qualities I’ve mentioned here or will mention.

When you communicate with your prospect, try not to have tension or strain. Where might this tension or strain come from? It might come from your fear that they’re not going to accept what you say. It might come from not being prepared, so you’re not sure what information you *should* present – that can cause tension or strain in the conversation.

Also, don’t sound fake or sound like you’ve rehearsed what you’re saying. This is *such* a turn-off for people. People sound fake when they use a lot of fluff words like awesome, incredible, unbelievable, fabulous, wonderful, special, state-of-the-art – you get the idea? These types of adjectives demonstrate a clear bias on your part. I’m not suggesting you be a boring communicator - by all means, be excited. But you don’t have to use fluff and puff words to describe your excitement, as they normally indicate a cover-up of real content. If you’re excited you can say why you’re excited. You’re not excited because it’s totally awesome! You’re not excited because the products are special – you’re excited because the products have given you the energy you had back in high school! Say that!

**Make Sure Your Body Doesn't Distract The Prospect**

The sixth quality is to not have your appearance and bodily scent distract the prospect. Now, I know this may be controversial - but it’s a very big part of communication. There was a survey done at the end of a very large trade show. People who were walking out of the trade show were asked a series of questions about the trade show.

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Think about the money companies invest in trade shows – the rental of the booth costs a lot of money, the travel, the display materials, the employees and sales reps. With all that expense, to the question, “What’s the number one reason you didn’t buy today?” – guess what the answer was? “The sales rep’s bad breath.” The prospects didn’t say the number one reason they didn’t buy was because of a poor presentation or that the event wasn’t exciting or anything else – the number one reason was bad breath!

This also goes for perfume and cologne. You may think your perfume makes you smell like a flower – but to some you smell like bug spray. You may even get compliments from some people – that doesn’t mean *your* specific prospect is going to love it. A person who wears perfume typically puts a dab on and over time their nose becomes less sensitive to it. Then they put two dabs, then three - and pretty soon you can smell the person coming *in* the room; not when they’ve walked past, but when they *enter* the room. If this scent is something that the prospect doesn’t like, they will be backing up, trying to get away from you. The main point here is whether it distracts the prospect.

This also goes for dress. Dress professionally. Ladies, if you have a beautiful body that you like to show off, great – but I don’t recommend it with prospects. Your body may get more of their attention than your business. The reason you’re *there* is to be interested in them – not to have them be interested in your body.

Now I know what everyone thinks of when I say that; “But people buy *you* - not the business or the product.” This is very true. But what *about you* do they buy? In network marketing they buy your ability to help them get what they need and want – as it relates to your business or product. If you have a beautiful body and they join the business because they like looking at it, you will have a heck of a time trying to keep them focused on the business. When you’ve concluded your business for the day and you want to dress up sexily and wear perfume – great! But keep business and personal separate.

Your dress code should be appropriate for the situation and others present. In my business I work with health clubs – it’s not appropriate to wear a suit, or even dress clothes for that matter. Nice shorts and a polo shirt gets the best results. When we work in doctors’ offices we dress professionally, but not in suits. In business presentations, suits work the best. The golden rule is: Dress as nicely as the most nicely-dressed guest.

## **Part 4: Communication Qualities 7 - 10**

### **Tell The Truth**

The seventh quality is to *tell the truth*. I know it should go without saying, but I have to say it because it is a communication quality, and it's a major problem in our industry, and it needs to be cleaned up. If you don't know what your upline earns, don't say what you think it is. If through the grapevine you've heard it's "X" amount, don't repeat that! Say nothing you don't know is absolutely true.

The other part of truth is keep your word once given. If you say you will be at a meeting at 6:45 – be there. No excuses, just be there. If you say you're going to help someone – help them. Keep your word. If for some reason you're unable to keep your word, make it up to the person. Do something that makes it up to them.

### **Know What You're Talking About**

The eighth quality is know what you're talking about. You need to have a clear understanding of what you're communicating. Prospects really appreciate and admire those who know their business and give exact truthful answers. It doesn't mean you have to be a master about nutrition to explain to someone why they need to take supplements. You'll hear what it sounds like when you hear my live calls a little later.

### **Communicate At The Prospect's Level**

The ninth quality to being a good communicator is that you need to *use words that your prospect understands*. I mentioned this earlier, but I want to explain it a little more here because people who are great communicators possess this trait. If you use a group of esoteric terms (the word esoteric means "Intended for or understood by only a particular group") - so, if you use esoteric terms that your prospect doesn't know, you're going to have partial or no communication.

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An example of this – and, gosh I’ve heard it so many times! - might be that in describing how a person makes money with your program, you use acronyms or words or symbols that are not common everyday words. Like, let’s say you say to the prospect or even the new distributor, “Once you qualify as an LP2, you’ll get an extra 10%, and then when you achieve Diamond or Double Backflip level, you’ll get five more percent on your fifth level of everyone who is an Eagle in your group.” It’s ridiculous to hear this sometimes! It completely alienates your prospect and new person.

You have to communicate with words that are in the prospect’s vocabulary. If you really think about it, a dictionary merely describes an unknown word with words already in a person’s vocabulary. That’s the reason there are different levels of dictionaries – children’s dictionary, collegiate dictionaries, medical dictionaries and so forth.

Vocabulary – what does the word “Vocabulary” mean? One definition is “All the words of a language.” That would be good if everyone knew all words, and all their definitions - but they don’t. The second definition of the word “Vocabulary” is “The sum of words used by, understood by, or at the command of a particular person.” That’s a much better definition for what we’re discussing here.

So where did you get your current vocabulary? As brought up earlier, the only place you could have gotten your vocabulary is from things you’ve heard or things you’ve read. It does you no good to create your own words because no one knows what they mean - except you.

This is not to imply that you get good communication skills by having a larger vocabulary alone. It’s part of it, but not the whole package. A larger vocabulary allows you to communicate to a larger audience. It gives you diversity. Let’s suppose you knew the entire English vocabulary. You could then carry on a conversation with anyone on any subject - until you ran into someone who spoke Spanish. Then you have no communication again. You learn all the words of the Spanish language and then you could communicate to anyone in Spanish also.

What point am I trying to make here? Two points, actually. One is I’m driving home your understanding that communication is not something one is born



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with. Every person had to learn the definitions of all the words in their vocabulary. And the other point I'm making here is that you can communicate with people only to the degree that you know the same vocabulary they do. If you knew all the words of a language, its value would only be known by the one other fellow who knew all the words.

Most of the time you will never use more than about 10% of the vocabulary of a language because that's what most people know. And for you to be a good communicator you *must*, I repeat, you *must* only use words that the person you're communicating with knows – otherwise that person will walk away from you, or hang up the phone on you, or fail the class that you're teaching! And don't think for a second that people will say they don't know something - even if you ask them if they understand. They won't tell you they don't understand. This is something our society has taught us is wrong to do. It's the craziest thing I've ever observed! A person not knowing something will pretend to know something so they don't seem dumb – but they *are* dumb on that word or subject, and will forever stay that way because they would rather appear smart and be *dumb*, than be smart by asking, "What does that mean?" So don't use words people don't know. If you need to use a new word, only use words to *define* that new word that your prospect already knows.

### **Have The Intention To Make The Person's Life Better**

In inviting and selling - and anything, really - your intention needs to be focused on the correct thing. The definition of the word intention is: "An aim that guides action." You could flip that around and also say that all actions (meaning in the past) were preceded by an intention.

If your intention is correct, then your actions will be correct. When it comes to inviting someone to look at your network marketing business, your intention prior to the call (and during, and as long as you know the person) should be to make someone's life better. If that is your aim, truly your aim, then everything you do will be towards *that*. And it will be obvious to the prospect. If your aim is to make money, then everything you do will be towards that. And that will be obvious to the prospect also.

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Recently I was working with a lady who had been working to get a large client. Everything was going well, and then the client revealed that someone else was also trying to get his account. This freaked her out. She suddenly went from the aim to make the client's life better to the aim to beat out the competition. That became her dominant thought. I told her to go write down every negative thought she was having. Then, from the intention of making the client's life better, work out how *she* would make the client's life better; write every bit of it down on paper.

See, you have to work it out completely *in your mind*. Otherwise you will clog it up and stop it. Once completely worked out in your mind, then you can create it. I don't want to go too deeply into this, because *Professional Inviter* is about the mechanics of inviting. But just so you understand my example, it isn't very difficult to see that everything needs to be worked on first in one's mind before it can be created. Just try to turn off this audio without thinking about it first. It's impossible. Why? Because everything must be created mentally first, before you can make it happen.

So my point in Tip #10 is to make sure your intention is worked out and focused on the correct thing. And the correct intention is to make someone's life better. When you listen to my live calls you're going to perhaps wonder why I don't get the objections that you get. Sometimes you can say the same *things* that I say, but you get much different responses. If before your call you put in your mind that you really want to help this person, and that you really *can* help this person, and that you really *will* help this person – your calls will go much better than if you were thinking about making money.

Show me someone who is focused on making money and I'll show you a tired, worn-out, broke person because they're trying to receive before they give. And I'm not suggesting this person isn't working their fool head off trying to make money. I'm clearly stating that they won't be *able* to because they're focused on the *receive* side of the equation, instead of the *service* side of the equation. This universe is rigged that you give, then receive. People think that by working hard they're giving – nope! Not until someone's life is better do you get paid for your hard work.



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★ Alright, we have just concluded the section on communication traits. How I recommend you learn this is look at the card that is in your *Professional Inviter* package and review each of these traits about once per day, and notice when you do each trait correctly versus when you do it incorrectly. Awareness of something comes first. *Then* you learn it. So just you *looking* at it and becoming more *aware* of it will cause you to change.

### **Part 5: General Phone Tips 1 - 5**

Now let's move into a few general tips about making calls. Most of these tips can also apply to being face-to-face with a prospect. By now you can probably tell what I'm doing with my training. I take a very broad approach like, what is business, what is communication? Then I narrow it down into the traits of a good communicator. The next step, which we're about to go into, is general tips when making phone calls. Then we'll get *very* specific.

#### **Tip #1:**

Always sound upbeat and positive on the phone, but never overly-enthusiastic to the point where you sound fake. People hear this expression of, "Catch on fire with enthusiasm and people will come from miles to watch you burn." This sometimes gives people the wrong idea of how to act. Be enthusiastic and excited, but don't be fake.

#### **Tip #2:**

Don't be surprised by an answering machine. You need to rehearse leaving messages. Use your home phone to call your cell phone and leave a message. Do this several times. You may think you sound completely normal when you leave a message, but when you listen to yourself leaving a message you may be surprised.

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### **Tip #3:**

If your prospect isn't curious when they get off the phone with you, you have nothing. Curiosity is what you want to leave them with on the first call.

### **Tip #4:**

When setting appointments for meetings - whether they're one-on-ones, hotel meetings, or residential meetings - confirm your meeting the night before or the morning of the appointment. Don't ever *not* confirm the appointment because you're afraid they will cancel if you call to confirm. It's better if they cancel on the phone than you showing up expecting them and they're not there.

### **Tip #5:**

Early in the prospecting cycle, you want to get as much of the prospect's contact information as possible. It may be more difficult to get it later. I met with an attorney to interview him as to whether I wanted to take on his services. I went to his office and was escorted into the conference room. He came in and shook my hand with a lot of enthusiasm. We talked about 10 minutes about what I needed – but, before he gave me his hourly fees, or the cost of his retainer, or anything that might cause me to shy away, he just said, with confidence, "I can help you." He slid a notepad over to me and said, "Do me a favor, Tim. Put all your contact information down here. I'm going to get a cup of coffee – you want anything?"

I'll never forget that. It was so smooth, so perfectly stated. When I wrote all my information down, I *wanted* him to have a way to contact me. I have now incorporated it into *my* business practices. But don't ask for more contact information until you've earned it. The example I just gave you was perfect for *this* setting. An example of what I frequently do is when I'm going to meet someone, I'll give my cell phone number and ask them for theirs.

### **Part 6: General Phone Tips 6 - 10**

#### **Tip #6:**

Whoever is asking the questions is controlling the conversation. If you don't end in a question, your prospect *will*. And then you're sidetracked from delivering your key message. So always be the one asking questions. Later I will give you the procedures to ensure you're controlling the conversation - but it's a good tip to always be the one asking questions.

#### **Tip #7:**

The more you say, the more you're *required* to say. This is a trap *many* people fall into. Where I've seen this really trap myself and others is with product sales.

#### **Tip #8:**

Never sell what they won't buy! As you'll hear in the Qualifying section, you find out what a person needs, wants or doesn't want. Once you find that out – keep using that. That is what they will buy! Your company may have some fantastic qualities; like being debt free, like having global patents, being traded on the New York Stock Exchange, being the fastest-growing company on the Inc 500 list - that's all just blah-blah stuff. You don't know if your prospect will buy those concepts. If your prospect tells you that he wants to work from home, and he wants to not have a boss anymore – he will buy that!

Let's suppose you buy some leads of people who've indicated they want to work from home. During the qualifying section you say, "Bob, let's suppose you found the perfect business to work from home – what would that business look like?" Now, whatever he says you must write down. Because these are the things he will buy! You have to listen very carefully because whatever he says is *gold*. As you will hear, you might have to ask a couple of questions to get to the answer you're looking for.

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When someone goes to the hardware store and asks for a drill bit – do they really need a drill bit? No, they need a hole. The smart hardware salesperson will ask enough questions to get the full information before they make a recommendation. Like, “How big of a hole do you need? How deep do you need the hole? What material are you drilling through?” *Only sell what they will buy.*

### **Tip #9:**

Don't carry baggage from one call to the next. I've done it and seen it. You call someone and they jump into how network marketing is a pyramid. Then you go to call number two actually *defending* network marketing. In that example, you're coming from the intention of defending network marketing instead of the intention to make their life better. Each prospect is unique, and you have to ensure that *you* are unique on every call.

Also, don't adopt your prospect's beliefs and views. Many times you will hear your prospect tell you, “I'm not a natural salesperson,” or, “I wasn't wired that way,” or, “Those don't work,” or a million other things prospects will say. If you're going to be successful you can't buy into their ideas. I have a name for all those excuses by the way - it's called “Bugs.” I'll tell you more about that later.

### **Tip #10:**

- ★ Observe. Fully observe what's going on around you. Listen and/or look attentively to what's happening. Let's say that you're talking to someone and you hear a baby in the background. Now, you know they're probably distracted by what's going on. So, simply say, “Is that your baby I hear?” When they say yes – perhaps they even apologize - say, “Boy or girl? What's his/her name?” Then ask, “Do you need to put the phone down and handle anything?” This will do more for establishing a good relationship than just about anything else you can say.

## Part 7:

### General Phone Tips 11 - 13

#### Tip #11:

If you answer the phone and a prospect is on the other end and you didn't expect it – don't let the surprise of it throw you. You can say something like, "Hold on just a second while I get back to my desk." Get everything situated and return to the call. If they're returning your call and you have their resume, you can say, "Hold on a second while I get your resume in front of me." To stammer around is unprofessional.

#### Tip #12:

Are you inviting for business or product? One of the first decisions you need to make is whether you're calling to promote the product or the business. My opinion – which is backed by statistics - is you can do *either* - just not both at the same time.

- ★ When you invite someone to look at your product and then *around the same time* (and that's a key part of it) tell them they can make money with it – I've not seen this work well. I'll tell you when I *do* bring it up: After they've been a happy customer for a month or more; at the point where they place a second order, I ask them if they know anyone who would like to receive the same benefits as they have received. After they've given me a referral, and that referral wants to buy the product, before I place that order I will then call my customer and bring up the discussion that I can either take them to dinner and thank them or give them a commission - which do they prefer? This works the best.

If you're inviting for your product, find out from your upline a proven way to introduce the product to prospects. If you don't find a proven way – create it. My opening statement during the Qualifying step for product sales is I always ask a question such as, "John, do you take vitamin supplements?" If he says, "No," I ask, "What's the number one reason you don't?" If he says "Yes," I ask, "What's the number one reason you take them?" This gets me into the conversation.

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Let's suppose John says, "Yeah, I take them to fill the holes in my diet." So my next comment might be, "Good reason for taking them." I then want to find out how this prospect decides what supplements to take. With these few questions I'm able to determine if John is a prospect. And I've not exposed my product, or that I'm representing a product.

If you invite your prospect to look at your business, you obviously have to tell him or her what the product is. But do not get heavily into product discussions. I've seen many times that the discussion heads into "heavy ingredient" questions. I've found that it's best to keep the product discussion general when you talk to someone about the business.

Let me give you an example of what I mean by "general." I will talk about the trends in skincare or the trends in supplementation - not specifics. Something like, "Consumers spent X number of dollars last year buying supplements." A lot of times people want to try to impress their prospects by using big words to show they're smart - but all you do is confuse the heck out of him and then have *him* think he has to become a biochemist to succeed.

### **Tip #13:**

Know what you're inviting someone to do. When it comes to inviting for network marketing, what do you specifically invite your prospect to do? Now, I'm going to give you my recommendation, but you should always ask your upline what system he or she is using.

By "system" I mean what sequence of steps you put a prospect through to get them to be interested in your business or product. It might be to listen to a recorded message, followed by a video, followed by an invitation to come to a business meeting. Or it might be to ask them to review some information on the Internet, followed by a phone call. Whatever it is that you do, it's important that the sequence flows smoothly, logically, and that it work.

It's not that you should be rigid and fixed when you call your prospect, but since you're calling them you need to be the one with direction.

If, when you look upline to find which system works the best, and several uplines are using different systems, you're going to have to do some research

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and find the one that works the best. Not by what people say, but by actual statistics. If you've not figured it out by now, you need to learn to cut through the "air statements" like, "I sponsored a ton of people using this system." And also look out for the upline who is making a lot of money, but the reason they're making a lot of money is because of someone in his or her organization's efforts. There is a very famous person in network marketing; when he gives his system – it's *not* what made his money. There are two people in his downline that represent 95% of his income who are not using his system. Now, to his credit, his system *did* find those two people. But those two people got the 200,000 other people.

The system that I've found to be most successful is to first send something that explains network marketing *by itself*. The reason 90% of your prospects say no has to do with the industry of network marketing – not your company or the products. If you don't handle the network marketing issue right away, you will be handling it for the life of the distributor – if they *become* a distributor! The other way I've seen this go is that you sponsor them, but they're really not in.

I was in Australia a while back and after a presentation an elderly lady came up to me and said, "I've been in this industry for over 28 years and I've never really done it aggressively, because I viewed the industry as slightly unethical. But the way you just described the industry, I can now see how ethical it really is. Thank you. You've changed everything."

Now, as happy as I was, and am, that I was able to help her, it saddens me that someone wasted 28 years because they misunderstood this industry. I tell you this so that you realize that sometimes people get in - but that does not mean they fully understand it. They may always have a foot hanging back – they just can't quite drop the other foot into the business. This of course really messes up one's intention. It's hard to have the intention of making someone's life better if you feel you're doing something unethical.

### **Part 8: Handle The MLM Concept Up Front**

- ★ So you *must* handle the network marketing issue right up front. With this approach you're giving them a full understanding of the industry first.



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There are two systems broadly being taught today:

1. Covertly hiding the network marketing issue.
2. Full disclosure. By that I mean – people get tired of hiding the issue so they just come right out and say that it's network marketing.

The problem with full disclosure is that most people have *heard* of network marketing but only a handful of people fully know what it is. Oh, they've got their perceptions of what they think it is; they may have even been in network marketing - but most people's knowledge is incomplete.

The full disclosure method requires you to handle their issues on the subject *right then*, which can take a lot of doing! So much doing that I personally *won't* do it. Because now you've got a prospect who *thinks* they know what network marketing is, based on an experience or hearsay - but they really don't. So they will make a decision *not* to participate because they *think* they know what it is. Also, it's very difficult on duplication when you put this “full disclosure” method into your inviting system. I've rarely seen it work. It's just *too difficult* for a new person.

And of course, I don't recommend you hide it because when you try to sneak around network marketing, something triggers distrust in the prospect's mind and they feel something isn't right. If they get that thought, there's very little you can do to change their mind about you.

I also don't recommend you run out there and go straight to inviting to your company. An example of this would be, “I just got involved in a company that...” and then you say whatever. First off, I *never* recommend you use the words, “I just got involved.” That draws objections – and a *lot* of them! But the reason I don't recommend inviting straight to the company is because eventually you will need to mention network marketing - and they will feel baited and switched. And people *do not* like that!

You may think that you can get your prospect all excited about your company and the strength of that excitement will overpower their negativity about network marketing. Doesn't happen!

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By the way, this is not just a telephone inviting issue. It's also an issue when you send your prospect to a website that's about the company and products and somewhere on the site it mentions network marketing or it shows the compensation plan, but never fully handles all the objections and misunderstandings that most people have about the industry. This is a big no.

For the network marketing explanation, I've seen that the explanation is better coming from a credible third party source, meaning that it's not a company tool with a company logo - but coming from a person *not* associated with your company. When it's a company tool, skeptical prospects often think, "Oh, well, they're just saying all that because they want to make money off me." When it comes from a credible third party source, it says much more.

What I recommend you use to expose network marketing to your prospects is *Brilliant Compensation*®. Now, that might seem self-serving because I created *Brilliant Compensation*®. But, please listen on. What caused me to make the *Brilliant Compensation*® video was that one of my new distributors, Donna, got started. We sat down and did a goal session and she told me all that she wanted. With tears in her eyes, she told me her purpose for doing the business and why she was *going* to make this work. She wanted to purchase a piece of property that had been in her family for generations, but her mom had lost it and she wanted to buy it back for her mom while her mom was still living.

A few days after this discussion, Donna wouldn't return my phone calls. When I finally reached her, after some probing she told me that her brother-in-law had told her that she had gotten into something that would cause her to lose all her friends.

I knew that if I had been there, I could have handled that objection because of my own experience. I didn't have six friends in the whole world when I came into network marketing. But since, I've made *thousands* of friends. So when I got off the phone with her, I decided to create a tool that would be so powerful and so effective that *anyone* could hand it to *anyone* and say, "Don't shoot holes in me - shoot holes in this," - "This" meaning the tool.

That was the birth of *Brilliant Compensation*® - which has now become the industry's standard explanation. It's been used in court cases to prove the

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legitimacy of network marketing companies all over the world and it's been used to educate governments about the industry.

In one case in Europe, a network marketing company was in court and it was looking like they were not going to survive it. Some of the distributors convinced the company to have the attorney show the *Brilliant Compensation*<sup>®</sup> video in court. What they told me was that the video saved the company.

The reason it's valuable for *you* is because it educates about network marketing, but doesn't sell a particular company. Even if the prospect thinks they understand network marketing, they've probably not seen it with a Harvard-educated professor explaining why it's a legitimate and thriving industry. The prospect watches the video from an *educational* view, instead of watching it with their guard up. This is not a minor issue. So much so, even when I'm prospecting, I send them the video. Now, don't you think that if anyone could explain network marketing to a prospect, I could? But I won't! – because of this credible third party issue.

### **Part 9:**

#### ***Brilliant Compensation*<sup>®</sup> & What The Wealthy Buy**

The other main reason I use *Brilliant Compensation*<sup>®</sup> before I explain my business is that I need the prospect to know how to *evaluate* the information I'm going to share with them about my company. Most people don't know how to evaluate a business. When that's the case, they are viewing what you're telling them as something like, "Oh, I'm going to be selling vitamins." Well that's the limited view from someone who doesn't know how to evaluate a business. So *Brilliant Compensation*<sup>®</sup> teaches your prospect how to *evaluate* what you're about to tell them about your company.

Now all that is great, but the real reason that you should use it is because it works! I and a frontline person sponsored over 200 people in two months using it before I would release it to be sold.

Just last month there was a leader in a well-known company who contacted me and said that they were currently using a system that was working pretty well but had heard about and wanted to test *Brilliant Compensation*<sup>®</sup>. This leader had

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been taking prospects who filled out a contact form over the Internet and sending them an information packet about the company, and was getting one out of 40 who would pursue looking at her business further. She tested using *Brilliant Compensation*<sup>®</sup> and her statistics went to one out of 12! From one out of 40 to one out of 12 – that’s a 333% increase rate of interested prospects. Not only that; the prospect knows it’s network marketing – and they’re interested! That makes them *super* qualified!

The video really works. I can’t tell you how many hundreds of people have either emailed me, told my staff, or told me that they wouldn’t be in the industry if it hadn’t have been for *Brilliant Compensation*<sup>®</sup>. So, I tell you this for *your* benefit and *your* interest - you *should* be using it.

The other thing people think – and I thought the same thing for a while - is that there is nothing more powerful than sitting down with your prospect and explaining network marketing to them.

Nothing will discourage you more than trying to explain network marketing to people and have them look at you like you’re doing something unprofessional. I have a lot of experience with this one. I prefer to use the movie first because it’s more professional than I can be.

There are many different formats of *Brilliant Compensation*<sup>®</sup> you can use. It’s available in the original version on VHS video in the United States, as well as PAL format for Europe and Australia. *Brilliant Compensation*<sup>®</sup> is also available on DVD and CD-ROM. There’s also a shortened version on VHS called the Abridged Version but, per sales statistics, the long version is preferred over the short version 4 to 1. The longer version is just plain more effective.

And *Brilliant Compensation*<sup>®</sup> is also available in an online version which uses animated characters that allows it to be downloaded easily over the Internet. So all you have to do is send someone to a web page and have them click on a link to view it.

You may think that sending out videos is expensive. No, that’s not expensive. You go spend an hour with a prospect showing them your information and they tell you, “Well, I like what you’ve shown me but I don’t like network marketing.” That’s expensive! A reusable presentation with a Harvard-educated professor showing your prospects network marketing is an asset - not

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an expense! And the online version is an absolute bargain! It's only 15 cents for your prospect to learn the truth about network marketing.

A guy from Australia was prospecting into Europe and sent over 180 prospects to the online presentation within a two-week period of time. He told me that if he didn't calculate the time savings – if all he did was calculate the exact *cost* savings, from no shipping, no traveling, no brochures, no international phone expense – it saved him \$5,100 dollars in the first two weeks of using the online presentation.

- ★ Another thing that you can use to invite your prospect to look at is another animated online presentation called *What the Wealthy Buy on Payday*, which does *not* mention network marketing. It's designed to introduce a person to business – in general. Again, it does *not* mention network marketing. I use this presentation two ways. One is to break the ice with someone. If I've met someone while running errands or on an airplane and we exchange email addresses, I will send them *What the Wealthy Buy* to break the ice about business with them. The other way I use this is to open a person up *to* business – such as a blue-collar worker who has never been exposed to business. I recommend you use it as well.

### **Part 10:**

#### **Inviting Formula Introduction**

Alright – let's get into the specifics of how to invite your prospects. In this section, we're going to take the largeness of the subject of inviting and chop it up into six smaller parts you can learn. I've named it the *Inviting Formula* - and it's the foundation of all communication to prospects.

Most people are not aware of this formula. Even the very great salespeople who *use* it are not ever aware that they use it. When very effective communicators talk to someone, whether they're inviting that someone on a date, inviting family over for dinner, or inviting a prospect to buy something or look at their business - their communication (meaning what they say and ask) follows a "natural flow" or "formula" from one part and then *smoothly, almost without detection*, to the next. They move smoothly and confidently through each part of the formula. This is *not* about selling what a person doesn't want, it's *not* manipulation – it's just a natural transition from one step to the next.

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The remaining study in this training package is based on this formula. There is no subject more important in the business of network marketing than *this* subject. Therefore this formula must be fully known and practiced. Earlier when I talked about mastering one subject, *this* is the subject I was referring to.

I'm going to cycle through this formula two times. The first time through, I'm going to just give you each step of the formula so you can visualize the whole thing. Then I'll go back through it again and discuss each step in detail, giving you **live call examples** (📞). For the formula, I've used words that most people know - but don't assume you understand the formula because you know what the words mean. For example, the word "qualify" typically means "To find out if your prospect can afford your product." But *my* meaning of the word is "Find out what your prospect needs, wants or doesn't want" - which is *very* different.

This is important to you because of what you want to achieve at each step of the formula. If you don't fully understand it you will make the mistake of trying to move to the next part of the formula with your prospect without him or her being ready. This will result in a poor outcome.

So visualize a prospect you're talking to. The first thing you would do is Greet them; then you would Qualify them; then (if they qualified) you would Invite them to look at something; then you would handle any Questions and Objections they bring up; then you would Close them into Action and hang up the phone, or if you were with them, you would leave them; and then you would Follow Up with them by re-contacting them.

So Greet, Qualify, Invite, Handle Questions and Objections, Close to Action and Follow Up. That's the formula. To the degree that you know and apply this formula is the degree of success you will attain. When you combine the Communication Qualities with the formula, you have an unstoppable combination – and that's the reason people who are good communicators have so much success! Let's jump into each part of the formula now.





## MODULE 3: GREET & QUALIFY

### Part I:

#### Greeting Your Warm Market

Part one of the Inviting Formula is Greeting. The definition of Greeting is: "Polite verbal and non-verbal expressions used when meeting or talking to your prospect." Verbal expressions are pretty simple, but what would be examples of non-verbal expressions? A hand-wave, a big smile, a handshake - to name a few.

The purpose of the Greeting is to get your prospect willing to talk freely and openly to you. Most people never think of this – they think a greeting is simply a "Hello." A simple "Hello" is part of the Greeting but not the whole thing. The Greeting is not complete until you've achieved the *purpose* of the Greeting, which is to get your prospect to talk freely and openly to you. So in most cases, a simple "Hello" will not fulfill the purpose of the greeting – it's only the start. If your prospect is not talking freely and openly to you, do *not* move to the next step - which is Qualify.

I hope that makes logical sense to you. See, if you progress too quickly out of Greeting and into Qualify – and the purpose of Qualify is to find out what they need or want – if you've not gotten them to talk freely and openly to you in the Greeting, then they won't tell you what they really need and want! You will get an "on the surface" type of an answer. So the Greeting is very critical in setting up the rest of the formula to work correctly.

If you think back to times your calls to prospects haven't gone well, you may see that you jumped too quickly to qualifying them; or worse yet, you jumped straight to inviting them before you had them willing to talk freely and openly to you, or finding out what they needed and wanted. Alright, now you know the purpose of the Greeting - now let's talk about how to *do* a greeting correctly.

#### Greeting Your Warm Market

- ★ Let's talk about greeting your warm market. Greeting someone involves communicating with them by making statements and asking questions.

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Typically the greeting starts off with simple questions; “How are you?” - that then lead to slightly more in-depth questions based on the prospect’s response. Then to more in-depth questions.

In the case of people you know, the greater you know someone, the more in-depth you can start the greeting; such as “Are you still working at Best Buy?” The smoothness with which one moves from *simple* questions to *in-depth* questions, and have the prospect follow you, is the mark of great communication.

A common error in greeting people is thinking about what to say or what to ask next, while the prospect is responding to your earlier question. This couldn’t be more incorrect. This causes the prospect to not feel as though they were heard. It also causes inappropriate responses from you that prove to the prospect you didn’t hear them. And it causes you to not be able to recall what the person said. And the basic incorrectness is that you’re not truly being interested in your prospect. Instead, you were interested in your next question to the prospect. This is the root of forgetting someone’s name immediately after they’ve said it. You were simply more interested in what *your* response or question would be.

### **Part 2: Live Calls – Greeting Warm Market**

Alright, let’s start the live calls. Before I do, I want to explain how these work. I have three different sounds that alert you to something happening on the call.

When you hear this ring —**Ring**— it means the call is starting. You’ll also hear the same ring when the call is completed.

When you hear this chime —**Chime**— it means that I had to edit something out, like a person’s phone number, or their last name, or if they happen to say something personal that I don’t think the person would feel comfortable having someone else hear it. I also edit out anything I might say that would be specific to my company.

When you hear this chime —**Chime**— it means that I’m going to insert my voice in the call to point something out to you. The chime is so that you can tell when I’m talking to *you* versus talking with the prospect. Also, my voice will sound

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slightly different. At the conclusion of my insertion you will hear the same chime again indicating I'm returning *you* to the live call. That way, you know that I'm no longer talking to *you*, but I'm now talking to the prospect.

Alright, listen to this live call with a referral named Catherine. On this call, what I want you to listen for is the *exact* moment I accomplish the greeting.



—Ring—

Hello?

Tim: Hello, can I speak to Catherine?

Catherine: This is she.

Tim: Hi, Catherine, my name is Tim Sales. You know Sue —**Chime**—?

Catherine: Oh, yeah.

Tim: Well she gave me your telephone number and suggested that I call you. I am working on a project and I want to talk to you about it — can I?

Catherine: Sure.

Tim: She said that you're a bookkeeper. Is that what you do?

Catherine: Yep.

Tim: How long have you been a bookkeeper?

Catherine: Oh gosh, maybe 15 years now.

Tim: 15 years?

Catherine: Hmm-hmm.

Tim: Oh, alright! So, have you ever done anything else?

Catherine: Um, well I had my own business, and that was a house-cleaning business, and I had a lot of employees then, and um, did some work for my church - and then that was about it.

Tim: Ah, so you've been an entrepreneur?

Catherine: Yeah.

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Tim: How did you get into the house-cleaning business?

Catherine: Um, I'm actually natively good at it. I'm Irish - so that just makes us good at that, and um...

Tim: Oh, so you have to be from Ireland to be good at business - is that what you're saying?

Catherine: That's right, but we can't cook! (laughter)

Tim: (laughter)

Catherine: So, anyway, I don't know, it's just something I was good at and there was a big demand up in the Bay Area, so... It was a good business.

—Ring—

Alright! Could you hear at the moment she started laughing she *really* opened up and was willing to talk openly to me? When I listen to the playback of that call, I could literally *feel* her defenses drop right when she laughed.

This next call is a really nice lady named Lynn that I met on a yacht about a year ago. There were about 20 other people on the boat and so we had talked as a group and she and I had had some one-on-one conversation as well. She's a singer – a very talented one, I might add. We've talked a couple of times since that first meeting. When I called her, we had not talked in about seven months or so. If, instead of listening to what we're saying – and it's hard because you get caught up in listening to someone else's conversation – but if you listen exclusively to the Inviting Formula at work, you will hear three questions or comments from me and it isn't until the third one that I accomplish the Greeting. See if you can detect that.



—Ring—

Hello?

Tim: Is this Lynn Rose?

Lynn: This is Lynn Rose. Who's this?

Tim: This is Tim Sales.

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Lynn: Tim Sales, how are you doing?

Tim: How are you doing?

Lynn: I'm good. Nice to hear your voice!

Tim: You too! Whatcha been up to?

Lynn: Uh... busier than busy. Working away, working at a couple different projects - but it's all good.

Tim: Yeah? Are you still using that incredible voice of yours?

Lynn: Oh, too sweet.... (laughter)

Tim: (laughter)

Lynn: I am, I am. I am going to be actually traveling very soon and doing some concerts - and very happy about it.... (laughter)

Tim: Is it like, you know, big stuff? You know, is it something that I can like watch on TV here?

Lynn: Oh, isn't that nice! (laughter)

Lynn: Um... no, I can always show you a video if you want. But, no I am just going to be going to Japan, and I am going to speak *and* sing over there; have a translator as well, which is going to be fun. Um, but like speak for 15 minutes and then do a... do a little mini concert afterwards. And then I'm going to go visit some old friends, and sing at some places I used to sing at there... It's gonna be great.

—Ring—

Alright! Hopefully you were able to detect the three questions or comments I made to get her to talk freely and openly to me.

### **Part 3: Greeting Strangers**

★ Now let's talk about greeting strangers.

In greeting strangers in person (as opposed to being on the phone) there are basically two ways to do it.

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1. Start the conversation by bluntly asking a question such as, “Do you take supplements?” It’s abrupt - but if delivered well, and the stranger has an interest in the question, it can work. This is the basic approach to doing surveys. By “survey” I mean you walk up to someone and ask if they’ve ever thought about owning their own business, or if they take supplements.
2. The second way to start conversations with strangers is by talking about items in the environment: temperature, chair, elevator speed, table, earrings – anything! With things in the environment you point out some interesting item and start the conversation about it. “I’ve not been outside today - is it cold out?” See, you’re getting your prospect to focus on the environment. Or, “I see you have a large bag of wheat in your cart – what do you use it for?”

See, the item in the environment is what you direct the prospect to look at and talk about. Then take their response (or lack of) and build from there. *Greetings*, which turn into *conversations* that then turn into *relationships*, are *created* by finding things, then more things, the two of you agree on. No relationship “*just happens*.” Someone creates it.

The way I think of this is that there are three separate entities. Entity one is you. Entity two is your prospect. Entity three is the relationship that is formed between the two entities. The third entity - the relationship entity - requires both entity one and two to exist. If you’ve ever been in a one-sided relationship you know how true that statement is. The relationship is not just you and it’s not just them - the relationship is both of you. That’s why I view the relationship as a separate unit. So no relationship just happens. It’s not fate that you meet someone - you or they cause the relationship to start and continue and end.

Sometimes it’s both people. But in the very beginning seconds one person continues to create it long enough for the other person to start contributing to it also. Once the stranger is contributing to the conversation, the third unit or entity begins to develop. Then, a blunt question such as, “Do you take supplements?” isn’t so blunt. It should be no surprise to you that I’m biased towards starting conversations *this* way instead of the blunt question approach, simply because you’re actually fulfilling a proper greeting – which is to get the prospect to talk freely and openly to you before you ask a qualifying question.

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On the communication qualities I pointed out earlier, not having too much assertiveness is *vitaly* important when meeting people. Too much assertiveness creates apprehension on the part of the prospect. The closer the proximity of the item you're talking about to the stranger, the riskier that conversation *is* of being too assertive. "Wow, this elevator is fast," is a much safer greeting, in terms of assertiveness, than, "I like your earrings." But the latter is much more personal; if accepted by the stranger will move you more quickly towards conversation than the elevator statement. It all depends on the prospect's openness to being communicated *to* and the delivery of your greeting.

Oddly, in meeting people, you don't "be interested in the prospect" at the very beginning, because you want to reduce the amount of assertiveness displayed. Instead, "be interested in the item." Then, as the person begins to contribute to the conversation about the item, shift slowly to being interested in the prospect.

The most important determinant in successfully greeting people is your intent in meeting the person. Again, "Intent" means "An aim or purpose." What's your intent in meeting someone? If, during the meeting of a new person, you hold to successfully accomplishing each step of the Inviting Formula by starting out with a sincere intent to only meet this person, learn about this person, get to know this person, your greetings will go smoothly. If instead your intent is to prospect, get this person in your business, sell, manipulate, trick this person, you will find your greetings are strained and unsuccessful.

Remember, step one of the Inviting Formula is to Greet, step two is to Qualify, and then step three is to Invite. Just have fun greeting and meeting people with your intent *only* to greet and meet. Then, confirm that they are open to talking with you, and then find out what they need and want. And if they qualify, and you see you can help them, move towards inviting them and making their life better.

If you set up to meet someone with the intent of prospecting them, it is very uncomfortable and scary. If you see someone you want to just meet and say hi to – it's not uncomfortable. If, after meeting the person, you find that you wouldn't want to work with them, then no harm done! You've not invited them to look at *anything* – you just met someone! And you might have gotten into the Qualify step, but at some point you decided against it – no harm done.



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I sure hope this is of value to you in meeting strangers. It took me quite a long time to figure out the mechanism behind meeting people. It seems awfully simple when you hear it. But no-one has ever really examined that focusing a stranger on an item and starting a conversation *about* that item, and then having them contribute to the conversation is basically the way two strangers meet.

I tried to get some recordings of me meeting strangers, because it really works like a charm. But the strangers' volumes were too low. And it wasn't like I could just put a microphone up to their mouth and ask them to speak louder. But you will hear a couple of people in the Qualify section that came as a result of me talking to strangers.

### Part 4:

#### Greeting Newspaper Ads And Direct Mail Leads

★ Alright, let's move to another section of Greeting people.

How about greeting people you've met as a result of them responding to an ad in the "Help Wanted" or "Business Opportunity" section of a newspaper by faxing or emailing in their resume?

When you've received a resume, you're basically in the role of evaluating someone for a position. So immediately you're in a Qualify position - but you don't forgo the Greeting step. You just ask a couple of qualifying types of questions and then circle around and get to *know* them a little, and make sure they're open and talking to you. When I'm calling someone from their resume, here's an example of what I say:

#### Scripts

⑤ "Hello, is Bob Parker in? Hi Bob, my name is Tim Sales. You responded to an advertisement in the *Washington Post* newspaper by sending us your resume. I have it in front of me and I have a couple of questions – do you have a moment to talk?"

This is your initial greeting. It's friendly and it gives you a good posture position. Here's how I circle *back* around and make sure that I've done a good greeting with the person.

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“I see here on your resume you worked in a sales position at Cisco – tell me more about that position.”

Their answers are normally somewhat sterile. Then a little later, I might say something like, “So what does Bob really want to achieve in his life – not just that he wants a job, but what are his ambitions?” By the way, I ask it just that way. Have him look at “Bob” as a second person. This type of question can serve as a qualifying question, but at the same time it’s asked in such a way that it will cause the person to speak more freely and openly to you.

Here’s a live call with someone from an ad. What I want you to hear in this one is the way I circle back around after a few questions and accomplish the greeting.



—Ring—

Tim: Hello, can I speak with Madison —**Chime**—, please?

Madison: Uh, this is her.

Tim: Hi Madison, my name is Tim Sales. You responded to an advertisement in the *LA Times* by sending us your resume. The advertisement read something like “Health company seeking top-level sales rep to —**Chime**—.”

Madison: Yes, yes, I remember.

Tim: Alright. So I’ve got your resume in front of me here... uh, do you have a second to talk?

Madison: I do! Absolutely.

Tim: Okay. I see sales, sales, sales and more sales.

(laughter)

Madison: Yes, uh, you know you are born with the ability - it just kinda comes out, right? So yes, go ahead.

Tim: Alright, so you like sales I take it?

Madison: Obviously, yes, very much.

Tim: Good, what do you like about sales?

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Madison: Um... I really enjoy people. I like the immediate gratification of having somebody - if I believe in the product of course - you know, receiving the product and also getting to know that person's desires and then meeting them. That immediate gratification at the end of the day when you hit numbers, you know, you've been successful. I like that.

Tim: Good! What kind of things have you sold in the past?

Madison: Well, I started off with Cutco knives when I was... I don't know 15-years-old, going door-to-door. I've sold everything from insurance, to classes, you know, seminars, to... Actually in the health field, I was very interested in some nutrition and I was working with kind of a trainer, so I was interested in that area, selling that. So, yeah, I've sold everything... except for cars and planes, which people say that should be the next thing, and houses; but no, I haven't sold any of that yet.

Tim: Alright, well, well done. So, off the professional direction and more on... what is it that Madison most wants to accomplish? You know, in other words, yes you want a job, but what does Madison *really* want to accomplish in her life?

Madison: Hmm... well ideally I am seeking something... I am seeking something that I can sink my teeth into and obviously create value in a larger scale. I'm very philanthropic and would like the ability to do something in that realm, where I am helping a lot of people. Freedom is very important to me; I like to set my own hours, I like, um, you know, that's important. But I'd also like to make a lot of money. So, I have those three as the top of my list as things I want in my next career, so.

Tim: And that was freedom to set your hours?

Madison: Uh-huh.

Tim: And...

Madison: Variety.

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Tim: Variety.

Madison: Uh-huh, and making a difference in society somehow and, you know... And, make a lot of money. Okay, four things!

(laughter)

Tim: Uh, should we leave the tab open?

(laughter)

Madison: Yes, please!

Tim: You can add something more later?

Madison: Exactly.

(laughter)

Tim: Okay, good.

—Ring—

Could you tell the way she opened right up and gave me the “real Madison” after I asked her the question about what she wants to accomplish in her life?

### Greeting Direct Mail Responses

Alright, let’s move to discussing calling people back after they’ve left a message on *your* answering machine such as in response to a flyer, postcard, or some other type of direct mail promotion. It’s very similar to the earlier example of resumes. The most noticeable difference is that you don’t have as much posture because the prospect is more skeptical. Here’s an example of what I say...

### Scripts

- ⑤ “Hello, is Mark in? Hi Mark, my name is Tim Sales. You responded to our postcard...” (if it was a flyer or door hanger, you would say that) “...concerning a home-based business by leaving a voice message. I’d like to talk to you about it. Do you have a moment to talk?” And then I’d ask just general types of questions; “What area are you in?” - things like that. And then I would ask, “So what attracted Mark to answer an ad about a home-based business?”

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If you happen to answer the phone when someone calls in, it's only slightly different. Here's an example. I would answer the phone something like this:

"Hello, this is Tim."

Prospect says something like: "Yeah, I'm calling about the advertisement..." and then they might say a little bit more.

And then my response back would be, "Hi – who am I speaking with?"

Prospect says: "My name is John."

"Nice to meet you, John! What was it about the advertisement that interested you?"

Typically you'll get a response like, "Oh, I was just curious..."

What I normally respond to this type of typical reply is, "Okay, well, is working from home something you're just curious about, or is it something you've seriously thought about wanting to do?"

### **Part 5: Greeting A Purchased Lead**

- ★ Alright, let's move to how to greet someone from a purchased lead. One of the most important points to know when you buy a lead is *how that lead was generated*. The more information you know, the better. This is how you *connect* with the prospect. If you don't know how the lead was generated, it's just a shot in the dark.

### **Scripts**

Here's a couple of examples.

- ⑤ "Is John in?" "Hello, John, did you fill out a questionnaire indicating an interest in working from home?"

With a good lead the answer will be yes. With a bad lead the answer will be no.

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I then ask, “Do you have an idea what kind of home business you’re looking for?”

This normally opens the prospect up and the Greeting step gets fulfilled. If the lead answers no, they didn’t fill out a questionnaire, I normally fish around and see if they’re willing to talk to me. If not, I end the conversation.

With this first live call I was testing some leads of a company that promised us they were the best leads we could get. They actually ended up being terrible leads. What I want you to listen to is how I fished around to see if he had an interest. Then, when I determined he didn’t, I ended the call.



—Ring—

Hello?

Tim: Hello, is this Ben?

Ben: Yeah.

Tim: Hi Ben, my name is Tim Sales. Did you order a package called, “I Got There, You Can Too”?

Ben: I don’t believe so, no.

Tim: It was from a TV commercial, something, you might have went to a website, 4freekit.com, something like that?

Ben: No, I didn’t. I don’t remember that.

Tim: But it had to do something with home-based business or taking your business to the next level, if you already had one.

Ben: No, don’t think so, no.

Tim: You didn’t order it... Huh, so, do you have any interest in any of those two things?

Ben: No.

Tim: Alright! Well, sorry to have bothered you.

Ben: Okay, bye.

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Tim: Bye-bye.

—Ring—

You can hear that it wasn't a good idea to continue pursuing that prospect.

The next live call is a purchased lead from our regular real-time leads which only get sold to two people. With this call, the lady brings up the fact that she was called by someone else. So I just used *that* as a way to accomplish the Greeting. See if you can detect how I used that.



—Ring—

Hello?

Tim: Hello, can I speak with Nadira?

Nadira: Oh yeah, this is she.

Tim: Hi, Nadira, my name is Tim Sales. Did you fill out a questionnaire having to do with a business that you could work from home?

Nadira: Yeah.

Tim: Yeah, do you have an idea of what it is that you're actually looking for? Is it just a business in general, or did you have a specific idea in mind?

Nadira: Uh, well, you know... Somebody called me this afternoon and we had a long talk and apparently it's not working for me.

Tim: Um, okay, what specifically isn't working?

Nadira: Well it was about my background. It was about what I wanted to... my income, my yearly income and uh, yeah.

Tim: Oh, well, I'm sorry, I am not that person and I am not calling in regards to that person.

Nadira: Uh-huh, seems like I had no chance to work at home.

Tim: Well...



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Nadira: Uh-huh...

Tim: I disagree with that. (laughter)

Nadira: Well, yeah.

Tim: I think that there would've been several people who have said I couldn't have done it, but I ended up being able to. Uh, did he give a particular reason why he felt that you couldn't?

Nadira: Um, not really.

Tim: Alright.

Nadira: But, you know, I just decided not to do it because, well, uh, I try something else.

Tim: What are you going to try?

Nadira: Because I am foreign doctor, a medical doctor, from overseas, and I'm here getting my equivalence. And in meantime I was looking for a job, and I thought working at home was the best way for me.

—Ring—

Did you see that by me asking her questions about the other person she opened up? Then when I said, "Well I disagree with that," was when the Greeting was fulfilled. I became her friend.

And the last purchased lead live call is an interesting one, but you can plainly hear how the greeting was accomplished.



—Ring—

Hello?

Tim: Hello, is this Vincent?

Vincent: Speaking.

Tim: Hey, this is Tim Sales, you had filled out a questionnaire wanting a home-based business?

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Vincent: Yeah, I wanted to get some information on it.

Tim: Have a specific idea of what it is that you're actually looking for, man?

Vincent: No, not really. I have been out of work for a couple of years, so I'm looking for something.

Tim: What kind of work have you done in the past?

Vincent: I was an automotive technician for 16 years.

Tim: And you live in Mechanicsville?

Vincent: Yep.

Tim: (laughter) You find that coincidental?

Vincent: Nah, because there's a Mechanicsville, Virginia too, so - (laughter)

Tim: And were you from there, too?

Vincent: Oh, no. Uh-uh, nah, that would be too coincidental.

—Ring—

Do you now see the value in fully listening to your prospect? See, I couldn't have accomplished that Mechanicsville conversation – which was the key to accomplishing the Greeting – had I not been fully interested and fully listening to my prospect.

And again, you'll know you've gotten a good Greeting when they open up and talk to you. If you're getting things like, "What's this all about?", "How did you get my number?", "Why are you calling me?" – you are *not* out of the Greeting stage.

### **Part 6: Qualify & Getting Below Surface Responses**

Part two of the Inviting Formula is Qualify. The definition of "Qualify" is "To affirm capable and willing."

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The purpose of Qualifying is to find out what the prospect needs, wants and doesn't want as it pertains to your business. This determines if he or she qualifies to be invited to look at your business. The reason "doesn't want" is included is because many times the prospect will state things like, "I don't want to work at the plant any longer," or, "I don't want to sit in traffic any more."

In order to present your business in the best possible way you must use relevant information concerning your prospect. "Relevant" means "Having to do with." This is critically important - logically!

In order to sell something, you must merge your product, service or business with the prospect's interests. The word "merge" means "to combine." So you're going to combine what *your* company offers with what he or she needs, wants or doesn't want.

Now with just knowing that your prospect wants a home-based business, you could merge your home-based business to *that* want. But professionals want to find out not just what the person needs, wants or doesn't want - but why is there that want or need? Meaning, what is his or her reason for wanting a home-based business? An example might be "To be with his daughter, Precious." This information is relevant to the prospect. And selling and communication has *everything* to do with the prospect and *nothing* to do with anything else.

When you gather, and use in conversation, relevant information about your prospect, you *get* and *keep* your prospect's attention.

Let's suppose you're talking to a prospect and the prospect says something like, "I want to do something where I can make more money." To a novice networker he or she would jump all over that and rush in and try to interest them in their company. A professional networker would respond back, "What would you do with more money?" You're looking for that item that *really* gets the prospect interested.

Let's suppose he said, "I'd buy a sailboat and cruise the Caribbean Islands." *Now* you have something. Now you can invite him to look at your business, merging "sailboat cruising the Caribbean Islands." And your prospect will be interested.

I'm not successful at getting their reason for wanting a particular thing on every call. But every call I try. I've identified two reasons why I don't always get it.

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1. The prospect may not know *why* he wants a particular thing. He may have just answered an advertisement out of curiosity.
2. The second reason is because I've not been successful at building enough rapport – sometimes a prospect needs more than one call before he trusts me enough to share his reason.

Regardless, I always try to get this information, because when you think about it, if you're selling bowling balls do you care if the prospect is buying it because he loves candy-apple red bowling balls or that he's just realized that now that hunting season is over he wants an indoor hobby? No, you don't care! Other than the fact that if you don't *know* why he wants a bowling ball, every word you say has a *very* low chance of interesting the prospect. *That* is the reason you *must* qualify your prospect!

So how do you “merge” this information? First and foremost is that you must *remember* that need or want or don't want they've said - and then you educate the prospect how *your* business will get him that sailboat.

So many times I've seen networkers go through this process and get this very valuable information and then never use it again. Once you have this information, you must use it frequently. You use it in the Inviting step, you use it in Handling Questions and Objections, you use it in the Close to Action, you use it in the Follow-Up, you use it in connecting your company and product, you use it throughout your training of this person. And, you use it when you congratulate him for achieving it!

The conversation about more money and more free time comes up naturally when there is a discussion around a person's profession. “What kind of work do you do?” is a very common question, which is normally answered with them naming their profession. Then a response question from you to the person like, “Do you like your job?” or, “Are you happy there?” normally returns a surface response such as, “It's a job,” or, “It's okay I guess,” or, “Oh, I love it!”

### **Qualify – Get Below The Surface**

Your task as a professional is to ask appropriate questions to get below the surface and find out your prospect's true need/want/don't want. A good way

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to think of it is that your prospect's surface response such as, "It's okay," is like a tag that reads, "Pull here to find out more." It's a fun treasure hunt!

Keep in mind that if someone responds, "Oh, I love my job!" that's okay! Remember, you're *just* talking with someone and enjoying learning about them. If they qualify, you will invite them. If they don't qualify, you will *not* invite them.

- ★ The correct way to get below their surface response is to take whatever surface response is given and use it to base additional questions on. Let me give you a couple of examples of this.

### Scripts

- ⑤ You're talking with a friend who is a mortgage banker and she says, "I see my job going nowhere."

You could get below the surface by asking: "Where would you want your job to take you?"

See, I used her surface response to ask an additional qualifying question.

Another example would be: In talking with an attorney that you just met on an airplane he says, "I'm a little stressed because I have a trial when I arrive."

Your first qualifying question might be, "Do you enjoy the stress?" The attorney responds, "No, I don't particularly enjoy the stress."

Then you could ask: "Is there something you'd rather be doing that's less stressful?"

One more: You're talking with a friend who recently started a new job. You ask her how it's going.

She replies, "Okay, I guess." Then she adds, "One of my bosses is a real jerk. He hates women."

Your possible reply would be: "Oh my! What are you gonna do?"

See, that's how you get below the surface. See, all you're doing is taking their surface response and asking an additional question to find out more. If there is such a thing as a secret, or the key to inviting – I just gave it to you.

**Part 7:**

**Control The Conversation & Qualifying Warm Market**

★ Alright, here's a good place to talk about an important issue. I call it "Controlling conversations." Observe any conversation and ask the question, "Who's controlling that conversation?" The answer is – the one asking the questions. This is quite contrary to what many people think. Many people think the person who's talking the most is controlling it. Not true.

The Collins Dictionary gives the best definition for the type of control being described here. Collins reads, "If something is under your control, you have the power to make all the important decisions about the way it is run."

Watch an interviewer on TV asking questions of the interviewee – who's controlling it? The interviewer. Perhaps the best interviewer of all times is Barbara Walters. There isn't any doubt that she controls *all* conversations. Controlling a conversation isn't wrong unless your intent for doing so is deceitful. If you're asking questions of someone to help them get what they want, it's very admirable.

Simply put, always be the one asking questions. Where the technique comes in is when they turn the table on *you* and ask *you* a question – which shifts the control to them. How you handle this marks a great communicator. The technique is: Any time you're asked a question, answer briefly - don't brush it off - then ask a question to gain back control.

Let's go to a quick live call so you can hear an example of this technique. We'll pick back up with the ad call with Madison. Pay specific attention to when she asks a question and how I answer her, but immediately ask another question that puts me back in control.



– Ring –

Madison: ...And, make a lot of money. Okay, four things!

(laughter)

Tim: Uh, should we leave the tab open?

(laughter)

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Madison: Yes, please.

Tim: You can add something more later?

Madison: Exactly.

Tim: Okay, good, alright.

(laughter)

Madison: So what is this product? What does the job entail?

Tim: Basically working with a device with a consumer, and so you'd be interacting with a consumer in a sales type of position and then on a sales development training as well, further on down the road. Would you be completely afraid of straight commission?

Madison: No, I've worked on straight commission before. Obviously I'd like to see what the numbers look like, and so forth. But, no, I'm not completely opposed to that, no.

—Ring—

It's your complete but brief answers to their questions that cause the prospect to *not* feel interrogated. If you find your prospect is matching your brief length of answer, take a little longer in your replies – just don't go on and on. Share something brief, say 15 to 30 seconds or so, and then ask your prospect the question. A professional does not blab about himself. He's interested in the prospect. And don't talk about the wonderful business you just got involved in! That may come up later. In the Qualifying step you're just being interested in your prospect and finding out what he or she needs, wants and doesn't want.

### **Qualifying Your Warm Market**

★ Okay, I've given you several qualifying scripts to use and also scripts on how I get below the prospect's surface response, as well as how to control conversations. Now I'll give you a script that I use that I call the "direct approach." I use it primarily in my warm market and when my greeting didn't lead into a conversation about business, or if I've not talked to a person for a very long time. However, always attempt to do a proper Greeting and Qualify. So here's the way the script sounds.



## Scripts

⑤ “Hi, John, I’m calling to talk business, but first how are you?”

Another one would be:

“John, we’ve been friends for a while and we’ve never really discussed business – would you be opposed if we did?”

Here’s another one:

“Have you ever thought of a business outside of (\_\_\_\_\_) (whatever his profession is, law, accounting, bookkeeping, whatever it is...)?”

Another one would be:

“I’ve got a business idea. Would you be open to seeing something on it, or are you completely satisfied now?”

Let’s hear a live call.

This live call is of someone that I met in the gym. With this call I use a direct approach; I actually use two different direct approaches. The call also has some good “getting below the surface” examples as well. I’ll insert the chime just before both of the direct approach examples – it won’t be cutting anything out, it will just be there as a marker for you that the direct approach is coming up. The first chime will come shortly after the call starts as I’m using the direct approach to set up the call. Then, the second chime comes immediately after the Greeting but before the Qualify begins. Just as a heads-up, the Greeting lasts about three to four minutes.



– Ring –

Hello?

Tim: Is this Joel?

Joel: This is Joel.

Tim: Hey Joel, my name is Tim Sales. You and I met the other day at the gym, we exchanged business cards, you remember me?

Joel: Uh, yeah.

Tim: Uh, yeah, you do, you sure?

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Joel: Yeah, I do.

Tim: (laughter) Alright, what'd I look like? (laughter) Do you really remember me?

Joel: I do remember you, yes.

Tim: Ok, well you and I just started talking and I found a couple of things intriguing and —**Chime**— I have an idea that may or may not be interesting to you or not, but would just like to explore it. Do you have a second?

Joel: Yeah.

Tim: What kind of work is it that you do? I remember you telling me that you were in aerospace. What's like your typical day like?

Joel: I am a project manager and I have a small staff of about six engineers that work for me and our main job is to take product, usually it's a physical product, and take that product and take it from early development all the way through final delivery production, hand it over to whoever the end user is. Typically these are physical types of projects, so...

Tim: Physical, like, like what?

Joel: In this case we are dealing with very expensive multi-million dollar tools.

Tim: Huh!

Joel: The company that I am working for is building major assemblies for the Joint Strike Fighter.

Tim: Joint Strike Fighter?

Joel: Yep. The F-35, the next generation fighter.

Tim: F-35, I'd say that's next generation, the last one I remember is like the F-18. (laughter)

Joel: Yeah, well, they have got the, since then they have brought out the F-117 and F-22. Those are probably the latest versions. My company builds the F-18 as well.

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Tim: Oh, sweet! How about the F-14, do you build that, too?

Joel: My company built the F-14 as well, yeah.

Tim: Oh man, I love the Tomcat, I think those are so cool.

Joel: They're great aircraft.

Tim: I have a photo, it's very, very rare, there was a guy on an airplane that ended up sharing it with me - he sent it to me later. It's an F-18, and there's an aircraft beside it that was taking a photo and just happened to snap it at *precisely* the moment it broke the sound barrier and there was some kinda, a, it looks like a big round...

Joel: Condensation cloud?

Tim: Yeah.

Joel: It's a low-pressure scenario where it develops a cloud around the, somewhere around the body of the aircraft.

Tim: Joel, it is the most amazing photograph I've ever seen and I would have sworn that somebody Photoshopped it in!

Joel: Yeah, it's uh, I've got some pretty interesting photos of a B-2 - my company built that aircraft as well - doing the same thing. Yeah, maybe I'll send you some, if you are interested.

Tim: Oh, heck, yeah, man I am so fascinated with these things. Because this particular one, it actually looks like the aircraft is like coming *out* of something.

Joel: Right, right.

Tim: Because it's right around the tail, this round circle thing, but yet there is no cloud behind it and no cloud in front of it, but yet it looks like it is coming out of something.

Joel: Right.

Tim: And, so, it's just really, really cool.

Joel: Yeah, they travel right with the aircraft or, you know, I've seen them travel at low levels off Point Magu area for, you know, as far as

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the eye can see with that cloud, you know, hanging around both F-15's and F-14's.

Tim: Wow! Yeah, I was just thinking, you know, my gosh, the airplane that was taking the photo had to be going at the sound barrier, or had to be at that speed in order to do that.

Joel: Of course, yeah.

Tim: To take that... That's really, really cool stuff. —**Chime**— So, would you have any reason to look at something outside of that? In other words, if you're totally completely happy with that; what you feel you're contributing, what you're getting out of life financially, and what you're not getting out of life - in other words, what you could be doing with your time otherwise. If you're totally happy, then, you know, we leave it at that. But, if there's an inkling of something else that you'd want out there, then I'd like to pursue something with you. Would you have a reason to look at a business outside of what you are doing?

Joel: Uh, yeah. I've thought about it in the past, yeah, sure... and, you know, I think about it every now and then, when I'm not swamped at work, you know.

Tim: (laughter) "When it's real bad I start thinking about what else could I do."

Joel: Exactly. Stress levels get too high.

—**Chime**—

Listen to the way I get below his surface answer about that he had thought about a business.

—**Chime**—

Tim: So what's come to your mind, in terms of what you'd *like* to do?

Joel: I have looked at potentially somewhere down the line, opening up my own business, a consulting-type firm, that would consult to aerospace primarily, dealing with project, project management.

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Tim: Good. What's like stopped you from achieving that, or going after that?

Joel: Life. (laughter)

Tim: (laughter) Life.

Joel: Life in general.

Tim: Is it financial, is it, you know, time-wise? What's kinda stopped you from that?

Joel: I think it's been a little of both of those and other diversions... you know, I have a daughter, so, I mean, there's life, kid issues, you know, home issues that go on, as well as the job itself. I realize that I'm in the middle of transitioning, uh, the company has a lot of opportunities at this point. So I'm trying to make the most of my time, my age, everything that I can take advantage of right now to achieve whatever that plateau is within the company.

Tim: Um-hum.

Joel: You know, then I have a goal, you know, at some given point to perhaps pursue more of this consulting, uh, even maybe pull my wife into it at some given point as well. All those things as well as, I'm not exactly certain about financial, to be honest with you. I don't know that it would require, you know, it's not like going out and opening up a Starbucks franchise, which, by the way I don't think you can open up a Starbucks franchise, but you get my point, you know - you're talking about a lot of capital outlay. I don't think it's that type of business, nor does it require that type of capital. So I don't know if that's necessarily a big factor.

Tim: Right, yeah, because there would have to be the survival resources while you get the business up and running.

Joel: Yeah.

Tim: Where with a franchise, such as Starbucks, well... first thing you'd have to do is just move the other five stores over a little bit so you could squeeze yours in. (laughter)

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Joel: Exactly. Right.

Tim: You know that would be the first obstacle. But then, of course, you're going to have to get the employees, and you're going to have to get the inventory, and then pay the space that you're going to be occupying.

Joel: Right.

Tim: Things like that. So there's those. But in consulting, you don't have those particular start-up costs, but you do have your living burn rate that you have to run through.

Joel: Right. And the other thing is I have been involved in some businesses in the past, that were... one was retail, and there is overhead, a lot more overhead than a consulting type business. There is all the worries of having all of these employees, if they are going to show up on time. So certainly I would want to stay out of that kind of business.

Tim: Right. I totally agree with you. (laughter)

—Chime—

I'm about to ask the *key question* in this phone call to get the relevant information - why Joel would look at a business. Pay close attention.

—Chime—

Tim: And if you had this consulting business, do you think it would give you the dream that you have? In other words, what is it that you would say, "You know what, ultimately what I'd like to do is blank..." and if that is living on a yacht. You know, if that's too personal and you don't want to tell me that, that's fine, but...

Joel: Well, I guess you're asking the question, what do I want out of this? Is that what you're saying?

Tim: Yeah. What does it give Joel?

Joel: Ah, it would give me more financial freedom which... I don't know if that's living on a yacht, or just having the ability to, at some

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given point in my life, 10 years, 15, 20 years down the road, that, if I choose, I can have a lot more... certainly I would have a lot more control over my own, you know, destiny from a financial standpoint. Be able to leave maybe a... there'd be some legacy, more of a legacy, a larger legacy for my, uh, children, my daughter. —**Bell**—

Tim: That's awesome, man.

Joel: To pinpoint it to, yeah, I want to live on the beach - well, yeah, of course, I would like to live on the beach - but, you know, that's farther down the importance chain.

Tim: Yeah. So leaving a legacy for your daughter as well as be able to have just more control over your own time and your own finances are right now what you can see as that you want to achieve.

Joel: Exactly.

Tim: And you feel as though the consulting business would do that?

Joel: Uh, I think it's a good opportunity to do it without being heavily soaked with a lot of upfront cost.

Tim: Good, yeah, I can see that.

—**Ring**—

Alright! There were a lot of good lessons in that call. The primary one was how I use the direct approach. You also got to hear that I have one more sound for you. I didn't tell you about that sound before because I wanted it to surprise you. That bell sound you heard is what I use to indicate that we've located that *very valuable thing* our prospect wants! I want to get your ears calibrated to hear the *exact* moment when the prospect says their need, want or don't want. Because *that* is what a professional networker is all about. They find this thing a person wants and they help them get it.

So my dream, Tim Sales' dream, is that whenever you hear your prospects say their *real* need, want or don't want, that a bell goes off in your head and that bell indicates that you can now be of service to someone. You can help someone now.



Alright! (laughter) Can you tell where *my* passion is? Alright, let's move on to qualifying purchased leads.

**Part 8:**  
**Qualifying Purchased Leads**

When working with purchased leads it's pretty straightforward. In many respects, it's easier to work purchased leads than any other - simply because they've somewhat qualified themselves as to needing or wanting a business (unless your lead source has given you lame leads).

The downside of course is that other people may have purchased this lead and have already called this prospect; or something may have changed between the time they filled out the questionnaire and when you're calling them. Again, much has to do with your lead source. Some of the biggest names in the business sell their leads 20 to 50 times each.

Once you have a good lead source the main thing you want to do is find out why that prospect *wants* to own their own business – then of course help them get it. I'll give you the qualifying scripts I use, starting with the Greeting – so you get the flow of it. The Greetings go something like this:

**Scripts**

⑤ “Hello, can I speak with John? Hi, John, my name is Tim Sales. You filled out a questionnaire indicating that you're interested in a home-based business.”

Then the qualifying questions go something like this:

“I'm calling to find out if you've found what you're looking for?”

Or

“I'm calling to find out what type of business you're looking for?”

Or

“I'm calling to find out if what you want is a match with our business.”

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Then further qualifying questions are:

“Do you have a particular business in mind?”

“Have you ever owned your own business before? If so, what happened with it?”

“What do you want to achieve by owning your own business?”

“How would you quantify that?”

“What things would you *not* want in your business?”

“What, if you heard it, would you go, ‘*That’s* what I’m looking for!’?”

Let’s go to a couple of live calls with purchased leads. On these purchased leads, if you hear me reference that the prospect has indicated something or has stated something – what that means is that when the prospect submitted their contact information to the lead company there were a few questions that were asked of the prospect, like, “What’s the main reason you want a home-based business?”, “How much money could you invest in a home business?” – questions like that. So that’s what I’m referencing when I’m talking to the prospect. Hopefully that clears up or prevents any confusion you may have.

On this call we’ll pick back up on Nadira. She is the foreign doctor who was told by the first person who bought her lead that she didn’t qualify. I think *that* person needs to hear *Professional Inviter* - what do you think? From the qualifying scripts I gave you just a few minutes ago, see if you can pick them out in the live call. Remember, the reason you do the Qualify step is to find out what someone needs, wants or doesn’t want.



—Ring—

Tim: Oh, well, I’m sorry, I am not that person and I am not calling in regards to that person.

Nadira: Uh-huh, seems like I had no chance to work at home.

Tim: Well...

Nadira: Uh-huh...

Tim: I disagree with that... (laughter)

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Nadira: Well, yeah.

Tim: I think that there would've been several people who have said I couldn't have done it, but I ended up being able to. Uh, did he give a particular reason why he felt that you couldn't?

Nadira: Um, not really.

Tim: Alright.

Nadira: But you know, I just decided not to do it because, well, uh, I try something else.

Tim: What are you going to try?

Nadira: Because I am foreign doctor, medical doctor, from overseas, and I'm here getting my equivalence and in meantime I was looking for a job, and I thought working at home was the best way for me to do it.

Tim: Uh-huh. Any particular specialty that you have?

Nadira: Yes, GI, gastroenterology.

Tim: Ah, gastroenterology, yes. And so are you wanting to work in that particular field here in America?

Nadira: Well, I was... yeah, that was my first plan, but you know, I know it will take a long time to get there, like at least three or four years and, you know, everything can change...

Tim: Sure.

Nadira: In four years, you know, you never know what's going to happen, so.

Tim: Well, unless you *make* it happen - one or the other.

Nadira: That's true, that's true, yeah, I wanted to do something at home, but related with at least the medical field.

Tim: Yes. Where are you from originally?

Nadira: Algeria.

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Tim: Nigeria?

Nadira: No, Algeria.

Tim: Algeria.

Nadira: Yes, it's a, I am sure people know more Morocco.

Tim: Yes.

Nadira: You know Morocco. It's just east of Morocco.

Tim: Oh, okay, how long have you been here in the States?

Nadira: Now it's my second year.

Tim: Your second year?

Nadira: Yeah.

Tim: So what have you been doing for the last couple of years here? And if I ask something too personal, just say, "That's too personal," okay...

Nadira: No, I came here because of the situation in my country and I have a daughter, so I wanted her to have a better education.

Tim: Uh-huh.

Nadira: So, ah, and my husband is still in Algeria. He's a doctor, too.

Tim: Uh, well that...

Nadira: So, that's how, you know.

Tim: Well, that must be difficult that you two are apart.

Nadira: Exactly. Yeah, uh-huh.

Tim: Does he have plans to come here?

Nadira: Yes, yes, uh-huh.

Tim: Any particular date, in other words is it...

Nadira: Oh, not right now, not right now, no, no, no, yeah.

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Tim: Well, um...

—Chime—

As you can easily tell we have accomplished the Greeting – she is talking freely and openly to me. Now listen to my next question; it pulls out her reason for *wanting* to work from home.

—Chime—

Tim: Let me ask you this; what particular reason is it that you would most like to work from home?

Nadira: It's because of my daughter. And, as I told you, my husband is not here.

Tim: Yes.

Nadira: So, you know, she's at school and to me it's better if I can manage work and family. —Bell—

Tim: Oh, of course. How old is your daughter?

Nadira: She's eleven.

Tim: Oh eleven, no kidding!

Nadira: Yeah, uh-huh.

Tim: Ah, so what, she's just now going into... ah...

Nadira: Middle school.

Tim: Six grade, seventh grade?

Nadira: Yeah, middle school.

Tim: Yes, oh...

Nadira: She's starting her first year there.

Tim: Big step!

Nadira: Yeah, yeah.

Tim: I bet you're very proud of her.

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Nadira: Absolutely, and she is a good student, too. We are *very* proud of her.

Tim: Oh, oh, that's so fantastic.

Nadira: Yeah.

—Ring—

Did you hear that when I got her to say her want, that she seemed to be smiling when she was talking about her daughter? Did you hear the pride she has with her daughter? Did you hear the frustration of not being with her husband? She needs help. And that's good - because that's what I do.

This next call is with a lady named Ruth. As you'll hear, she just opened right up and told me *exactly* what she wants in a business. If you tune into me, you can hear that I'm trying to write everything she says. Then I circle back around and fulfill the Greeting with her.



—Ring—

Hello?

Tim: Hello, is this Ruth?

Ruth: Yes.

Tim: Hi Ruth, my name is Tim Sales. Did you fill out a questionnaire on the Internet having to do with working from home?

Ruth: Yeah, several.

Tim: You did several of them, uh?

Ruth: Uh-huh. I want to see which one is the best one for me.

Tim: Alright. Well, what is it that you're actually looking for?

Ruth: Uh, something that I can sell that people want and that also creates residual income, and that I don't feel like it's, you know, junk.

Tim: Alright. And what would define "junk" to you?

Ruth: Uh...

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Tim: I have my own opinion of that, but I'd like to hear yours.

Ruth: You know, stuffed animals, Beanie Babies, knick-knacks, whatnots. You know, things that are a passing fancy.

Tim: Got it. Alright, well, if you're going to create a residual income, you'd want to make sure that it stays residual more than a week or two, huh?

Ruth: Exactly! Something that people, you know, need to keep replenishing would be the best thing.

Tim: Alright! So, have you... have you had your own business before?

Ruth: My husband and I run a farming business.

Tim: Run a farming business - what do you farm?

Ruth: Ah, grain.

Tim: Alright!

Ruth: Well, actually he's my ex-husband, but we still work together.

Tim: Are you still buddies?

Ruth: Uh-huh. Might as well be!

Tim: Might as well.

Ruth: Uh-huh.

Tim: You were married, might as well be buddies.

Ruth: Yeah, we were married, might as well be friends.

Tim: (laughter) That's awesome! So, farming is pretty much it, or did you do something...?

Ruth: No, that was, you know, that was his... I mean, I grew up on a farm all my life. So, you know, it was kinda obvious that I'd marry a farmer, but I did other things. I'm also a CNA.

Tim: CNA?

Ruth: Certified Nursing Assistant. And I've also been an administrative



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assistant, for not just this company, but for a nursery of roses and plants, and shrubbery, and things like that. So, I've had various... and sales, and things like that throughout the years, before I married my husband.

Tim: Ah, what kind of things did you sell?

Ruth: Car phones.

Tim: What is it?

Ruth: Car phones, you know, when they used to have to install them?

Tim: Ah, okay.

Ruth: Remember that?

Tim: Yeah.

Ruth: For Cell One. But then they merged with Comcast, so a lot of people lost their positions.

Tim: Ah, okay, good. So the components you're really looking for in a business would be a business that would have something you can sell that you could make a residual income on, and the product needs to be something of value, um.....

Ruth: Exactly.

Tim: ...and that people want it.

Ruth: Yeah.

Tim: Alright. What you wrote down was that the main reason that you were looking for a business was to be your own boss.

Ruth: Exactly.

Tim: Right, so that's like the main point of why you want...

Ruth: Well, I mean when someone's their own boss, they work harder.

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—Bell—

Tim: Thank you.

Ruth: You know?

Tim: I agree.

—Ring—

Okay, did you notice that on my first question she just opened right up and told me what she was looking for? That's a great prospect. Then I fulfilled the Greeting by asking her about what kind of work she's done in the past and that's when the conversation about her husband came up and several others, which showed that we had a good rapport with each other.

This next call is one where I was unsuccessful at getting the Greeting at the very beginning. So listen how I was able to work back in and then fulfill the Greeting.



—Ring—

Hello?

Tim: Hello, is this Yen?

Yen: Yes.

Tim: Uh, do you pronounce your name Yen?

Yen: Yes.

Tim: Okay, I didn't want to mess it up there.

Yen: It's okay.

Tim: My name is Tim Sales, and I understand that you filled out a form over the Internet.

Yen: Uh, today?

Tim: Ah, yeah, it was probably today. Having to do with a business you could work from home.

Yen: Ah, yes, that's right.

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Tim: Alright, what is it that you're looking for? Do you know?

Yen: Um, well, um, I don't know, do you... I don't know what options you guys have. I don't know.

Tim: Okay. (laughter)

Yen: I mean, I just find it in the Internet and I'd like to see... find out what it's about.

Tim: Alright.

Yen: I don't know, give me a list or whatever.

Tim: Okay, so whatever it is that I give you, you'll say "Okay, I like that," or "I don't like that," "I want that," or, "I don't want that," huh?

Yen: (laughter)

Tim: Alright. Um, I got the form that you actually filled out and I see that you want to spend more time with your family?

Yen: Yeah, that's the goal, yeah.

Tim: Alright. So, do you currently work like away from them?

Yen: Yeah, I'm currently working right now, yes.

Tim: What kind of work do you do now?

Yen: I am a graphic designer, myself.

Tim: A graphic designer.

Yen: Yes.

Tim: Alright! Do you specialize in any particular field? Quark or Photoshop or...?

Yen: Ah, yeah. Actually Quark, In Design, Photoshop, Illustrator, all of that.

Tim: Oh, okay.

Yen: All the products.

Tim: So, do you do a lot of print work, or more web work?

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Yen: Uh, mostly print work, print work. Occasionally I do interact with the website.

Tim: Uh-huh.

Yen: I mean, try to, you know, put things in the website, but not full-time.

Tim: Alright. So, do you work for somebody or are you freelance?

Yen: No, right now I'm with an organization that I, you know, working right now and, you know, just try to get something aside, maybe I can get some more money, because this is not enough.  
— Bell —

Tim: I understand. You have a... a family as in children?

Yen: Yeah, I have two kids.

Tim: You have two kids?

Yen: Yeah.

Tim: Ah, how old?

Yen: Five years old, the boy, and 15 months.

Tim: Fifteen months?

Yen: Yeah, the girl.

Tim: Oh wow. Oh fun, it's a lot of fun, and I completely admire the fact that you do want to spend more time with them. The information that you filled out there was you could work 11 to 15 hours a week, right?

Yen: Yeah, that was the one I think I could manage, having my full-time and spending longer hours in the weekends and weeknights, I guess.

Tim: Right.

Yen: Whatever is working at home.

Tim: Good. Yes.

—Ring—

Could you hear how he just slipped in that “not enough” statement? Well, how could you miss it when I hit you in the head with that bell in there, huh? See, he has two kids and he doesn’t have enough money. Now his bigger need could be he wants to be with the family - but what caused me to focus on money was his fearful laugh when he said, “Not enough.” He’s concerned about that.

Alright – that’s a valuable list of scripts there. Remember, all these scripts I’m giving you are not just things to say, but have been worked and perfected to get results and minimize objections. And you can hear with your own ears that these scripts work – have you noticed that there hasn’t been *one* objection yet? I’d recommend you learn and use these scripts.

### **Determining Qualification**

★ Alright, the last thing about Qualify that I’m going to discuss here is how to determine if your prospect qualifies.

The absolute answer on this is, if they’ve stated a need, want or don’t want that your business can fulfill, they qualify for an Invitation. This is, of course, assuming that you’ve done a good Greeting and they indeed are speaking freely and openly to you.

One point to emphasize here: At this point in the Invite you don’t know yet whether the prospect qualifies for *your* business or not. All we know at this point is whether they qualify for an *Invite*. We need to get them to look at the industry and want to participate in *it*. And then we want them to look at our business and if they like *that* – *then* they qualify for our business.

So all you’re qualifying them for at this point is whether they have a need, want or don’t want for something your business offers. If they do, you Invite them.



P R O F E S S I O N A L I N V I T E R



## MODULE 4: INVITE & HANDLE QUESTIONS AND OBJECTIONS

### Part I: Invite

Part three of the Inviting Formula is Invite. The definition of “Invite” is: “To ask for the presence or participation of.” The purpose of the Invite step is to ask your prospect to review information that can help them achieve what they’ve stated they need, want, or don’t want.

Once you’ve greeted your prospect and qualified them to find out if they do in fact have a need or want for what your business offers, the next step is start educating them how *your* business can deliver that. As I mentioned in the general tips, the first step is to have your prospect view information about the network marketing industry, based on the relevant information gained in the Qualify step of the Inviting Formula.

When you’ve done the first two steps of the Inviting Formula correctly, the Invite is a piece of cake. The critical step in Inviting is to use the relevant information gained in Qualify.

Here’s an example:

### Scripts

- ⑤ “John, you know how you said that you want something where you could buy a sailboat and cruise the Caribbean Islands?” John says, “Yeah?” “I’ve seen a DVD that I think you’ll benefit from seeing. You may be closer to that boat than you think. Do you have a DVD player?”

John replies, “Yes.” (If he doesn’t, then use some other method).

And then I would say, “As soon as we get off the phone I’m going to send it to

you. What address do you want me to use?"

A slight variation of that would be, "I've seen something that you probably should look at. It could possibly get you that boat." Then you can conclude with whatever is your preferred way to have them look at *Brilliant Compensation*<sup>®</sup>. It could be a DVD as I've just used or it could be an online presentation, a video, or audio CD-ROM version. If you want to meet with them for a one-on-one meeting, a business meeting such as in a hotel meeting room, or a conference call, I suggest you still have them view *Brilliant Compensation*<sup>®</sup> first.

⑤ An example of inviting someone to a one-on-one is:

"I've seen something that I think you will benefit from seeing. Can we get together tomorrow for breakfast?"

He says, "Yes."

"Good. I want to have you view something prior to that meeting. Do you have access to the Internet?"

⑤ An example of inviting someone to a business meeting would be:

"I've seen something that I think you will benefit from seeing. Actually, I'd like you to meet a couple of partners I'm working with on this project. Can you meet me about 6:30 on Thursday? Do you know where the Hyatt Regency Hotel is?"

Let's suppose that John replies he does know where this hotel is.

"In preparation to that meeting, I want you to see a general overview. What's your email address and I'll send you an online movie?"

The next part of the Inviting Formula is to handle any questions and objections that come up. But I always go directly to Close to Action step from the Invite. And if they have questions or objections I back up a step and address them; meaning I don't wait around to see if they have any questions or objections, nor do I ask them if they have any. So my Invite would go as I've stated earlier and then I go straight to Close to Action. Here's an example:

## Scripts

"John, you know how you said that you want something where you could get a sailboat and cruise the Caribbean Islands?"

"Yeah?"

"I've seen something I think you'll benefit from seeing. Do you have Internet access?"

"Yes."

"Are you able to get on the Internet right now?"

"Yeah, my computer is right in front of me."

"Good. Go to this address." And then give them the address of the movie.

Then you would close them to action and schedule the follow-up call... I'll get more into the Close to Action and the Follow-Up step after Questions and Objections - but I wanted to make this point about not waiting or hesitating after the Invite; go straight to Close to Action unless they stop you with questions and/or objections.

## Part 2:

### Invite Call - Nadira

Let's do a couple of live calls. On these calls, you will hear me Invite and then go straight to the Close to Action step. The Invite is just asking for someone to view something. And the Close to Action is just making a plan to talk again. Alright, so let's pick back up with Nadira, the incredibly sweet lady from Algeria.



—Ring—

Tim: Let me ask you this, what particular reason is it that you would most like to work from home?

Nadira: It's because of my daughter. And, as I told you, my husband is not here.

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Tim: Yes.

Nadira: So, you know, she's at school and to me it's better if I can manage work and family.

Tim: Oh, of course. How old is your daughter?

Nadira: She's eleven.

Tim: Oh eleven, no kidding!

Nadira: Yeah, uh-huh.

Tim: Ah, so what, she's just now going into... ah...

Nadira: Middle school.

Tim: Six grade, seventh grade?

Nadira: Yeah, middle school.

Tim: Yes, oh...

Nadira: She's starting her first year there.

Tim: Big step!

Nadira: Yeah, yeah.

Tim: I bet you're very proud of her.

Nadira: Absolutely, and she is a good student, too. We are *very* proud of her.

Tim: Oh, oh, that's so fantastic.

Nadira: Yeah.

Tim: You have Internet access obviously, because that's how you filled out the form.

Nadira: Yeah, yeah, uh-huh.

Tim: I want to go through two steps with you. One is that I want you to take a look at an online video clip. Do you have something to write with?

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Nadira: Yes.

Tim: Go to [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump), t-r-u-m-p.

Nadira: Okay.

Tim: Alright?

Nadira: Yeah.

Tim: I want you to look at this little short clip.

Nadira: Okay.

Tim: And, then you and I will talk again, and then I'll give you specifics about the business that we're doing.

Nadira: Uh-huh, okay...

Tim: And, when you go to that particular page...

Nadira: Yeah...

Tim: It will have my picture there.

Nadira: Okay.

Tim: And, on the left side you are going to... there's two movies. One is, I think it's called *What the Wealthy Buy...*

Nadira: Uh-huh.

Tim: ...and then the other one is called *Brilliant Compensation*<sup>®</sup>.

Nadira: Okay.

Tim: If you can watch both of those...

Nadira: Uh-huh.

Tim: And then you and I will plan to talk.

Nadira: Okay.

Tim: When do you think you'll get a chance to actually look at them?

Nadira: Oh, well, maybe tomorrow.

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Tim: Tomorrow.

Nadira: I can do that, yeah, I could, yeah, yeah; I'm at home tomorrow.

Tim: You are at home tomorrow?

Nadira: Yeah, yeah, uh-huh.

Tim: Okay.

Nadira: Yes, I can do that... tomorrow morning, maybe.

Tim: Okay, what would be a good time for us to talk after you've had a chance to look at these?

Nadira: Um, well like at 2:00 maybe, 2:00 p.m.

Tim: 2:00 p.m.

Nadira: Yes, I can watch in the morning and then we talk about that.

Tim: That works for me.

Nadira: Okay.

Tim: Alright, I have penciled that in that I will call you tomorrow at 2:00.

Nadira: Okay.

Tim: Alright, and I look forward...

Nadira: What's your name again?

Tim: My name is Tim. T-I-M.

Nadira: T-I-M.

Tim: Yes.

Nadira: Okay.

Tim: And, you'll see my picture and my name...

Nadira: Okay.

Tim: ...and all my contact information will be on that

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Explorefreedom/trump page.

Nadira: Okay.

Tim: Okay.

Nadira: Uh-huh.

Tim: I look forward to talking to you tomorrow.

Nadira: Okay, thank you, bye.

Tim: Bye-bye.

Nadira: Bye.

—Ring—

Alright. That was almost *verbatim* from the scripts I gave you. As I said earlier, the Invite is very simple when you've done the Greeting and Qualifying steps correctly. I do have a couple of live calls where the prospects came up with objections. You'll hear those in the next section on Questions and Objections.

### **Part 3: Invite Call - Vincent**

Now we'll pick back up with Vincent, the mechanic from Mechanicsville. In addition to listening to the Invite, I'm going to include Vincent's entire call, because it's a good study of something I explained earlier. The study is that when you have a prospect who is matching your brief answers, take a little longer with *your* answers. Listen to the way that his answers are very brief in the beginning and then after I take a little longer with my replies to him, he opens up and talks a little longer.



—Ring—

Hello?

Tim: Hello, is this Vincent?

Vincent: Speaking.

Tim: Hey, this is Tim Sales; you had filled out a questionnaire wanting



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a home-based business?

Vincent: Yeah, I wanted to get some information on it.

Tim: Have a specific idea of what it is that you're actually looking for, man?

Vincent: No, not really. I have been out of work for a couple of years, so I'm looking for something.

Tim: What kind of work have you done in the past?

Vincent: I was an automotive technician for 16 years.

Tim: And you live in Mechanicsville?

Vincent: Yep.

Tim: (laughter) You find that coincidental?

Vincent: Nah, because there's a Mechanicsville, Virginia too, so... (laughter)

Tim: And were you from there, too?

Vincent: Oh, no. Uh-uh, nah, that would be too coincidental.

Tim: Yeah, well, I ended up with the name Sales, S-A-L-E-S, and so everybody kind of looks at me like I've got two heads, they're like, uh. (laughter) You know it's like a Dr. Pain or something that's a dentist.

Vincent: Uh, I can imagine!

Tim: So, when you were a mechanic, did you work for somebody else as a mechanic?

Vincent: Yeah.

Tim: What kind of a mechanic were you?

Vincent: Yeah, I was a Toyota technician.

Tim: Toyota technician, so pretty much all parts of the car, or did you specialize in brakes or something?

Vincent: Oh, yeah, everything, everything.

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Tim: Oh, okay.

Vincent: From front to back.

Tim: Alright! I was a tire buster when I was a teenager at like Firestone, JC Penny, things like that, and then I went through a school on tuning engines. I knew my way around a car for a while there, but they've changed it quite a bit since.

Vincent: Oh yeah, it's a whole different ballgame. It won't be long before it'll diagnose itself.

Tim: Yeah, yeah, that's the way that it was getting. I mean, it's now computers. And before we used to, you know, fine-tune the jets of the carburetor by sound.

Vincent: Right.

Tim: You know? (laughter)

Vincent: Exactly. I did that, yep. But like you said, it's come a long way.

Tim: Yeah, it sure has. So, on the questionnaire that you filled out, you had said that you wanted a better quality of life and I guess where that comes in is being out of work for a couple of years, then certainly you're wanting to do something that is going to bring that up, huh?

Vincent: Well, yeah, it's been a long two years and I'm looking for something that'll keep me busy, anyhow, and until all of this stuff is over with, you know, so...

Tim: Was there a particular reason that you were out for two years?

Vincent: Yeah, I got hurt on the job.

Tim: Ah.

Vincent: Yeah, so they've done major back surgery on me, so I'm not able to do any of that lifting or any of that stuff anymore, so...

—Chime—

Tim: Alright, man. What I'd like to do with you if we could, Vincent,

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is you have obviously web access, correct?

Vincent: Yes.

Tim: I'd like to have you review an online movie, actually two of them. One is a little short clip and the other is a little bit more detailed explanation, just in general.

Vincent: Uh-huh.

Tim: And, you take a look at these two movies and then you and I will have a more in-depth conversation about what it is that we're specifically doing here in the Washington, D.C. area. I'm down in D.C.

Vincent: Okay.

Tim: And, so let me give you a web address that you can go to.

Vincent: Okay.

Tim: In fact, can you log on right now just to make sure that you do get in? Is that possible or is it not?

Vincent: No, I'm sitting in front of the computer now, so....

Tim: Alright, well, pull up a web browser.

Vincent: Okay.

Tim: And type in [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump), t-r-u-m-p, as in Donald Trump.

Vincent: Okay.

Tim: Alright, and tell me if that page comes up for you.

Vincent: Okay, I got it. Tim Sales?

Tim: Yeah.

Vincent: Okay.

Tim: Okay, so there's my ugly mug there on the right.

Vincent: Okay.

Tim: On the left-hand side there, there's one that says *Learn How the*

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*Wealthy Get That Way* and then below that is *Watch Brilliant Compensation*<sup>®</sup>. So, click on that first one, *Learn How the Wealthy Get That Way*.

Vincent: Okay.

Tim: And, what it'll do is it'll check to make sure you have the software in your computer.

Vincent: Right.

Tim: And, does it say anything like you have Flash 5 or something like that?

Vincent: Um, yeah, it's up running.

Tim: Okay, good, well up in the upper left-hand corner, there's a pause button.

Vincent: Okay, upper left-hand corner, ah, I don't see it.

Tim: Of the blackboard or whatever it is that's inside the screen.

Vincent: Oh, okay, okay.

Tim: Alright, you can hit the pause button there just for a second.

Vincent: Okay, I got it.

Tim: And, then once we get off the phone you can just hit that rewind button that's right to the left of it, and it will just back you up to the beginning of it and then you can hear it.

Vincent: Okay.

Tim: You'll be able to watch this now, right?

Vincent: Oh yeah.

Tim: Okay. And so why don't we plan to talk maybe about 7:00 or so.

Vincent: Okay.

Tim: Does that work for you?

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Vincent: Yeah.

Tim: Alright, I'll call you back at this number at 7:00.

Vincent: Okay.

Tim: Alright, buddy, nice talking to you.

Vincent: Thank you very much.

Tim: You bet. Bye-bye.

Vincent: Bye.

—Ring—

Okay, so Vincent has been out of work for a couple of years due to a back injury. He needs a teammate to help him, doesn't he? Alright, that concludes the Invite section. Let's move to Handling Questions and Objections.

### **Part 4: Handle Questions And Objections**

Part 4 of the Inviting Formula is Handle Questions and/or Objections.

Let's start off with some definitions to make sure we're speaking the same language. The definition to the word "Handle" means "To deal with effectively." More specifically, I mean that we don't just have a comeback or something to say to our prospect's question or objection, but we actually get our prospect *beyond* their objection.

Definition of "Questions" is of course "*Something asked.*"

Definition of "Objections" is "Expressed or unexpressed opposition" ("Opposition" means "To be resistant or opposed to").

Let me say that more slowly: Expressed or unexpressed opposition. What does that mean? Expressed objection would mean the prospect states what they're opposed to. Unexpressed means the prospect is *opposed* to something but doesn't state it. Well, just how do you handle an objection you don't even know is there? Well, keep listening. I'll cover that a little later.

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The purpose of Handling Questions and Objections is to get the prospect beyond their questions and/or oppositions which are apparently stopping them from attaining what they've stated they need, want or don't want.

### **Objections Are Self-Imposed**

- ★ I want to give you an analogy that I will use through the rest of the Questions and Objections section. Perhaps this has happened to you and therefore you will not have to pretend. But just in case it's not happened to you, I'm going to start this analogy with the word "pretend." If this *has* happened to you, then *you* can start this analogy with "remember."

Here it is. Pretend that you're driving down the road and suddenly a bug hits your windshield. Because it happened quickly it startled you. You look at the bug splattered on your windshield and for a few seconds you're looking at it – then suddenly you realize that you're so focused on the bug, that you stopped watching where you were going, even though it's still right in front of you. You were distracted by the bug. So you quickly focus back on the road in front of you and continue where you wanted to go.

Now, with that analogy in mind, I'll continue with my explanation of Questions and Objections. A question or objection is like a bug on the prospect's windshield that's distracting them from getting this thing they want. Sometimes the bug is visible and they're staring at it and they point it out to you - therefore it can be addressed. Sometimes it's there and they're staring at it and they won't tell you what they're looking at - and you have to help them.

Ponder this for a minute... during the Qualifying step of the Inviting Formula your prospect expressed desire for something that your business contains. You then Invited her. And listen closely to this... once invited to actually go after this thing she wants, it is *very* common for a prospect to shift her focus from the thing she wants onto things that can stop her from getting it. And this is obvious because otherwise she would already have this thing she desires! You may want to pause the tape and ponder that for several minutes because it's the key to effective Question and Objection Handling.

Why doesn't your prospect have this thing she wants? There's only one answer

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– because she keeps preventing it. How does she do that? She does it by distraction! Simply focusing on something *other* than the thing she wants. I call this thing a bug. Sometimes they're great big bugs; other times, just tiny gnats. It doesn't matter the size – all that matters is that it's big enough to stop her from having this thing she wants.

One could perhaps attempt to argue this out, but all arguments fall quickly to this one statement: Who else is to blame? One can try to put the blame on their spouse - or someone else for that matter - but that's lame. A person being controlled by someone else has to *agree* to be controlled.

How about, "I tried that and it didn't work." How is that a self-imposed objection? Well, has it worked for anyone else? Yes. So who caused it not to work?

How about, "I don't have time" – nice little common objection there. Hmm, let's examine this little nugget, because that bug stops a lot of people. Let's just get this straight if we can. A person wants something. They *say* they want it. You show them how they can get it. Then they say, "I don't have time." Seem kind of odd to you? Who decides what they do each year, day, hour, minute, second? The individual does. Oh, sure, they can try to act like someone else owns their time - but that's not true. The only way someone or something owns your time is if you *agree* to it.

I'll give you a quick little story to show you this one at work. In my Washington, D.C. home I have drinking water delivered in five-gallon bottles. The delivery guy and I always talk when he's here. He's a real fun person. So, one day he asked me what I did – it was in reference to my place being nice. On the day he asked me this, I was trading stocks and it was quite obvious as it was on my computer screen. Also obvious was my account balance and my earnings. Green numbers meant I made money. Red numbers meant I lost money. I was up about 25 grand on *that* week's trades. So he's looking at the 25 grand number and he says, "You *made* that!?" I said, "Yeah." He asked, "Over what period of time?" I told him that that was this week's profits. I then told him that it's *not* that difficult and I pulled out a couple of things and showed him how to do it. Now, I had gone through *years* of trading and lost well over a million dollars to figure out the exact way to make money. So all the hard work had been figured out – much the same way I'm showing you how to invite.



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Alright, so after I tell him very specifically what to do, here's what he said to me: "Yeah, but you've got to do that all day." Do you see the *bug* on his windshield he just decided to focus on? What he makes in a year, I just showed him how to earn in a week - and his immediate response was that I had to watch the stocks all day. Now, can *you* see that it's *his* bug? Yes, very obviously so. But can *he* see that it's his bug? No! That's why you *must* handle questions and objections.

I hear people from the front of the room at events and on conference calls say, "Just send this..." ("this" being some kind of a presentation) "...out and let those interested contact you back." There's also a bunch of Internet systems popping up that claim to "Do it all for you." That will never work long-term.

Occasionally you'll get someone that way - but you're missing the majority of people. If it was that easy, your network marketing company wouldn't need *you* - the professional networker. The company could just buy the addresses of everyone in the country and send that magical tool out and sponsor them. Nope, it doesn't work that way. People have self-imposed bugs that distract them from getting what they want - otherwise they would already have it!

Your job as a professional networker is to be their teammate and help them get their focus off these "bugs" that can, have in the past, and will in the future - stop them. So that's the first thing you really *have* to have knowledge of to be a professional networker who can handle questions and objections successfully. This knowledge should also give you *enormous* compassion and patience with your prospects.

The second thing you have to have knowledge of is you mustn't tell the prospect that these objections are self-imposed. Telling them this will rock their boat in a *big* way. Imagine *you're* a prospect and you give a salesperson your reason for not buying the product is that you don't have enough money and he tells you that that's not real - that's just a self-imposed objection. You'd kill him! Alright, so don't ever say that to a prospect.

And the third thing you have to have knowledge of is that you can't just pretend the objection or bug doesn't exist - it does! So the best thing you can do is let them know that you fully *understand* their concern. You do this by looking at the bug they're looking at. "Oh, yeah I see it, right there - there it is, it's green and

slimy and, wow, look at all those legs!”

Now, you’re not doing this with a smirk on your face, thinking, “This is your stupid imagination that I’m having to deal with here.” The way you become their teammate and the person that helps them past their objection, is to be their confidant, their comrade, their buddy, and you do that by looking at what they’re looking at. A lot of times simply by fully letting them know that you understand their objection will get them to take their attention off of it.

## **Part 5: Questions And Objections Remedy**

Alright, let’s move forward. As I said earlier there are two kinds of questions and/or objections:

Expressed – which is when your prospect expresses a question or objection. Be very thankful – it’s one you don’t have to dig up!

Unexpressed – is when your prospect *withholds* their question or objection. Your job is to locate and remove the unexpressed questions and objections.

The Greeting, Qualifying, and Invitation steps of the Inviting Formula have been designed around minimizing the questions and objections you receive. However, there will be a few questions or objections that arise. So you need to know the correct method to be your prospect’s teammate and help them around their questions and objections. To accomplish this I created what I call the Questions and Objections Remedy. It’s five simple steps that ensure you handle their question or objection and not just come back with a response.

## **Questions And Objections Remedy**

★ Here is the Questions and Objections Remedy:

#1. Listen completely through the question/objection.

Specifically, listen to every word they say without thinking about a response. Do not interrupt your prospect while they’re giving you their question or objection.

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The reason you do this is so you are sure you get the correct objection and to respect the prospect's right to communicate a full thought without *you* feeling your thought is more important.

Something else on listening completely through: sometimes when you listen all the way through an objection, they will come up with a second, third and fourth objection – oh! *This is music – let them sing!!!* These are all objections you don't have to dig up. So learn to pause a good second or two after they stop talking to see if they'll give you another one.

#2 of the Questions and Objections Remedy is to confirm understanding. Ask questions when necessary.

The reason you do this is to confirm that *your* understanding of the question or objection is actually the question or objection of the prospect. Otherwise, you could end up trying to handle an objection the prospect doesn't have! This could turn out *disastrously* because you just gave them another bug to look at! Here's an example of the right way to do this:

### Scripts

⑤ Prospect says, "Is this sales?"

Networker says, "I want to make sure I answer the correct question - could you clarify what you mean by, 'sales'?"

Prospect says, "Would I have to go out and sell products door-to-door?"

Networker says, "Oh, *now* I understand. Thanks for clarifying that. Your question is, is this something that is door-to-door sales. Have you done this type of sales before?" That would further clarify it.

Prospect: "Absolutely not."

Now, that's how you clarify understanding. Now you fully understand what that person means.

#3 of the Questions and Objections Remedy is to make the question or objection valid, with the same or slightly less intensity. But don't agree with the objection. Let me go into this a little bit.

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Part of #3 is to make a question or objection valid. This shows the prospect that *you* see that it's important. You want to make the objection important because it's important to the prospect. That's what I was talking about earlier, about looking at the bug. Making it important doesn't mean you also have to agree with it. And this is the most important part of this: If you agree with the objection, you may give it extra strength. This is *not* the desired effect. You want the prospect to know that you heard him and that you understand his concern.

The second part of this step has to do with the intensity you use to make this objection important. The intensity is the volume and animation you use. Using the same intensity as your prospect helps you communicate better with your prospect. If your prospect is very animated about something and you sit there like a stump, your level of communication will lessen. Conversely, if you're *very* animated and your prospect is subdued, the same non-optimum effect occurs. Match your prospect's intensity on his objection, or use slightly *less* intensity.

I'll give you a correct example and then two incorrect examples.

### Scripts

Here's the correct example: "I completely understand your concern." (That validated the objection without agreeing with it.)

Here's an incorrect one: "I feel (or felt) the same way..." (This is incorrect because you would be *agreeing* with the objection.)

Another incorrect: "Oh, I *totally* agree! I would *never* go door-to-door – are you *kidding* me? That is *so* below me!" (This is incorrect because you agreed with the objection, and you used too much intensity.)

Alright, those first three steps out of five of the Questions and Objections Remedy I just gave you are what few people do. I'll repeat them quickly so they're fresh in your mind.

1. Listen completely through the question/objection.
2. Is to confirm understanding.

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### 3. Is to make the question or objection *valid* to the prospect.

Most networkers jump right into step #4, which is to *handle* the objection. But you will do much better by doing the first three steps. Many people ask me, “What’s the best way to handle the pyramid objection?” or, “The best way to handle the time objection?” What they’re looking for is a clever response to come back with when given these objections.

But the real professionals will do the first three steps so their response is effective. See, when you do the *first* three steps you’ve made sure the prospect knows you’re listening. Don’t forget, these things are self-imposed objections. Clever responses rarely work. It only works to like *really* get into the person, and examine and see their objection, and have compassion for their objection. *That’s* what works.

You’ve also made sure you’re answering the correct objection. Man, it’s bad when you give your response and your prospect says, “You didn’t answer my question.” So, make sure you always do the first three steps.

I’ve added something within step #4 that takes handling objections to a whole new level. And unless you do the first three steps effectively, you won’t be able to use this added tool to its greatest degree.

Alright, #4 of the Questions and Objections Remedy is to actually *handle* or *facilitate handling* questions and/or objections. The addition I’ve added is the *facilitating handling*. The word “Facilitate” means “To assist.” Remember, the whole purpose of handling questions and objections is to get the prospect past the concerns that stop him or her from getting what they’ve stated they need or want.

★ Listen real closely to *this* statement because it’s the *magic* behind handling objections: The most effective way to handle an objection is to get the prospect to create a solution to their objection. Why? Because it’s their self-imposed bug in the first place! They put their attention on the bug! Therefore the only person who can remove it is *them*.

You coming back with a snappy response is *rarely* going to remedy the objection. The most effective way to remedy the objection is to have *them* solve it. Here’s an example of the correct way to do this. I’m going to continue with the example of the lady who has the objection of going door-to-door. Here is an example of a good way to handle this:

## Scripts

Correct: “In the past there have been people who used the door-to-door method to find prospects, but there are many ways to locate prospects. What methods of prospecting do you feel comfortable with?”

Prospect says, “Well, I wouldn’t mind mailing out postcards. I also like newspaper advertisements.”

My response to her: “Good! Both of those can be *very* effective ways to find prospects.”

See, the networker is not *handling* the objection; he or she is *facilitating* the prospect in handling her *own* objection. The key is to ask questions that lead the prospect *to* the solution. Remember this: If you say it – it can be challenged. If the prospect says it – it *must* be true.

The fifth and final step of the Questions and Objections Remedy is to complete the Handling and return to the previous step of the Inviting Formula. This fifth and final step completes the conversation about the question or objection, and shifts the prospect’s attention back to the step in the Inviting Formula prior to the question or objection.

Notice I said to return them to the step of the Inviting Formula they were on prior to the question or objection. The reason I note this is because objections or questions can come up anywhere – they could come up in the Greeting, they can come up in the Close to Action step; they can come up anywhere.

So let’s pick back up on the example we’ve been using about the person not wanting to work door-to-door. Let’s say that we were in the Qualify step when her objection came up. So you’ll hear me move her *back* to Qualify.

## Scripts

“Okay, Karen, now that you can see several alternatives to door-to-door sales, plus I know a tad bit more *about* you, you sound like you’ve had experience in marketing. What have you done in marketing?”

So you see, I concluded the handling of the objection and moved her back to



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the step we were on prior to the objection – which in *this* case was the Qualify step.

Now let's move into how I handle the four most common objections you'll get during the invite call.

### Part 6:

#### Objections: “What Is It?” And “I’m Too Busy.”

The first common question/objection I want to teach you is the question:

#### “What Is It?”

- ★ This is the most common of all questions and is actually a good sign. It means the prospect is involved – even if in a doubtful, hesitant way. Often this question / objection is given without any real desire to know, “what it is” - but is merely a way to participate in the conversation.

The example I'm going to give you would be coming *after* I've invited them. You normally won't get “What is it?” during the Greet or Qualify steps because you've really not alluded to a business. I rarely get this question with purchased leads, but will get it frequently when I use the Direct Approach that I spoke about in the Qualifying Warm Market section.

### Scripts

Alright, so I invited John to look at a video I'm going to send him, and then he asks me, “What is it?” or, “What's it about?”

- ⑤ “John, based on you telling me that you want to get a sailboat and cruise the Caribbean Islands, it just reminded me of something I've seen that I think will help you accomplish that. You'll understand once you've seen it. Let me get this out to you – what's your address?”

And another line would be, “I genuinely appreciate your interest in knowing what it is, and if I thought I could summarize it in a few sentences I would.” (That clarified the objection and made it valid.) “However, time-wise it would be more productive to both of us for you to watch the online movie, then you and I can have a more intelligent conversation about it. Read me the web



address I gave you – I want to make sure I gave it to you correctly.” That’s the way that I handle the “What is it?” objection.

### “I’m Too Busy.”

- ★ The next common objection I want to talk to you about is, “I’m too busy.” The “Too busy” or “No time” objection is very common. It’s the easiest objection for the prospect to throw at you as their reason for not attaining what they need, want or don’t want. Obviously if you call someone while they’re in the middle of bathing their infant, they’re too busy to talk with you. So there are certainly times when “Too busy” or “No time” is legitimate.

By contrast, some people just live in the frame of mind that they don’t have time – as if someone else is controlling their time. They need your help. The other circumstance in which people use this “Too busy” objection is in a nice way (in *their* view) of saying “No” to you. So, they are masking an unexpressed objection using time as their mask.

The first thing you will need to do with the “Too busy” or “No time” objection is identify which “Too busy” objection you’re dealing with. The way you solve a legitimate time issue (such as they’re bathing their infant) is to reschedule and call later. Real simple. The way you solve a “Frame of mind” issue is to ask more questions. I’ll give you my script in just a second. And the way you solve an unexpressed objection – you also need to ask more questions.

### Scripts

Here is an example of legitimate “Time too busy”: Let’s say that you invite your prospect to look at the online movie. Your prospect says he will, but he’s heading out of town in the morning and won’t have time to look at it before he leaves. In this situation, you simply schedule when he will be back and tell him you will follow up then. So, I say something like this:

- ⑤ “Oh, no problem! Where are you traveling to? Is it business or pleasure? How long are you going to be gone? Alright! So why don’t I wait until you get back to send this over to you? You get back on Thursday the 10th - I’ll just call you on the 11th. Does that work? Good. Well, have a great trip.” So, that’s the way that I handle that one.

### Frame Of Mind “Too Busy”

An example of this one would be let’s say my prospect says she wants to do something where she doesn’t have to be away from home when her kids return from school. I invite her to look at a DVD and she says she’s too busy. I’d say something like, “You’re too busy? Okay, just so I don’t misunderstand you – when you say you’re too busy – what is it that you’re too busy for?” And to that she replies, “I’m too busy to do *anything* else.”

My response would be: “Ah, I understand that one. You feel you want to change something so that you can be at home when your kids come home, but you’re so *busy* with everything in life that you can’t do anything else. Is that the way you feel?” And she says, “Exactly!” See, I just described her bug exactly, right? That’s all that I really did right there.

Okay, I’ll continue on with what I would say: “Well, let’s see if we can figure this out. Because the risk of not solving this is that it continues another ten years and your kids will be all grown up! So let’s solve it. Everyone has 24 hours, right?” “Yes.” “Okay, and that 24 hours can be divided into three even columns of eight hours each. So picture a piece of paper with three columns each having eight hours.

In the column on the left, let’s say that that’s the sleep column and we really don’t want to mess with that one – you need your sleep. The second or middle column is the work column - and for right now we probably don’t want to mess with that one, either. I’m assuming you couldn’t just up and quit your job, right?” She says, “Correct.” “Okay, so the right-hand side of this paper would contain the last column of eight hours and let’s label that column ‘Getting what you want’. Can you visualize this?” She says, “I can.” “So if what you really want is to not have to go to work so that you can be at home to get your kids off to school in the morning without being rushed and to welcome them home when they get off the bus in the afternoon, then the only place we can pull time from to achieve this goal is the right-hand column. We have eight hours in that column.”

“Now – and this is the key part – pretend that no-one controls that eight hours but you. And you’re Superwoman – and you decide what you do in that eight hours and you do it. Can you pretend that with me?” Laughing, she says,

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“Okay.” “Alright – right now, decide the time that you will take tomorrow to view this movie that can get you what it is that you truly want.”

Okay, so let’s move on to the next “Too busy” objection, which is the “Too busy” masking an unexpressed objection. Let’s say that I’m on an Invite call and the objection came up about network marketing. I work through the objection and then I invite him to look at the online presentation and he says, “You know what, I’m really too busy.”

Now, is this really a “Too busy” objection? No. Because earlier he’s given me a need, want or don’t want – otherwise I wouldn’t have invited him. So he has a need/want and he’s suddenly staring at this big bug and he calls the big bug, “Too busy.” No, he’s masking the real objection. You must dig in and surface this unexpressed objection.

If I’ve already spent the time on the MLM objection, then I would probably just try to get him to tell me what his unexpressed objection is. I’d probably say something like, “Bob, just so I don’t misunderstand you – when you say you’re too busy, what is it that you’re too busy for?” “Just too busy to do anything else.” “Bob, if I’m wrong about this please tell me, but is there still something that you dislike about network marketing?”

See, the reason that I would go straight to *that* is because he’s told me a need/want he has – then he focused on the bug on the windshield about network marketing. I handled that objection – or I thought I handled that objection – but suddenly the time objection appears. So my guess would be that we’ve not fully handled the MLM objection.

### **Part 7:**

#### **Time Objection: Live Call - Tisha**

Let’s do a live call with a sharp lady I met in the gym. She is in project management; and while we were talking I did a Greeting and I had asked her about her work and she had expressed dissatisfaction. I think my comment was, “Are you doing what you’ve always dreamed of doing?” She kind of laughed and replied, “Hardly.” We exchanged business cards and I’m calling her back. Several times in the gym she had mentioned time, and then she brings

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it up on this call a couple of times, so I just decided to have a discussion about time with her. You can listen in.



—Ring—

Hello?

Tim: Hello, is this Tisha?

Tisha: Yes, it is.

Tim: Hi, my name is Tim Sales. You and I exchanged business cards the other day after talking in the gym.

Tisha: Yeah.

Tim: Do you remember me?

Tisha: I do... How are you?

Tim: I am good. Have I caught you at a bad time?

Tisha: Um, it's never a good time, but that's alright - go ahead.

(laughter)

Tim: Alright. Well, actually... thanks for that, by the way - I'd actually like to pick up on our conversation that we were having at the gym. I was thinking about it afterwards, and I am just curious if you would have a reason to look at something outside of project management?

Tisha: With regards to what?

Tim: With regards to your goal.

Tisha: You're talking about me wanting to pursue things that, okay, well, that conversation stems from, I have some business pursuits that I'd like to tackle outside of work. But with everything going on, I just haven't had the time to focus on it at all. So, I think that's what you are talking about, right?

Tim: Right.

Tisha: Yeah.

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Tim: Do you mind sharing what it is that you'd like to actually ultimately achieve, if you were to look back and say, you know, when you're 100 years old, and say, "This is what I accomplished."?

Tisha: Not at all. The ultimate goal for me is that I want to own my own business – it's a health spa. And I'd like to basically, ultimately, change careers, but obviously there is a lot entailed with bringing a business like that up. So unfortunately I just don't seem to have the time to get there.

Tim: Is time the only barrier that you've got, you feel?

Tisha: It seems to be. There are others that, you know, play secondary, you know, capital costs and so forth – those types of things. But, I think those all come with being able to sit down and solidify better plans. But yeah, ultimately, the time is the root cause for me getting anywhere.

Tim: Got it. What would owning this club, this spa that you have in mind, what would that fulfill for you?

Tisha: A job that has more purpose. I just... I like my job and I am good at what I do. Unfortunately, it just doesn't bring me a whole lot of personal satisfaction, so... And, it aligns more along the lines of what I'm about in life anyway. So, I think that, you know, it's a lower stress job, it's something that I would enjoy doing and I'd have more control over, you know, its growth and where I take it, than I do in my current position now.

Tim: Um, understood. Good. And so your idea on this spa, that it would be more value to other people.

Tisha: Yeah, you don't mind if I write that up in my business plan, do you? (laughter) That's *exactly* what I want.

Tim: Well, that's excellent. That's a worthwhile ambition. I can see why you would be wanting to get that.

Tisha: Yeah.

Tim: What I would like to do, if you are agreeable to it, is that I would

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like to send you an online movie and have you take a look at it. It's just about 20 minutes, and what it does is it just explains a concept; there's no hype or anything involved in it. It just explains a concept. And then I'd just like to just explore with you, because I think this could help you achieve what you're after here, in terms of adding value to people's lives. I think it would give you time and I also think that it would give you the additional resources in terms of money that you need to achieve that. Can we do that?

Tisha: I'd be interested in looking at it. I am glad you kind of "caveated" the length of the video, because if it had been extremely long, I generally just am maxed-out on having time to be able to focus on anything! So, but yeah, 20 minutes, absolutely, I can spare that. So sure, I'll take a look at it.

Tim: Do you mind if I just bring up this time issue just a little bit? Do you mind if I just like say a couple of things on it and have you view it from perhaps another perspective?

Tisha: Please do!

Tim: Okay. If you just kind of took a look and, I don't want to in anyway invalidate anything that you've done or said, or anything like that, it's just, you know, sometimes you can look at something from a different view and go, "I've never looked at it that way." And so that's all I want to do here; is just to add that for you. Okay?

Tisha: Sure.



Tim: Alright, if you were to take a piece of paper and divide it into three equal parts.

Tisha: Uh-huh.

Tim: Alright? And, on the left side we'll call that sleep, alright? So, let's just say that we're all good and we sleep eight hours.

Tisha: Okay.

Tim: Alright?

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Tisha: Do I need to be drawing this out now?

Tim: No, no, no.

Tisha: Okay. (laughter)

Tim: Just a visual, is all I want you to have on it.

Tisha: Okay.

Tim: And I'm drawing it over here so that I can explain it correctly. So, that left one-third is eight hours of sleep, right?

Tisha: Uh-huh.

Tim: The middle third is eight hours of work. And the third that's on the right-hand side is the eight hours of "stuff." Alright. So I can assume, and if I am wrong correct me, that you don't really want to sacrifice the sleep.

Tisha: Not wanting to, true, but unfortunately, that's what seems to get sacrificed.

Tim: Oh, of course. (laughter)

Tisha: Because I don't work a regular eight-hour shift day, I work nine hours a day and I have every other Friday off, so it's not a typical schedule.

Tim: Okay. And, whatever the schedule is, it really is, it's more the visual of what we're going to try to accomplish here.

Tisha: Okay.

Tim: And so, we don't want to sacrifice the sleep, right?

Tisha: Right.

Tim: And I assume you can't just up and quit your job right now?

Tisha: (laughter) No.

Tim: Right, so we can't mess with the second third of this piece of paper.



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Tisha: Right.

Tim: So, the only thing we have is this right-hand side, which is eight hours, so three times eight is 24; at least in Tennessee, where I went to school, it was.

Tisha: Last time I checked it was, yeah.

Tim: Okay, so the only thing you can work with is on the right-hand side of this column. Now, if you were to look back over, say, the last month; looked at that right-hand column, called "Stuff," would you say that you have devoted your drive towards accomplishing the things that Tisha really wants out of life?

Tisha: A portion of that, yeah, I would.

Tim: A portion of it. What portion?

Tisha: Well, the portion that requires me to go to school and, you know, establish the credentials that I need to get there. It's probably every bit of, well, if I had to break it down on a daily basis, for the eight hours, it would be two to three hours a day are spent, you know, doing homework, research, class, whatever.

Tim: Uh-huh, well, good. Alright, so we have about six hours a day... six hours remaining out of that. So what happens is that as we look backwards on life, we kind of look and go, "You know what? I used all 24 hours every single day of my whole life. But did I really accomplish the things I *truly* wanted in life - or did I just get so *busy* with other things that I sacrificed what I really wanted out of life?" And so, that's what I'd like you to just take a look at, so that as you evaluate what I am going to send you, and you can say, "Okay, well, obviously the only way one accomplishes what they really truly want out of life is that they use *that* eight hours on the right-hand side to gain them more of the eight hours in the middle column."

Tisha: Fair assessment. So I could've been all along achieving what I think I'm ultimately getting at; I'm just probably getting impatient with the fact that it's taking so long because I am only allotted so many hours a day.

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Tim: Right.

Tisha: Fair enough.

Tim: Okay.

Tisha: I appreciate the other perspective. Sometimes the voice of reasoning in your own head doesn't always make sense.

Tim: Yeah, so if you just... if you pretend for just a little bit that you're Superwoman...

Tisha: (laughter)

Tim: And you totally control your whole life and that you can decide your schedule and you *will* decide it, and that you'll accomplish this thing that you want. And so you *have* to use that eight hours on the right side to gain more time in the middle column. It's the only way it can possibly logically work.

Tisha: Right.

Tim: Alright, do you have something to write with?

Tisha: Yeah, I do.

Tim: It is www...

Tisha: I'm sorry, hold on - my post-it note is not cooperating. Okay, okay, go ahead.

Tim: [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump), t-r-u-m-p, as in Donald.

Tisha: So, he's sponsoring this, huh?

Tim: No. (laughter)

Tisha: Okay.

Time: And read that back to me, make sure you got it.

Tisha: [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump).

Tim: Alright. And when you get to there, you'll see my ugly mug on the right-hand side. I actually am dressed a little nicer than I was at the gym.

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Tisha: Probably not nearly as sweaty, either, but okay.

Tim: That's right. Alright, and on the left-hand side there's going to be two movie links. One is *How the Wealthy Got That Way*, which is really cool, it's about ten minutes and you can just take a look at that one. But, the really... the one that I want to talk to you about is the one called *Brilliant Compensation*®. It's the link right underneath *How the Wealthy Got That Way*.

Tisha: Okay.

Tim: When do you think you'll get a chance to take a look at that?

Tisha: Um, let's see, between weekly activities for the troops this weekend, probably... probably Monday. I can probably take a look at it then during my lunch break.

Tim: Alright. When would be a good time for us to talk after Monday? Are you off on Monday? No, you are off on Fridays, you said.

Tisha: Right, every other Friday. No, I'm not, but you can probably reach me on my lunch hour on Tuesday.

Tim: Okay, and what time would that be?

Tisha: 11:15.

Tim: 11:15 on Tuesday. And, what number should I call?

Tisha: Area code —**Chime**—.

Tisha: Uh-huh.

Tim: Alright. Well, very good Tisha! I enjoyed talking to you and you're going to take a look at that, and I will call you at exactly 11:15 on Tuesday.

Tisha: Sounds good.

Tim: Alright, thank you.

Tisha: Bye.

Tim: Bye-bye.

—Ring—

Alright – did you notice that *time* seemed to always be an issue? I think this call does a great job of giving you a view that some people live in the frame of mind that time is running out; that there’s not enough time, or someone controls their time. I hope this call was valuable to you.

**Part 8:**

**Objections: “Is This Sales?” And “Is This MLM?”**

Alright, let’s move to the next common objection, which is:

**“Is This Sales?”**

- ★ The “Is this sales?” objection comes up because the prospect is resistant to being rejected or they felt pressured by a salesperson at some point and feels that’s what salespeople do. So first off you need to find out what “picture” of sales they have in their mind.

The second thing you need to establish and get their agreement on is what sales really *is*. When I discuss the Questions and Objections Remedy, I used “Is this sales?” as the example. In that particular objection the person had the perception of door-to-door sales. Now, that’s not a common objection. Normally when this objection comes up it has to do with your prospect not feeling *confident* in their ability to communicate. So in handling this objection you need to discuss communication and all the different ways they communicate, and draw the connection that they are always selling – by communicating.

Also, explain to them that you will *really* help them by training. People who have this objection really want training. Very often people who have the “Sales” objection have made the excuse that people are either born with the ability to sell or they weren’t. Here are a couple of questions that you can ask to dig into this objection and get your prospect talking.

## Scripts

⑤ “When you picture sales, what do you see?”

Another one is, “What’s been your experience around selling?”

Another one is, “Alright, I understand that you don’t like sales. So I can better understand how you view this. In your view, what’s the difference between sales and communication?” That’s probably the best one to ask. It’s the most effective one and it causes your prospect to try to draw a contrast between the two.

Alright, before we go to the next section I want to draw your attention to something. Remember when I said earlier that whenever you can get your prospect to tell you their objection, “*Let them sing!!!*”? Now you can see why I said that. On the “I’m too busy” objection, my example was that it was a mask for the MLM objection. Then on *this* one, “Is this sales?” is also a mask for, “I don’t feel confident in my ability to communicate.”

But your prospect won’t say that. Remember when I said that you have to be a smart hardware salesperson and notice that the prospect doesn’t need a drill bit – the prospect needs a hole? This is what I was referring to! Most of the time your prospect will *not* tell you that she feels uncomfortable with communication. But that’s what she needs help with! Sometimes you have to look *through* the unexpressed objection and see what your prospect needs – and solve it. And that’s what makes you a professional.

★ And the last common objection I am going to cover is the MLM objection. The way this question or objection will come to you will be your prospect asking, “Is this MLM?” or, “Is this network marketing?” or, “Is this one of those pyramids?” or, “Is this like Amway, Mary Kay, Shaklee, or some other company?” This question / objection comes up from the prospect being previously exposed to network marketing or MLM. By the way, there isn’t *any* difference between MLM and network marketing.

MLM is an abbreviation for Multi-Level Marketing, which means, “Paid on more than one level.” When the media got bad on the name “Multi-Level Marketing,” a group started calling it “Network Marketing.” But it’s the same.

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To properly handle this objection, if it *is* an objection, you are going to do what you always do on a question or objection, and that is find out what their experience has been. Many times they've had *no* experience - all their information is hearsay. If they've *had* a bad experience with MLM, the only way to get beyond this objection is to guide them to see that their bad or lack of success experience was because of insufficient training. Even if the company they were involved with went out of business, the reason is *still* lack of training. In that case, it would have been poor training on how to evaluate a company.

If the prospect tells you that the products they were promoting weren't any good, obviously use that information. That's what they're blaming their failure on and it should be validated. So you could say something like, "Well, that's very keen of you to recognize that the product needs to really help people."

So to summarize how to handle the MLM objection, you first must find out what their experience has been. And then guide them to realizing that their lack of success or bad experience was due to poor training. Now, if they've never been involved with network marketing and all of their information is hearsay, follow the same procedures. You take each issue they bring up and show them how training solves it. Obviously, if they bring up that it's illegal, you would handle that having them watch *Brilliant Compensation*®. I've never gotten a pyramid objection after the prospect has watched the *Brilliant Compensation*® video. So, I'll walk you through this procedure.

- ⑤ Somebody asks, "Is this MLM?" My answer is, "Yes, it *is* MLM. How do you know of MLM?" If they were to say, "Is this network marketing?" then I would use that same word. Or, "Could you clarify what you mean by MLM?" or, "Could you clarify what you mean by Amway?" or whatever it is that they said. Then the next important question is, "Do you have personal experience with an MLM company, or are you referring to someone else's experience?" Many times you don't have to ask this because they would have answered it within their response to your first question. But make sure you know. I can't tell you how many times I went diving into handling this objection before I found out that they had never been involved in it! Okay, once you know that, you want to let them fully tell you their experience. Validate everything they say. Never argue or disagree with them. Never talk bad about another company or upline.

Once you have all the information, *then* proceed with this question: "Does

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network marketing work? Not for you, not for anyone you know - just does *it*, as an industry, work?" And then get their response. Then ask, "What do you think it takes for it to work for an individual?" And from there you must guide them to training. This is where you facilitating handling their objection really comes into play. Remember, if *you* say it - it can be challenged. If they say it - it must be true.

Alright, once they agree that it's training, explain to them the advantage that they will have with your unique training. I do recommend you discuss what you've learned with *Professional Inviter*, because this is very different training than most have ever received in network marketing - and this is truly what they need.

Now, you *must* get them to see how this time is different than the last time or times they were involved in MLM. If they do not see how it's different, they won't join you. After you have gotten them to agree that it *is* training, and yours is different, then you close to action with something like this:

"Mark, I want to sit down with you and show you how it's different. I want to show you the training tools that are now available to you. Are you open to sitting down?"

An alternative would be:

"Mark, everything you brought up here I *totally* understand and I can see how it left a bad taste in your mouth. The video that I'd like to send you will really help with this; it's done by a marketing professor who teaches network marketing at a university and someone very successful at it. The video is *not* from our company; it's just about the industry. It really explains everything very clearly without any hype. Let me send this to you, you watch it and then we'll talk about it."

Sometimes their experience was bad because the company went under, or the company wouldn't allow them to return the products they ordered or something similar. After making everything they say valid, respond with:

"I can understand how that was a bad experience for you. And I'm sorry you had that experience... But moving forward, it's kind of like working as an

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employee for a bad company – doesn't mean you never work again just because you had a bad experience. Does that make sense to you? Or like eating a bad meal - doesn't mean you stop eating just because of a bad meal. Right?"





P R O F E S S I O N A L   I N V I T E R

## MODULE 5: HANDLE QUESTIONS AND OBJECTIONS & CLOSE TO ACTION

### Part I:

#### Sales & MLM Objection: Live Call - Catherine

Alright, let's go to a live call. We'll pick back up with our Irish bookkeeper. This is a long call but very valuable. She has two common objections. I'll inject a couple of comments during the call.



—Ring—

Tim: Ah, so you've been an entrepreneur?

Catherine: Yeah.

Tim: How did you get into the house-cleaning business?

Catherine: Um, I'm actually natively good at it. I'm Irish - so that just makes us good at that, and um...

Tim: Oh, so you have to be from Ireland to be good at business - is that what you're saying?

Catherine: That's right, but we can't cook! (laughter)

Tim: (laughter)

Catherine: So anyway, I don't know, it's just something I was good at and there was a big demand up in the Bay Area, so... It was a good business.

Tim: So, are you from the Bay Area?

Catherine: Uh-huh.

Tim: Okay, awesome.

Catherine: Yeah.

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Tim: Whatever happened with the business that you did own?

Catherine: I sold it. We actually moved to L.A., so I sold it.

Tim: Ah, got it. So, you didn't want to stay in it and start it again down in L.A.?

Catherine: Oh no, I couldn't compete with the prices down here. In the Bay Area I could get away with a lot more and I delivered a great product. But I couldn't compete with the wage down here.

Tim: Ah.

Catherine: Yeah. And, you know, it was time to move on. I'd done it and that was enough.

Tim: Got it. So would you have any reason to look at anything outside of what you're currently doing?

Catherine: In what regard, what do you mean?

Tim: Have you ever like put it out there or thought about it? "Hey, you know what? I would like to own my own business again"? Or that "I would like to achieve something else," other than what you are able to achieve, currently being a bookkeeper, or anything like that?

Catherine: Sure, yeah. I mean, you know, I probably gave it five minutes' thought and went back to work. (laughter)

Tim: Five minutes, huh, that's all you gave it?

Catherine: Well, actually there, um, you know, I've tried a few things and... you know, you've just got to keep that steady money coming in. So, I pretty much rely on what I know is going to do it.

Tim: Yeah. So, you say you've tried other things, what else have you tried?

Catherine: Um, let's see. I think I tried selling vitamins at one point and water filters, and...

Tim: Through network marketing?

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Catherine: Through multi-level marketing.

Tim: Ah, so, through multi-level marketing?

Catherine: Right.

—Chime—

So here comes the first step of the objection remedy. Currently we don't know if this is an objection or not – but we still follow the same procedures to investigate.

—Chime—

Tim: So, how was your experience with that? What was it?

Catherine: Terrible!

Tim: Terrible?

Catherine: (laughter) You know, you go to the places and you see the people making the big money and, you know, you get all excited, and then you maybe get some product and try to tell a few people, and yeah. Then... I don't know, maybe it was what I said. I don't know, I mean, I saw other people doing it, but I just figured out it was just not my personality, so...

Tim: What happened to the whole Irish thing?

Catherine: What do you mean? They're good at cleaning - not selling!

Tim: (laughter) Oh, that's so funny!

Catherine: When's the last time you bought something Irish, you know?

Tim: (laughter) Ah...

—Chime—

So we have a double objection here - both the sales objection and the MLM objection. I'm going to try to get deeper into this and so I'm going to ask her the same question, just slightly different. Here we go.

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—Chime—

Tim: So tell me what happened with that, in looking back - what do you think really went on there?

Catherine: Um, it's just, to me when I'm interested in something - or maybe I'm easy, I don't know - but, you know, you watch like QVC on television or you see something and go, "That's great!" you know; and I'm willing to try that product, especially if it does something beneficial. So, maybe I'm an easy sell, I don't know. But, I figured other people, if I like something, then they should like it too, or some people would - a percentage at least. And then, when I... Maybe it was the words I used or, you know, I explained it and I'm like, "So, you want to try it?" and they'd say, "No," and I'd go "Okay." (laughter). And, that was it! You know, so...

Tim: You didn't drop dead or anything.

Catherine: No, but I was sure at a loss for words a lot of times.

Tim: Yeah.

Catherine: Yeah.

—Chime—

I'm still fishing around to see if I can find anything else that she's opposed to. Right now it appears that her *biggest* issue is sales. But I'm going to keep digging.

—Chime—

Tim: And so you kind of experienced the same thing with water filters?

Catherine: Oh yeah. And then I went to their houses and, um... Yeah, it was just, I don't know. I just figured sales is not for me. Is that what you're doing? I mean, are you trying to do something here?

Tim: Yes, this is network marketing.

Catherine: Oh no!

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Tim: (Mimicking) Oh, no!

Catherine: (laughter)

Tim: Is that a bad word?

Catherine: Well, you know, with all due respect... Anyway, why don't you go and tell me what you need? (laughter)

Tim: Alright.

Catherine: What do you need?

Tim: Well, what I want to find out, number one, if when you look back and you see a bad experience with selling vitamins, and you see a bad experience with water purifiers, does that bad experience equal "I'm not good in sales."?

Catherine: Right.

Tim: Does that bad experience equal "Network marketing is bad"? Does that bad experience equal "Vitamins are bad," or "Water purifiers are bad," or... In other words, what I am trying to first *see* is what's the bad thing? Or is it all just bad? (laughter)

Catherine: Well, yeah, it is kind of a blur in bad right know. I mean, the products weren't bad. Um, other people were... seemed to be a little bit more successful. I just figured, I can't sell.

Tim: Ah.

Catherine: You know, I can't... I'm just a terrible salesperson.

Tim: And, so you're married.

Catherine: I am.

Tim: Do you wonder why I asked that?

Catherine: Completely.

Tim: (laughter) It's because you obviously sold him.

Catherine: Okay.



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Tim: Right?

Catherine: Ah, probably.

Tim: You obviously are able to sell. Alright? You know, you get clients as a bookkeeper, and the only way you can get clients is... is to sell yourself.

Catherine: Okay, well, I didn't think of it that way.

Tim: Right. And most people don't. On the network marketing front, if you don't mind, if I can just ask a question?

—Chime—

Alright, I feel comfortable that I have gotten all of her objection. So now I am going to start the Handling of the MLM objection.

—Chime—

Tim: Do you feel network marketing actually works - not for you, but just does it itself work?

Catherine: I have no idea and, um, how is that different from multi-level marketing?

—Chime—

Ah, I am not communicating within *her* vocabulary. Fortunately, she told me she didn't know that word.

—Chime—

Tim: I am so sorry. I had given you a confusing word. Alright, multi-level marketing, the acronym of MLM, is the same as network marketing. The only difference is the different way to look at it. *Multi-level* marketing is describing that you get paid on multiple levels of income. Right, that's what you remember, right?

Catherine: Well gosh, I actually... maybe I wasn't even educated in that! You're enlightening me now.

Tim: (laughter)

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Catherine: Okay.

Tim: Alright, and network marketing just looks at it from a different angle. And network marketing is... is that there is a group of people, or a cluster of people, who all share a common interest and they market inside of that network. And, you know, like, the analogy would be if you go to a restaurant that was recommended by somebody, just like I'm calling you because I asked Sue, "Who do you know who might be interested in working on a project with me?" And so you basically market inside of a network.

And so that's where the term "network marketing" comes from; it's just the difference of *one* of those descriptions is talking about somebody gets paid, and the other one is talking about how you market. But they are the same exact industry.

Catherine: Huh, okay.

Tim: Alright?

Catherine: So, I am sorry then, what was your initial question?

Tim: I have *no* idea!

Catherine: (laughter) Okay!

Tim: What I asked was is that... and I will use your terminology now, and so that way that I don't kind of confuse you any more...

—Chime—

Alright, I feel comfortable that I have gotten all of her objection. So now I am going to start the Handling of the MLM objection.

—Chime—

Tim: But does multi-level marketing work - not for you, just does it work by itself?

Catherine: Oh, gosh. I mean, to give you an honest answer, I don't know. I mean, I think, well, Herbalife is still around. Um, I don't know, honestly.

—Chime—

I'm actually glad this came up because I've not taught you how to handle it if someone replies that they don't know if the industry works or not. Pay close attention to how I handle this.

—Chime—

Tim: Okay.

Catherine: I haven't looked at it in years.

Tim: Let me just back it up a little bit and we'll take the individual components of it and say, do people need products and services?

Catherine: Of course.

Tim: Alright. Very good. And, so from there, have you ever recommended someone to do something?

Catherine: Oh, yeah!

Tim: Alright, so we know that marketing, in terms of by-word-of-mouth marketing, *does* work.

Catherine: Oh, yeah. Yeah, yeah, I guess in that regard, yeah.

Tim: Okay. We know that in any kind of a business or anything that you want to get into, that you'd normally need to receive training from somebody.

Catherine: Uh-huh.

Tim: If you go to work for a company, the company says, "We're going to send you to school," or, "You're going to be trained by so-and-so." And in network marketing it's just the person who brings you into the business is the person that trains you. Right, so kind of like all the components that are in normal businesses are also in network marketing, and there's about 30 billion dollars a year of goods and services that move through network marketing. And so, when I asked the question, I just wanted to see whether or not you have this

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big, huge, “Network marketing is the devil! And no! It doesn’t work! It’ll never work and, you know, I don’t care if it...” In other words, I wanted to see, one, is can you look at it logically, that’s really is... is *does* it work, as an industry?

Catherine: Well, I guess now, see, you brought up a good point - I didn’t have anyone telling me how to do it. I mean, I just had someone sign me up and that was it.

Tim: Ah-ha!

Catherine: So that wasn’t in my networking marketing... I thought that’s just what you do, you sign them up and then that’s it.

Tim: And so you just threw a pack of vitamins in your backpack and you went out and you were like, “Well, it’s got to work!” And it didn’t!

Catherine: Right, maybe some paperwork involved and you get papers or brochures and that’s it.

Tim: Alright.

Catherine: Yeah.

Tim: Would you say that, in looking back... alright, so number one, we can now like, just see that the whole industry, as an industry, it works.

—Chime—

I am about to ask the second question in handling the MLM objection.

—Chime—

Tim: What does it take, do you think, for it *to* work for an individual?

Catherine: Uh, a certain character.

Tim: A character?

Catherine: Yeah. And then um...

Tim: From Ireland or not from Ireland?

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Catherine: (laughter) And uh, well I guess that's not fair, huh? Well, maybe it is the learning curve, or the, you know, yeah, I don't know. I mean, some people are good at sales - like my husband reads every sales book that comes out, or you know, I can name you authors and even though I haven't read them, just because he has so many books. So there must be *something* to it.

Tim: Yeah. So let's um, let me just... let me see about this, the whole marketing and sales and things like that. What do *you* view that it takes to actually, like, influence another person?

Catherine: Passion with, you know, conviction of what you believe to be true. You know, getting through barriers of any false ideas they may have and then giving them the true idea of what something is. Or having them try it, because what's true for you, might be not true for them, and things like that.

Tim: And you don't think you're good in sales, after what you just said?

Catherine: (laughter)

Tim: In other words, either you're listening to what your husband says, off of these books or something, or you just intuitively kind of like capture that. And see, what I think is different is that I said, "What do you think it takes to communicate to somebody?" And see, as soon as I took the word "Sales" out of that and put it to a word of "Communicate," you like said, "Oh, well it takes this, and this, and this, and this." See, what I said was, "What does it take to *influence* someone?"

Catherine: Right, well, yep. I thought that, you know, yeah, okay.

Tim: Catherine, what I want you to see is that if you kind of look at sales as being, "Alright, so I am going to convince this person to buy these vitamins," right? If you view it that way, that person doesn't *want* the vitamins, and so you then say, "Well, I failed at it." Then, that can obviously leave an *extremely* bad taste in your mouth.

Catherine: Totally.

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Tim: But it - it really is just nothing more than communication - whether you are talking to your husband about that you want to go to see a movie tonight and he would rather go do something else tonight with you - it's just conversation, it's just communication, right?

Catherine: Right.

Tim: But what if you call somebody as a bookkeeper, you were to say, "Do you do your own bookkeeping?" At this point, do you think you're selling something?

Catherine: "Do you do your own bookkeeping?" Yeah, I would... because it's obvious that you're leading up to something.

Tim: Alright. You could also say you're just communicating, and you're just wanting to find out whether or not this person needs a bookkeeper.

Catherine: Oh, okay.

Tim: Right?

Catherine: Yeah.

Tim: So we can be selling - or it can be just communicating. Because there's no other way for you to actually ask this person if you can *be* their bookkeeper. You are going to have to either communicate or sell... it doesn't... however you say it, it's still the same actions.

Catherine: I guess so, now. (laughter)

Tim: If you called me and said, "Hey Tim, Sue gave me your number and she says that you might need a bookkeeper; I wanted to find out, do you do your own books or do you have a bookkeeper?" Okay? You're selling or you're communicating - it's the same thing, right?

Catherine: Right.

Tim: Alright. So why is it that some people are good at this and some people are not?

Catherine: Um, because they know what to say next, and to keep the

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person interested, and not getting that pre-concluded idea without being able to get the argument out of your mouth, or something like that.

Tim: Good.

Catherine: Yeah.

Tim: Yeah.

Catherine: Before they cut you off.

Tim: (laughter) Exactly.

Catherine: Yeah.

Tim: What I have experienced is that, um... I have been successful at it, and I pride myself that the reason that I *have* been successful at it is because I really care about the person that I'm actually talking to, whether it's that I am selling a product, or whether I am talking to somebody about the business. I really genuinely care about that person. And so the first thing that I do is just like what you would do when you're looking for a bookkeeper, is you would say, "Are you in the market for a bookkeeper?" Just like I said to you, "Would you have any reason to look at a business?" So that's the first thing I want to find out, right? And if the person doesn't have an interest, then I'm not going to continue on talking. Right? I'm not going to try to, like force them.

Catherine: Right.

Tim: If I am selling a vitamin, then I would say something like, "Do you take vitamins?" and they say "No." And I say, "What is the number one reason that you don't take vitamins?" And they say, "Well, because I don't believe that they work." Alright. Well, I've got a choice right there as to whether or not I want to help that person understand that vitamins *do* help, and they *do* work - or I just move on.

Catherine: Hum.

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Tim: Right? I haven't said, "I have a product." I've only asked them, "Do you take a vitamin?" Um, and the other thing that I think has been the reason that I am successful is because I take the *time* to actually, you know, kind of communicate these ideas to people. And so when I do bring somebody into my network marketing business, I train them the same way. Do you feel as though – that if you *had* the training...

—Chime—

This is a key question right here.

—Chime—

Tim: In other words, these ideas that I've just given you – if you had gotten these earlier in your MLM experience, do you think you would've had a better shot at success?

Catherine: Well, definitely. Here you've got me on the phone for, what, 25 minutes and, um...

Tim: (laughter) I'm sorry.

Catherine: I'm not exactly not busy, but you know what I mean?

Tim: You wanna send me a bill?

Christine: (laughter)

Tim: You probably should. (laughter)

Catherine: You know, usually I'd just ... Well, the fact is you're Sue's friend and everything, and that's good. So I wouldn't hang up on you, not that I'd be rude to anybody, but you know.

Tim: Yeah.

Catherine: Yeah, you know, I mean, obviously you're good at communication. Um, but yeah, I guess if I had your skills, uh, definitely I would... I think I'd do better at it, definitely.

Tim: Alright, so I'm going to ask you a test question, if you don't mind.



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Catherine: Okay.

Tim: Do you think I was *born* with these skills?

Catherine: Well, it sounds like it.

Tim: It sounds like it. Okay, so that means that if you had been the nurse when I came out of my mom and you were the one that smacked me on my bottom and I screamed bloody murder, would have said at that time, "He's a born communicator."?

Catherine: Not necessarily, because that's probably what everybody does!

Tim: That's right, that's right. At what point do they become *born* speakers, or *born* communicators, or *born* salespeople?

Catherine: Right.

Tim: (laughter)

Catherine: Yeah. No, I... that's a good point.

Tim: Would you be at all open to looking at something that I could send you that has absolutely nothing to do with my company, it only has to do with the industry itself? It was written by someone successful in the industry, as well as a gentleman from Harvard who actually teaches network marketing at a major university. And so there's no hype in this; there's not promotion of any company. It just explains the industry. Would you be open to receiving that from me?

Catherine: Sure. Yeah, that sounds fine. There's probably more I could know.

—Chime—

Now that Invite was out of sequence. And if I had this call to do over again, I wouldn't have done that. The error I committed is that I didn't do the fifth and final step of the Questions and Objections remedy, which was to complete the Handling and return to the previous step of the Inviting Formula. See, I was in the Qualifying step when the objection came up and I got distracted by the fact that she was really

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following me, and so I went straight for the Invite. The fact that she accepted my Invite doesn't matter. Because here I sit and I don't know why she would look at a business. The Qualifying step hasn't been completed!

—Chime—

Tim: I appreciate that. And what I'd like to do is just to have you look at it, you know, now that we kind of like cleaned up the past a little bit, because if you just.... Catherine, if you just think about it, if you ate a bad meal at a restaurant, it doesn't mean that you're never going to eat again.

Catherine: (laughter) Right.

Tim: Right? Just because you had a bad experience - or in your case two - in network marketing doesn't mean that the whole indus.... I'm sorry, multi-level marketing, doesn't mean that the whole industry doesn't work.

Catherine: Well, this is true.

Tim: Well, what is it that you would actually *like* to achieve - if you had, you know, just forget for a little bit that, you know, what you do and things like that - if you just were able to create whatever amount of money and time that you could, what is it that you would actually *do* with it?

Catherine: Um, probably, ah, truthfully, I would do more art and then volunteer work.

Tim: More art?

Catherine: Um huh.

Tim: Is that the first thing you said there?

Catherine: Yeah.

Tim: What kind of art?

Catherine: Oh, fine art.

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Tim: Fine art.

Catherine: Yeah, drawing, painting.

Tim: Oh, do you do that?

Catherine: If I have time! (laughter)

Tim: What do you like about doing that?

Catherine: Um, you kind of lose yourself in it and you can make something pretty - or not!

Tim: (laughter)

Catherine: And, um, yeah, it can be very humbling. And then... it is just when you *do* do something that you pull off it's just so satisfying and, you know. My mom has a houseful, she just loves it. So I love art, period.

Tim: Alright.

Catherine: Yeah.

Tim: And the other one you said was volunteer work.

Catherine: Yeah, for my church.

Tim: For your church.

Catherine: Yeah, like a lot of people, if I didn't have to go here, you know, there's some trouble in Florida, as you know, with the hurricanes and there's a lot of people calling people to arms and everything like that and I can't go. Um, I don't have the wherewithal to just leave, you know.

Tim: Wow. What a good cause.

Catherine: Yeah. Oh, it's great.

Tim: You're a good person.

Catherine: Thanks.

Tim: You really are. I sincerely mean that. In other words, there's a whole lot of things that people can say that they want and that's just,

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uh... that is totally awesome that you'd want to do that.

Catherine: Well, thank you.

Tim: Alright, so you can tell that I've spent some time in California, huh, with the "Totally awesome"?

Catherine: Oh, right!

Tim: (laughter)

Catherine: I guess I've been here long enough where I don't hear it anymore. (laughter)

Tim: Well, I am back on the east coast right now, but I actually spend quite a bit of time in California as well.

Catherine: Oh, great.

Tim: Well, I tell you what, if I can get your address, I am going to send you a DVD. Do you have a DVD player?

Catherine: Yes.

Tim: Alright. What address would you like me to send this to?

Catherine: 561 —**Chime**—.

Tim: Alright. What's your last name, Catherine?

Catherine: —**Chime**—.

Tim: Okay, Alright. And I will send this out to you just as soon as we get off the phone. I'll send it out to you Priority Mail. And so, let's see, this is Friday; you'll probably get it on Monday or Tuesday. When do you think you'll get a chance to look at it if you were to get it on Monday or Tuesday?

Catherine: Um, probably within that week, you know. Just give me that week.

Tim: That week?

Catherine: Uh-huh.

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Tim: Okay. And so do you want to talk on maybe Friday, next Friday?

Catherine: Sure, that sounds fine.

Tim: Alright, and when's the best time to reach you? And I won't spend this much time next time, I promise.

Catherine: That's fine, actually it's been fun. Probably around the same time, late afternoon.

Tim: Alright. So, should I call you like 3:00?

Catherine: That sounds good.

Tim: Alright. I have you for next Friday at 3:00, that I will call you. And is this the best number to reach you on?

Catherine: Yeah.

Tim: Okay. Alright! Well, I sure look forward to your feedback and I appreciate your opening up and like really talking to me and everything. That's really, really helpful and I'm glad to have met you.

Catherine: Yeah, me too! I'll tell Sue.

Tim: Alright.

Catherine: Alright, Tim.

Tim: Well, thanks so much, Catherine.

Catherine: Sure.

Tim: Bye-bye.

Catherine: Bye.

—Ring—

Alright, as you could tell I *did* fulfill the Qualifying step at the end there. It was out of sequence, but I *did* find out what she wants. It was a good call for you to hear how to handle two common objections – the sales objection and the MLM objection.

**Part 2:**

**Objections: “Pyramid” And “Not Interested”**

**“Pyramid”**

- ⑤ ★ Alright, the next objection is not a common one, but sometimes people get it confused and you may get it. If they ask the question about pyramids, like, “Is this one of those illegal pyramids?” and they use the word “illegal” in it, then I recommend you respond with, “Absolutely not. Pyramids are illegal. I wouldn’t waste my time or yours on something illegal. What I’m discussing is a legitimate business.” (Return to whichever step on the Inviting Formula you were on prior to this step.) Make sure you get them to see *Brilliant Compensation*®, though.

**“Not Interested”**

- ★ The next question/objection I want to discuss with you is not really a question or objection - but rather it’s when the prospect is not interested.

When your prospect is not interested, you have to be able to accept it. Remember, your job is to help people. If you’re trying to *force* someone, you’re not helping them. If you do the Greet and Qualify steps correctly, you will have prevented most “not interested” prospects from getting this far, simply because they wouldn’t have qualified. Most of the time when you get the “I’m not interested” response, it will be after you have had them look at information or they’ve asked if it’s network marketing and you were not able to get them beyond the objection.

When you can tell that your prospect has *definitively* decided they’re not interested, you must accept it and have your prospect feel good about telling you that. You’ll find that the majority of your prospects will not have the guts to actually tell you “No.” They most often prefer to avoid talking to you. This is pretty shallow – but that’s my experience. So when someone *does* have the guts to tell you they’re not interested, accept it and admire the fact that they are a cut above the majority.

I have witnessed a single “No” from a prospect cause network marketers to quit their business. Totally give up on their dreams! I have also witnessed a “No” cause networkers to be “destroyed” all day, all week, and sometimes longer - simply because the networker hasn’t learned how to deal properly with a, “I’m

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not interested.” I’ve also witnessed the violent reaction of a networker towards her family saying “No” which yielded two siblings not speaking to one another since. All of this is handled with you learning to accept, “I’m not interested.”

Now, I have also seen where a prospect says they’re not interested but it’s just a mask for an unexpressed objection. You will develop the skill for being able to flush out these unexpressed objections, the more people you talk to. You will develop the ability to read your prospects. When you *really* listen to your prospect, instead of trying to figure out what to say, you’ll hear *all* they say – even if they don’t actually say it. An example of this happened to me not too long ago, and the person was trying to hurry me to “Get to the point.” I hadn’t really gotten anything out when he just said, “I’m not interested.”

Now, at that point I knew there was nothing he could be “Not interested in” as I hadn’t told him anything yet. So I just said, “Sir, if you’re not interested I will completely accept that, but I’ve not really said anything about it yet. Did I just catch you at a bad time?” He immediately calmed down and said, “You know what – that’s really it. I’ve got fires going on all over the place here and I really shouldn’t have picked up the phone, and then I didn’t want to be rude and say I couldn’t talk, and so I was even ruder by saying I’m not interested.” I replied with, “Well I greatly appreciate you telling me that. Why don’t I just call you sometime when you’ve put the fires out?” He thanked me and we hung up.

So when I give you the lines I use when someone is not interested, I’m not giving you permission to abandon someone who needs your help getting past their bug. But when they have reviewed something and have made a definitive decision not to participate – then you need to *allow* them that decision and you need to *accept* that decision.

Let’s do a live call with Lynn, the singer. Lynn had experienced network marketing before. Listen to her make a definitive statement and how I then allowed her to feel good about her decision, and then how the call turned out *because* of that.



—Ring—

Lynn: You know, I just, I like doing what I do. I don’t like dealing with business. You know, I have to deal with the business of singing, you know, to push that forward...

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Tim: Yeah.

Lynn: But, it's like I just don't want to get involved in other business. I see the potential; I just want to focus on doing it in the arena that I'm doing it in, you know. I just, that's where my heart is, where my passion is, my calling, what I feel like doing. And, I mean, maybe down the line, when I free up some time and I can think about it, you know, then maybe I'd want to look into it because I see the value of creating another stream of income or something like that.

Tim: Sure.

Lynn: But on helping people just say that at this point I want to help people the way I've *been* helping them and focus on that.

Tim: And you do that so well.

Lynn: Ah.

Tim: And so really, conversation over as it relates to network marketing. I *respect* you in a tremendous way and your ability to sing and your passion, and what you deliver to people. And so... and that's what you should do. When I opened up the conversation, what I said is, is that if you're happy with what you're doing and you're heading down the track, then I don't want to take you off that. But if there *is* something that you're interested in, you know, something that I could help you with, then I would want to do that. But you're focused, girl!

Lynn: Um-hum.

Tim: And I love it! Please keep your head down and remember that you knew me back when you were singing on a boat with wet hair and... (laughter)

Lynn: (laughter) And swimming to shore and back, and you teaching me about swimming for the triathlon and everything.

Tim: Yeah, that's right! We jumped in that freezing cold water! (laughter)



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Lynn: I can't ever forget that. I really appreciate that. And I appreciate you thinking of me, I appreciate you letting me know about it but also honoring how I feel. So thank you very much for that, Tim.

Tim: Oh, you are so, so welcome. And so you are going on tour; you're going to be heading to Japan.

Lynn: Yeah, tomorrow.

Tim: Oh, tomorrow?

Lynn: Yeah.

Tim: Wow! Well, alright. Adios.

Lynn: Yeah, or sayonara.

Tim: Yeah, well you knock them dead - and we'll talk again!

Lynn: You got it. Thanks so much, Tim.

Tim: You bet. Take good care.

Lynn: You, too. Much love.

Tim: Bye-bye.

Lynn: Bye.

—Ring—

Could you hear how definitive her decision was, then how I backed her decision? And then how I made small talk and ended the conversation in an upbeat mood? This is the correct way to accept a person who is not interested.

After you do this a few times you will actually enjoy doing this, because it will mean something definitive to you also. It's not someone hanging out there undone. And the prospect will appreciate it too because they can let go of it. I'll touch on this a little bit more in Follow-Up.

Alright, so let me give you the lines I use.

## Scripts

- ⑤ “Sue, I enjoyed talking with you. I understand that you’re not interested based on (whatever they said)\_\_\_\_\_.” Now, in some situations you can ask to stay in touch with them; it really just depends on the situation. Here’s what you say when you feel it *is* appropriate. “Sue, in case your situation changes, can I stay in touch... not bug you, but maybe send you an email in a month or so?” (And then get their response.) “What is your email address? Let me repeat that back to you.” (And then do so.) “Alright, Sue, have a wonderful evening, I look forward to working with you in the future if your situation changes. Bye-bye.”

Sometimes it doesn’t come to that nice of an ending. If you feel you’ve upset your prospect, I recommend you say something like this:

“Sue, I’m sorry I’ve upset you. That was *not* my intent – in fact it was just the opposite – I wanted to help. It’s probably best we drop the discussion.” [End the call or make small talk and end in an upbeat mood.]

### Part 3: Disaster Call

- ★ Now the final thing I want to discuss with you on the subject of Questions and Objections is what I call the “disaster call.” I hope you never need the contents of what I’m about to say – but I want you to know how to deal with a disaster call if it ever happens.

What is a disaster call? Well, when you say something and the person goes nuclear on you. Most often it occurs because someone’s bad experience with MLM. Here, you’re not trying to salvage the prospect signing up with you; you’re trying to salvage the relationship.

Step 1: Validate everything they say. Do not interrupt them or disagree with them no matter how ridiculous their statements – even if they’re attacking *you*.

Your response should sound something like this: “I understand, I completely understand. I can see how that would upset you. Oh my, that’s terrible! I can see that experience left a bad taste in your mouth.”

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If they keep going... you keep going – with increased intensity! “Oh yuck! I can’t *believe* that! Did you take a Tommy gun into the headquarters and shoot everyone!?” You *really* want to validate everything they say.

- Step 2: Take the responsibility for upsetting them. Drop the discussion. I don’t recommend you try to drop the discussion before they’ve vented, though – this is important for them. Here’s an example of how to apologize: “I apologize for upsetting you with my excitement. I think it’s best to just drop this discussion. I really wish you the very best - and again I’m sorry I brought it up.”
- Step 3: Find simple things you can agree on. Like, “How is the weather there?” “What are your kids into these days?” “How is your golf game?” “Did you watch the football game Saturday?”
- Step 4: End the call on an upbeat mood. Do not ask to stay in touch with them on the subject. If you get off the call in an upbeat mood, you have *greatly* succeeded and should be *very* happy with the outcome.

Again, I hope you don’t have to use that, but I’ve had to deal with it a couple of times and wanted *you* to know how to handle it if it ever appears on your radar.

That concludes the Questions and Objections section of the Inviting Formula. Now, let’s move to Close to Action.

### **Part 4: Close To Action**

Part 5 of the Inviting Formula is Close to Action.

The conclusion of the phone call is called “Close to Action.” Optimally, the end of the phone call comes immediately following the Invite. If there are questions and objections that interrupt the Close to Action, handle the question or objection, and then move immediately back to the Close to Action.

The Close to Action step’s purpose is to conclude or complete what is currently being said or done and then put it into existence. Put *what* into existence? Your prospect’s needs, wants and don’t wants! Up until this point, the conversation has

been potential or possible need/want/don't wants. Now, we make it really happen.

What we have to do is create agreeable steps to move the prospect towards what they've stated they need, want or don't want, and conclude the conversation. If you just think about it, two people *talk* about doing something. For that to actually happen – meaning for it to *really* happen, you have to actually *do* something. That's really the purpose of the Close to Action step. It puts the important items discussed into action.

Think back to the Qualify step where you found out that your prospect wants some things that she doesn't have yet. You're going to help her get them. The Close to Action step is allocating responsibilities for *who* will do *what* to put this plan into action. *You're* going to do some things – and *she's* going to do some things.

The nitty-gritty of the Close to Action is to get her to agree to do her part – which is normally to view some information or meet you at a specific place at a specific time. All of this you do for the purpose of getting her closer to what she says she wants. If she wants to send her parents on a month-long anniversary cruise, then we need to do some things that will get her mom and dad on the boat!

In allocating these responsibilities, you need to be as specific as possible (without being neurotic, of course). Something like this: "Alright – let's make this happen. You're going to check on the availability and price of three cruise ships. I'm going to send you this online movie in an email just as soon as we hang up. You're going to watch it – then we'll plan to talk again tomorrow. You good with that plan?"

So all I did was conclude, verbalize the plan and got her agreement. One more step we need to do on the Close to Action step is to plan the next time we will talk. This is putting a "complete by" date and time.

Let me pick back up at the end of that conversation and continue through the planning of the next time we will talk.

### Scripts

- ⑤ "I'm going to send you this online movie as soon as we hang up. You're going to watch it – and then we'll plan to talk again tomorrow – you good with all that?"

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She replies, “Yes.”

“Good – so what’s a good time for us to talk tomorrow?”

She says, “About this same time tomorrow.”

I say, “Good. 7:30 works for me also.” Then I ask, “You’ll have had time to watch the video by then, right?”

“Yeah, I’ll watch it as soon as we get off the phone.”

To that, I say, “Excellent! Then I’ll talk to you at 7:30 tomorrow.” And we hang up.

That last step is to narrow down the time we’ll talk so that it’s an appointment. See, whatever one wants to create – a great marriage, a great son, a great table if you’re a woodworker or a perfect lawn, or a great networker – requires that you create a plan and work the plan. You continually put *into the future* your plan towards creating that thing which you desire.

And you are the teammate that is going to help this prospect create this thing which they desire and have not been able to create yet. The way to accomplish this is to create a plan, give them the first part of the plan, have them agree to it – and then do it. Then give them more of the plan, have them agree to it – and do it. And then give them more of the plan until they have this thing they want. That’s what you do as a professional networker.

Alright, obviously the specific responsibilities that need to be divided will depend on whether you’re sending something to them in the mail, email or meeting them in person, or having them join a conference call. Basically you’re going to send them something, so you’ll need to get any information from them you need to do that. They are going to view something, so you will need to clear out anything that prevents that. So, if they don’t have a computer, you don’t send them the online movie, you send them a VHS video or the DVD – you get the picture?

- ★ I’m going to run down a list of things – not that I expect you to remember them – but a way of deepening your understanding about what the Close to Action step is supposed to accomplish. So here’s just a few things in general you would want to think about with the Close to Action step...

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If you're sending them something via email, you obviously will need their email address. In addition, you may want to ask them if they need to "white list" your email address. White listing is when someone has a spam filter on their email account that will not let anyone's email be delivered if the email address is not in their contact file. To put someone on your "white list," one simply goes into their email spam filter and enters the email address of the person they wish to approve, then they can receive email from them - which is you.

Something else that's nice to do is tell your prospect when they should receive the movie - whether you're sending it VHS video, a DVD or an online movie - always give them an idea of when they can expect it.

As you learned earlier, I like to get an idea of when they will watch the movie. I want their agreement to a follow-up date and time after they would've watched the movie. You need to know what phone number to use when you call him or her back. When meeting someone face-to-face, you'll need the location of the meeting place. Send them map and directions when required; the specific spot you will meet them, like at the front door or in the restaurant; where to park; dress code; and any charges that may be associated, like parking, lunch, door costs, anything like that. Exchange cell phone numbers in case something changes and to ensure you can find each other.

- ⑤ Here's an example: "Alright, I have your address and I will send this VHS video out Priority Mail today so you should receive it in three days or less. Today is Saturday, so you'll probably get it by Wednesday - but let's add a day in there for safe measure. Want to talk on Thursday - would you have watched it by then?"

Prospect says, "Yeah, I would have watched it by then."

"Good. So, when is a good time for us to talk on Thursday?"

"Um, about this same time - 2:00 p.m."

"That works for me as well. Alright, I will call you Thursday at 2:00 p.m. and we'll discuss what you've learned from the movie - is it a date?"

"Yes."

"And is this the best number to reach you on Thursday?"

"Yes, I'll be here all day."

"Okay, Sue, I look forward to talking to you Thursday at 2:00 p.m. Bye."

**Part 5:****Close To Action – Live Calls**

—Ring—

Tim: Well, I tell you what, if I can get your address, I am going to send you a DVD. Do you have a DVD player?

Catherine: Yes.

Tim: Alright. What address would you like me to send this to?

Catherine: 561 —Chime—.

Tim: Alright. What's your last name, Catherine?

Catherine: —Chime—.

Tim: Okay, Alright. And I will send this out to you just as soon as we get off the phone. I'll send it out to you Priority Mail. And so let's see, this is Friday, you'll probably get it on Monday or Tuesday. When do you think you'll get a chance to look at it if you were to get it on Monday or Tuesday?

Catherine: Um, probably within that week, you know. Just give me that week.

Tim: That week?

Catherine: Uh-huh.

Tim: Okay. And, so, do you want to talk on maybe Friday, next Friday?

Catherine: Sure, that sounds fine.

Tim: Alright, and when's the best time to reach you? And I won't spend this much time next time, I promise.

Catherine: That's fine, actually it's been fun. Probably around the same time – late afternoon.

Tim: Alright. So, should I call you like 3:00?



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Catherine: That sounds good.

Tim: Alright. I have you for next Friday at 3:00, that I will call you. And is this the best number to reach you on?

Catherine: Yeah.

Tim: Okay. Alright. Well, I sure look forward to your feedback and I appreciate your opening up and like really talking to me and everything. That's really, really helpful and I'm glad to have met you.

Catherine: Yeah, me too! I'll tell Sue.

Tim: Alright.

Catherine: Alright, Tim.

Tim: Well, thanks so much, Catherine.

Catherine: Sure.

Tim: Bye-bye.

Catherine: Bye.

—Ring—



—Ring—

Tim: Alright, do you have something to write with?

Tisha: Yeah, I do.

Tim: It is www...

Tisha: I'm sorry, hold on, my post-it note is not cooperating. Okay, okay go ahead.

Tim: [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump), t-r-u-m-p, as in Donald.

Tisha: So, he's sponsoring this, huh?

Tim: No. (laughter)

Tisha: Okay.

Time: And read that back to me, make sure you got it.



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Tisha: [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump).

Tim: Alright. And when you get to there, you'll see my ugly mug on the right-hand side. I actually am dressed a little nicer than I was at the gym.

Tisha: Probably not nearly as sweaty either, but, okay.

Tim: That's right. Alright, and on the left-hand side there's going to be two movie links. One is *How the Wealthy Got That Way*, which is really cool, it's about ten minutes and you can just take a look at that one. But the really... the one that I want to talk to you about is the one called *Brilliant Compensation*®. It's the link right underneath *How the Wealthy Got That Way*.

Tisha: Okay.

Tim: When do you think you'll get a chance to take a look at that?

Tisha: Um, let's see, between weekly activities for the troops this weekend, probably... probably Monday. I can probably take a look at it then during my lunch break.

Tim: Alright. When would be a good time for us to talk after Monday? Are you off on Monday? No, you are off on Fridays you said.

Tisha: Right, every other Friday. No, I'm not, but you can probably reach me on my lunch hour on Tuesday.

Tim: Okay, and what time would that be?

Tisha: 11:15.

Tim: 11:15 on Tuesday. And what number should I call?

Tisha: Area code —**Chime**—.

Tisha: Uh-huh.

Tim: Alright. Well, very good Tisha! I enjoyed talking to you and you're going to take a look at that, and I will call you at exactly 11:15 on Tuesday.

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Tisha: Sounds good.

Tim: Alright, thank you.

Tisha: Bye.

Tim: Bye-bye.

—Ring—

As you can tell, these Close to Action sections of the live calls all pretty much go the same. When you hear them back-to-back, like I've played them, they pretty much sound verbatim. Guess what – they almost are! That's what makes the scripts proven. I'm confident that *you* know what a Close to Action is supposed to sound like when done correctly.

This next call is with Madison, the lady who responded to an advertisement in the Sales and Marketing section of the newspaper. We'll pick this call up right after I asked her the question, "Are you afraid of straight commission?" If you remember, I played this live call for you in the Qualify section of the Inviting Formula as I was teaching you to control conversations. I'm going to let this one play all the way through to the Close to Action – but the main reason I'm playing it is that there are a few valuable conversations I have with her based on her questions. Normally, salespeople are much more used to talking to people and so they ask more questions. And I wouldn't want to miss an opportunity to pass this valuable information on to you. Enjoy this one.

### Part 6:

#### Live Call - Madison



—Ring—

Madison: ...And, make a lot of money. Okay, four things!

(laughter)

Tim: Uh, should we leave the tab open?

(laughter)

Madison: Yes, please!

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Tim: You can add something more later?

Madison: Exactly.

Tim: Okay, good, alright.

(laughter)

Madison: So what is this product? What does the job entail?

—Chime—

The reason Madison was able to get that question in there, is that I erred in General Tip #6 which states, “End in a question or your prospect will.”

—Chime—

Tim: Basically working with a device with a consumer; and so you’d be interacting with a consumer in a sales type of a position and then on a sales development training as well, further on down the road. Would you be completely afraid of straight commission?

Madison: No, I’ve worked on straight commission before. Obviously I’d like to see what the numbers look like and so forth. But, no, I’m not completely opposed to that, no.

Tim: Because, I’m a lot like you in the sense that I like to make my own hours and I’ve always scratched my head to organizations that want to say, you know, you have to be here between the hours of blankety-blank. And I prefer to say, “We’ve got a job to get done; this is the job and if you get it done in two hours, then go.”

Madison: Uh-huh.

Tim: As opposed to, “Stay here all day and drag out whatever it is that we give you to do – make sure it takes eight hours to accomplish it.”

Madison: (laughter) Yeah.

Tim: In constructing any type of compensation, you know, a company has the opportunity to say, “We’re going to pay salary plus a commission.” And what we have found over time, if we pay enough

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on the commission side of things, then we naturally are going to attract the most ambitious people. Those are going to be the people who are actually going to do it. Where we bring somebody in salary plus commission, then there's going to be two or three months of evaluation time where we have paid out a salary and we've evaluated this person. And let's suppose that we get somebody who doesn't sell anything for three months. Then we basically paid them a salary for three months for us to test whether or not that person *can* produce and sell or not. What we prefer to do is put somebody on straight commission, and we just pay them a *lot*. If you can do it, then you're going to make a ton of money. If you can't do it, you won't like us at all.

Madison: Is the training that you were talking about, working with somebody, is it already in place? Or, I mean, I know you're talking about a product and consumer, but I'm curious - how do I find out more about this, I guess is what I'm asking?

Tim: I think I know what you're asking. Is the training in place?

Madison: Yeah, in other words, you know, is there training in place that's going to guarantee that if I learn it the best that I *can*, will I make the kind of money I'm looking to make? And, obviously, what does that money look like?

Tim: Alright, good. Is the training in place? Yes, it is.

Madison: Okay.

Tim: As detailed as one needs to be.

Madison: Oh, good.

Tim: From a very basic level all the way on up. And, so, training, yes, it is absolutely there. That's the reason that in the job description I said there would be human development and training involved in *your* position. Because when you get very well trained, you know, it's only fair - somebody trains you, and so we want you to be able to train other people when they come in. And so that is part of your job description as well.

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Madison: Okay.

Tim: Alright. So what I'd like to do, if it's okay with you Madison, is that I would like for you to review some stuff over the Internet, it's actually a movie. You have Internet access, I presume?

Madison: I do, yeah.

Tim: Okay. And I'd like to have you review this and then you and I will talk again. The first one is just merely an overview; nothing specific about product or device, or anything like that. This is just specific to the method of business that we do.

Madison: That would be great.

Tim: Alright. Have something to write with?

Madison: I do.

Tim: Alright, it's [www.explorefreedom.com](http://www.explorefreedom.com).

Madison: Okay, uh-huh, [explorefreedom.com](http://explorefreedom.com).

Tim: Forward slash (/) trump - t-r-u-m-p, as in Donald.

Madison: Okay, I like that. Um, okay, [explorefreedom.com/trump](http://explorefreedom.com/trump).

Tim: Good.

Madison: Okay, great.

Tim: Alright, so when do you think you'll get a chance to take a look at it?

Madison: I can look at it right now.

Tim: Alright, so should we plan to talk in maybe 30 minutes or so; let's just say for safe, an hour.

Madison: Yeah, that would be great.

Tim: Okay, good. Alright, so I'll call you back on this same number that I reached you here?

Madison: Yeah.

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Tim: Alright, I'll call you back in one hour, so that would make it at about, let's say 8:00.

Madison: Yeah, 8:00. It's 7:00 now, so yeah - perfect! Okay, good. I'll talk to you then.

Tim: Very good.

Madison: Thank you.

Tim: Bye, Madison.

Madison: Bye-bye.

—Ring—

One last thing I'd like to draw your attention to on the Close to Action step you may have noticed - I never try to move the prospect's date or time for when they will watch the movie. I've heard people altering my script to something like this, "When in the next 24 hours will you watch this movie?" I don't do that. And I don't recommend you do that. The reason I don't is because of Communication Quality #1 – be interested in your prospect.

If my prospect says she'll watch the movie this week and I try to move her to something earlier – why would I be trying to do that? Because I have product volume requirements I have to meet. But that's not me being interested in my prospect. Me being interested in my prospect means if she says, "Give me a week to watch the movie," I say, "Okay, today is Saturday – when should I call you next Saturday?" If my prospect says, "I'll watch it now," I say, "Okay shall I call you back in an hour?" Always be interested in your prospect.

That concludes everything on how to Close your Prospect to Action – let's now go to Follow-Up and Follow-Through.



## MODULE 6: FOLLOW-UP AND FOLLOW-THROUGH

### Part I: Follow-Up Basics

The purpose of the Follow-Up is to re-contact your prospect and move him or her towards what they've stated they need, want or don't want. The purpose of the Follow-Through is when your prospect indicates readiness to act (join, enroll, sign-up); then you follow through by delivering all he or she needs to get what they've stated they need, want or don't want. This starts with completing simple distributor agreements, getting products or signing them up for services etc., then moves on to training them how to do each step of the business.

Being effective at Follow-Up depends on the previous step of the Inviting Formula – Close to Action. When you closed your prospect to action, they agreed to do some things, and you agreed to do some things. One of those items was for you to re-contact them at a scheduled time.

Do that. That's follow-up.

You may need to follow up or re-contact your prospect several times to get them to the stage where you follow *through* with them.

Now, I'm not going to pretend that follow-up is fun. It most certainly is not. The reason it's *not* fun is because here is where you're going to get the objections. And here is where prospects who don't have the ability to communicate will avoid your phone call. But follow-up is a requirement to your success.

★ I've identified three main areas about follow-up that need to be understood in order to be successful at it – therefore successful at network marketing.

1. Close to action well, and your follow-ups will work out a lot better.
2. Do follow up. Most network marketers (and salespeople for that matter) don't – that's why most don't succeed.



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3. It's not you. I know that doesn't make an ounce of sense – but listen on and it will.

I wrote a piece in a newsletter that I want to contribute here, because I think it will help you see the big picture of what follow-up really is. So let's just picture what's going on here.

Mr. Prospect has this need/want. For this discussion I'm going to say he needs money and get what he calls "breathing room." I could interchange time or anything else here, but for this discussion I'm going to use money. So Mr. Prospect is very, *very* worried about his credit card bills. He's gotten himself in over his head. There was a time when he didn't have credit card bills. He could pay off the credit card the same month the charges came in.

Once or twice he charged something that required two or three months to pay it off. He used a little bit of discipline and reduced his expenses in other areas and with pride he sent in the payment and paid it all off. And then at some point he sunk too deep and wasn't able to pay it off in a month or two. He's now in debt and has been for years. But Mr. Prospect has pride. He is completely convinced he will pay it off. So convinced, he starts erecting even more determination. His determination is so strong that it has actually become "Walls of determination." What do I mean by "Walls of determination"? Well, he starts making very strong statements such as, "I will not spend any money on anything I don't need!" He says to his family, "Alright, family, we need to tighten down on spending money." He's always making the statement, "We can't afford that."

His wife asks, "Honey, can we go to the movies tonight?" He responds, "Good grief! Can't you see we can't spend any more money!? The debt is *killing* us!"

A postcard hits his mailbox about making money from home. He calls and leaves a message that starts with something like this, "I'm just curious about this..." on your message machine. You call him back. You do a good Greeting and Qualify. He doesn't express all this grief he has - remember, he's got pride. He wraps all his grief up in a tiny statement like, "Just looking to make some extra cash."

The whole time you're talking, he's got one thing on his mind: "What's this going to cost me?" If it costs anything he's going to put that wall of

determination between you and him. This “What does it cost?” question doesn’t come up because you’re moving right through the Inviting Formula and the formula was created with the purpose of minimizing objections. You conclude that he *does* in fact qualify and you invite him to look at an online movie. He agrees and you schedule a time to follow up.

You call at the designated time – he doesn’t answer the phone and doesn’t return your phone call. *You* think it’s you. *You* think he’s turning you down. *You* think you need to go back to the drawing board because, “This thing isn’t working.”

Networker – Mr. Prospect needs your help. He’s trapped himself behind *his* wall of determination! You need to help him get around, under, through, or over this wall... which requires you to continually follow up with him. Don’t sit around looking at *your* issues and dreaming up all kinds of stuff – it’s not *you*. That was point number three that I mentioned earlier – it’s not *you*.

Call the man back. Call him again, call him again - and keep calling ‘til you reach him – hold his hand and walk him through his wall. That’s what Follow-Up is all about. It’s not fun - but it’s honorable. When thinking about, or dreading, “Doing the numbers,” remember that every number is a human being. Help that human being. And then, follow-up is a lot easier.

There are going to be many times when you are not going to be able to get your prospect around his wall, whatever that wall is. That wall could be time, that wall could be not interested in MLM, it could be that he just doesn’t want to work with *you*. But the point is, you *must* keep trying to help him. I’m going to give you suggestions a little later about how often you follow-up and when you call it quits on following up with a specific prospect – but I want you to see the big picture of what you’re *really* trying to accomplish with follow-up and let the “big picture” be your guide.

**Part 2:**  
**Follow-Up Procedures**

★ The procedures to do a correct follow-up are as follows:

1. Refresh your memory. Before your follow-up call, briefly refresh your memory of the prospect's needs, wants and don't wants. As stated earlier, this *gets* and *keeps* your prospect's attention.

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2. Put caller ID block *off*. When you call your prospect at the scheduled time, you want him or her to know it's you.
3. Call at the scheduled time. Don't be late or early.
4. Be prepared to leave a message. Don't be surprised by an answering machine.
5. Greet prospect briefly. "Hi, Mark, did you have a good day today?"
6. Qualify and prompt. You qualify your prospect by asking if he watched the movie. If no, handle that (I'll discuss that later). If yes (meaning the prospect *did* watch the movie), ask the prospect if he found the movie educational. Normally you can briefly add your own experience here to prompt the prospect, such as, "Do you remember the part about the basketball moving through the garden hose? That really made a lot of sense to me - what did you think of that part?"
7. Merge their needs/wants/don't wants with the movie. Remember, you refreshed *your* memory of their needs/wants/don't wants in the first step. Merge *those* with something in the movie. An example would be: "You know when you told me that you really wanted to spend more time on the golf course? Well the section on leverage was what prompted me to send that movie to you. Did the leverage part make sense to you? Can you see why I wanted you to see the movie?"
8. Merge your product/service to the trends discussed in the movie. Here's an example: "In the discussion on the basketball through the garden hose, the gentleman mentioned the future trends. One of those trends was health. Do you see health as being a big trend? Well, *that's* the trend we're taking advantage of by offering people \_\_\_\_\_." (Then insert whatever it is that your product does to make people's life better.) Such as... a way to increase their health. "You can see that there are a billion people who are getting old right now and they want their health back. Do *you* take supplements? What's the number one reason you take them?"

Let's do a couple of live calls. We'll start with Tisha. She's the sharp lady I met

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in the gym. She brings up some very good topics that I think you can really learn from.



—Ring—

Hello?

Tim: Is this Tisha?

Tisha: Yeah, it is.

Tim: Hi, Tisha, this is Tim Sales calling, how are you?

Tisha: Good. How are you?

Tim: I am doing good.

Tisha: Good!

Tim: Ah, so your day going well?

Tisha: So far, but it's still early.

Tim: Yes, it is indeed. So did you get a chance to watch the movie?

Tisha: I did.

Tim: Ah, good girl! You did your homework.

Tisha: I found time, it was like 10 minutes before this phone call, but I got it.

Tim: Oh, good.

Tisha: (laughter)

Tim: So tell me, did you... is there a particular part that you liked?

Tisha: To be honest, there wasn't a *particular* part that rang true with me. But I got the overall concept of how different customers and their spending habits and what's important to them, and what they value are so uniquely different that I think it's caused me to go back and take another look at my business plan. Because you know, I perceive if you have a great product, everybody's going to want it. Well, it doesn't seem to hold the same value to various types of customers throughout

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various types of generations. So I got *that*, and that I think probably held more significance to me than anything. So that I can go back and do that kind of reassessment and re-address who I think my target audience should be.

Tim: Oh, good, good.

Tisha: Yeah.

Tim: Can you see why I thought of you as it relates to you being able to get back this thing that you want called “Time”? There was an example that I gave at the end about if you have 50,000 people and each of those work for one hour, then you’re being paid on 50,000 hours. If you were to wake up tomorrow morning and try to put in 50,000 hours tomorrow, it would be kind of hard to do, right?

Tisha: That would be a long day!

(laughter)

Tim: And so could you see now how, as it relates to time, that that’s how you actually get more *of* it?

Tisha: Yeah, I do, but if I can be honest, I’ve had this perception and it’s kind of a stigma – and it’s just perhaps only my perception – of individuals have approached me for various things, you know, Pampered Chef party, consulting, Mary Kay, you know, this that and the other; and I have this perception of these individuals that I didn’t want to have the same association or have any of my friends or customers or anything else perceive *me* that way. And it seems to me that a vast majority of them either don’t believe in the product they sell, they’re not knowledgeable in the product that they sell. They don’t really hear you; they’re pushing a product and when you say no, they still don’t hear that, they just keep pushing. And so, you know, they call at all hours of the night, irrespective of your time, there’s no appreciation for that and I just... I get really turned *off* by that, that pushiness. It’s a salesmanship, not a profession. But I’ll give you credit, with the video that I saw, it seems like the approach that your group or what have you is taking is a lot more professional-based than what my past experiences have been. (Sirens)

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Tim: I'm sorry for the... (laughter) for the fire truck that is driving into my living room here. (laughter) If you could just restate what you just said.

Tisha: Well, yeah, the website, you know, it just seemed that that approach was a lot more professional, it seemed more thought out, like there had been some integrity behind what you guys were seeking to do, instead of the, you know, 7:00 phone call right in the middle of dinner, you know - it just seems to have more of a professional flavor to it.

Tim: Oh, you're talking about the movie itself.

Tisha: Yeah.

Tim: Well, thank you for that, that's quite a compliment. If you don't mind, can I just, not like retaliating or anything like that, but just really more acknowledging your observation of something?

Tisha: Okay.

Tim: On those things you brought up (you said them pretty quick, but I was trying to capture them all!); a few of them were they don't believe you when you say no, they don't listen to you when you say no, they are too pushy, and they call at all hours of the day and night, not respecting your time.

Tisha: Right.

Tim: Right, that isn't necessarily an *industry*.

Tisha: Oh, I understand that, I do.

Tim: Right, good. That's an individual. And an individual's choice.

Tisha: Absolutely. I believe that an individual has a responsibility to have the integrity to know, you know, their discipline and to prepare themselves and train themselves for it. And it's a personal choice if they take that initiative or that they don't. And so, unfortunately, I think I've just been coincidentally the recipient of all of the individuals that *don't*. There's just a whole bevy of individuals that I realize it's not an industry and I've just probably been coincidentally subjected to

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the poor ones. But, I have, and so because of that, I have this perception of them and unfortunately, I didn't want to participate in something that might potentially give someone else the same perception of *me*, in that manner.

Tim: Right. And if you called somebody at 8:00 on Saturday morning, and if you called somebody at 7:00 p.m. in the evening when they're having dinner, and if when you talk to somebody, you're not listening, you're somewhere else, or just saying, "Yeah, yeah, yeah, say what you are going to say so I can say what *I'm* going to say..."

Tisha: Right.

Tim: You know, if you do all those things, then you're going to basically be the same thing. And it's important, Tisha, to separate out and say, okay, which part of this is an industry issue and which part of these are individual issues. Those are people who a) didn't receive training; b) didn't listen to the training.

Tisha: Uh-huh.

Tim: But the fundamental of the industry itself is it moves a product to the end consumer, right? So whether it's a vitamin or it's a kitchenware - whatever it is, it's a product moving to an end consumer.

Tisha: Right.

Tim: How many commercials or advertisements in some kind of a way do you think you get in a day?

Tisha: Hard to say - some of them are subliminal, some are blatant.

Tim: Well, if you think audio, radio, TV, Internet, signboards.

Tisha: Obviously, an uneducated guess would be 50 to 100 a day.

Tim: Okay. And so if *one* of those is network marketing, view it in the total. In other words, a lot of times you think, "Oh, well there's all these people." Well, all they're doing is trying to move a product to a consumer.

Tisha: Uh-huh.



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Tim: Just like, if you listen to the radio and you're hearing something on the way to work, they are, too.

Tisha: Right.

Tim: So it's just another method.

Tisha: Sure.

Tim: Now, when you get a customer, you're going to earn income from that particular customer for as long as they *are* your customer. And if the product is consumable, then you get to keep earning that. And so that's the reason people are out there trying to do it - it's just that they don't have a lot of technique when they're actually doing it. And so you would be different, correct?

Tisha: God willing! (laughter) And that's... I'll tell you, that's some concern as well, because I know that I *do* have the integrity, that when I'm going to approach something that I'm going to give it all of the time and dedication that is necessary. So there's some trepidation about, you know, one more pursuit. Because this one more pursuit requires my time; it does require my dedication and that seems so limited as it is, you know, that obviously, looking in the long term, you know, what am I gaining? Ultimately, will this provide me more and so forth? Yeah, it probably would. I just feel so pressured with the limited time that I do have *now* and everybody seems to need or want more of it and there's less there for you. You know, there is that reservation, so...

Tim: Okay, good. Thank you for sharing that with me. And do you remember this little piece of paper that we divided into three parts?

Tisha: Yeah. (laughter)

Tim: Okay. A hard thing to get out of your head once you see that, by the way! (laughter) And on the right-hand side we had eight hours of "stuff," right? Now, some of that stuff is important. But if what you do is that you dedicate that block of eight hours that you can do - let's say that you can carve out two hours in a day - to actually contribute to gaining you back more of the other eight hours that you spend at work. And I'm not trying to demoralize or anything - I'm just saying



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that what that's going to do by you being there every single day, is that it gives you the short-term benefit of having income, but not the long-term benefit of having your dreams and goals and financial security.

Tisha: Right.

Tim: And so if you can take a block of that eight hours on the right-hand side, work until you gain more of that eight hours that you were working for somebody else – now you've got 16 full hours that you can work towards creating your dreams and goals. You know, at the immediate front, you see, "This is another thing to add to my already busy schedule." But the difference is, this one is contributing towards long term.

Tisha: Right.

Tim: And it didn't take me long; it took me four months to do that. Four months in the total of things, where I had been in the military for ten years. So ten years worth of effort and then in four months I was able to create that same thing. Now I'm not saying that you would or anything else; I'm not trying to give you any kind of, like, promise. It's just that that is where I gained back that middle block of time.

Tisha: Um-hum.

Tim: And so that's the difference. Did that make sense?

Tisha: Yeah, it does make sense. I think to go inside – not that I'm trying to provide you excuses for anything – but, you know, aside from the time trepidation, there's always the trepidation as well as, you know, "Is this the right decision for me?" All the time I've invested in work and school, and those types of things to get me where I am *now*; putting those aside and pursuing this other venture, how much risk is it if I fail miserably? You know, am I going to blow everything that I've done to date to get me where I am? Because you can't predict what's going to happen in the future – whether this decision is a good decision for you or not. You know, there's some reservations there, too.

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Tim: Well, *do* you have the ability to look and decide what your future is going to hold? In other words, you might not be able to predict the next time the earthquake is going to hit California, but what you can predict is whether or not this would be a good logical avenue for you. Because what you *have* already determined... how long have you worked in project management?

Tisha: Since I was 19, so 15 years.

Tim: Fifteen years.

Tisha: Yeah, I mean in increments. I went through... obviously I was not always at this caliber, but...

Tim: Yeah, and if, Tisha, you're totally happy where you're at now, and looking forward you say, "You know what? Within five years I'm going to be at this particular position and that is my *dream* in life," then I would say don't stop what you're doing!

Tisha: Yeah.

Tim: But if you look at it right now and you go, "Wow, the best years of my life I'm not spending the way I want to spend them." You know, because it is a fact that the older you get, the less marketable that you are in terms of "for society." And all you have to do is look at the people who are 65 and plus, and look at the jobs that they occupy.

Tisha: Yeah.

Tim: Right?

Tisha: Wal-Mart greeters.

Tim: Yeah. (laughter)

Tisha: I'll be honest with you, Tim, the job I'm in is not my dream job. I mean, I fell into the type of work that I do, and I just happened to catch on and I did okay and you know, I'm sure you understand the whole scenario. Somebody saw that I did okay and gave me a little more work to do, a little harder and a little more difficulty, and I did okay at that. And so, it's just been this natural progression. At some

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point in life, you know, the lights went on and said, “Okay. Well, I could make more money if I worked a little harder and acquired the credentials that it takes to get me to the next level.” And so I did that, and I sought the time to get there and did it. So I guess I’m trying to tell you is that the reservation is... is there’s some concern that is everything that I’ve done to date going to be superseded now and of non-value because I’ve jumped into this new career? But I can’t necessarily foresee the outcome of it. I mean, one, because I don’t obviously understand what the product is or what the training is or, you know, what the requirements are for it. But it’s kind of a rude awakening when you find out that you’ve spent 15 years doing something that potentially hasn’t had much value and to change within the course of four months. So...

Tim: Alright. Well I’m going to bring up an analogy that you’re going to love, because you’re a female, okay?

Tisha: Uh-oh! Okay.

Tim: I’m going to pretend that you are like with your husband and you’re driving down the street and you have this feeling that you’re going the wrong way for a long time. So, the question is, is how far do you go down the wrong path before you turn around?

Tisha: (laughter) It’s funny you bring that up – I do that quite frequently!

Tim: (laughter)

Tisha: I went to take my husband out for his birthday dinner and I drove, he fell asleep in the car, and ten minutes before our reservations were supposed to be ready, I realized I’m on the wrong freeway. So that rings true farther than you realize! ....(laughter) But, you’re right, I do see what you are saying, the more time I spend on this career that does or doesn’t help me realize what it is I’m trying to realize, the less time I have to dedicate in the future. So...

Tim: Does it? In other words, that’s kind of like at some point we’re going to have to get to that decision point...

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Tisha: Right.

Tim: Does it give you your dreams and goals?

Tisha: Right.

Tim: Does it?

Tisha: No, it doesn't.

Tim: Okay.

Tisha: It satisfies the requirements of today. It pays the bills, it allows me money in my pocket and savings – but beyond that, you know, we do okay! We're not hurting for anything, but it still doesn't allow us to go beyond that. So...

Tim: Alright.

Tisha: I'm interested in what you have to say. I genuinely am. But there's just this inherent trepidation, that's all.

Tim: And it's okay. And I welcome it and I don't discourage it at all – and *please*, every single time you have any of that skepticism or trepidation, anything at all, bring it up. Because...

Tisha: You know, everyone has fear of the unknown. So I think that's, you know, in its truest form, that's all it really is.

Tim: That is all there *is* to fear.

Tisha: Yeah.

Tim: Because once you look at the thing, it's never as scary.

Tisha: True!

Tim: (laughter)

Tisha: Plus you transcend to... you know, you start to understand what it is and so the unknown factors aren't there any longer either. So....

Tim: Yeah. In other words, I was forever afraid of the people who lived under my bed as a kid.

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Tisha: (laughter) Yeah, it was sharks for me, but yeah.

Tim: And once my mom made me clean under the bed about four times, I realized there's nobody there.

Tisha: Right, right.

Tim: (laughter) But I lived with fear, leaping off my bed and almost reaching the bathroom *from* jumping from my bed so that they couldn't reach and grab my feet!

Tisha: Yeah, yeah.

Tim: Okay. So if it's okay with you, I would like to tell you a little bit about the company. In other words, I'm assuming here – and I don't want to assume without you following along with me – but I am assuming that you have at least enough interest in terms of the industry itself, provided that we do it in a professional way and provided that I supply you with very effective training, that I am assuming that you are satisfied to that point and then the next would be for us to take a look at the company itself.

Tisha: Yeah.

Tim: And the products they are going to have to be – you know, products that you approve of and desire, and feel as though that other people should also have it.

Tisha: Yeah, because I don't think I would be a real good salesman in encyclopedias. You know, I can access it on the Internet now, there's not really a value that's behind it. But if it's other stuff that relates to more along the lines of what I do, I mean, I could probably get behind the product. So yeah, I'd be interested.

Tim: Good, so there's a website that I want you to take a look at, if you want to write this down.

Tisha: Okay, I can do that.

Tim: It is —**Chime**—. Sound like a plan?

Tisha: Sounds like a plan.

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Tim: Alright, so thank you so much for all that you've shared with me in terms of, you know, some of these things are personal and I appreciate it. But we will march on from here.

Tisha: Sounds good.

Tim: Alright, Tish, thanks so much.

Tisha: You bet. Bye-bye.

Tim: Alright.

—Ring—

### **Part 3: Follow-Up Live Call – Ruth**

This next call is with Ruth.

In the section that follows these live calls, I will discuss the procedures for leaving messages. On this live call, I've included a message I left on Ruth's answering machine. Then she called me back. So the call will pick up shortly after I answer the phone. Ruth's call went very well. Remember, she was the lady who, as soon as we got on the phone, she immediately opened up and started telling me what she was looking for in a business. What I want you to hear in these live calls is how I make the *transition* from *Brilliant Compensation*<sup>®</sup> to my company. What you *won't* hear is anything specific to my company. I tried to leave as much of the call intact as I could, but I cut out anything I say that is specific to my company, because I don't want any information in *Professional Inviter* that might seem promotional towards you. That's why I cut it out of the call. Again, what I want you to learn is how I use *Brilliant Compensation*<sup>®</sup> to transition to the specifics of my company.



—Ring—

Answering Machine: Hello, no-one is available to take your call, please leave a message after the tone.

Tim: Hi Ruth, Tim Sales calling you. I am available, if you want to call me back. I am at 202 —Chime—. Again 202 —Chime—. I will be

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pretty much in and out all day, and try to reach me and if not, I'll try to reach you as well. Alright, take care. Bye-bye.

Tim: (Answering phone) Hey, this is Tim.

Ruth: Hi, Tim, it's Ruth. How are you?

Tim: I'm doing good! How are you doing?

Ruth: I'm okay. Sorry I had to run out, you know, farming, it's harvest season, so you never know.

Tim: And you're in grain, right?

Ruth: Yes.

Tim: It *is* harvest season.

Ruth: Yes, it is.

Tim: Alright. So did you watch my little animated character?

Ruth: Yes, a couple times.

Tim: So, what did you think of *Brilliant Compensation*®?

Ruth: I thought it had all the earmarks for success, I guess, depending on what the product is. You know, it sounds good. I mean, you got original products, you got residual income, consumable products, no employees. But, you know, it does concern me about getting people onboard that want to do it. You know, unless it really intrigues me, I don't see where it would really intrigue somebody else. I guess it depends on the product, you know.

Tim: Uh-huh.

Ruth: But I mean it sounded like it had everything it needed, except for, "What's the product?"

—Chime—

An additional question Ruth asked me was how to interest other people into the business. We'll pick back up with me answering her.

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—Chime—

Tim: So here's the whole reason that I send that particular movie out first. Many, many times, Ruth, people do not know how to evaluate a business.

Ruth: Exactly.

Tim: And so I am trying to tell them the assets, if you wanted to call it that, or the good parts of a business...

Ruth: Uh-huh.

Tim: And they don't know how to *evaluate* a business. And so that's the first thing that I send out; is that I want them to know how to evaluate a business. Alright. From that then the rest of it I can then explain and it makes logical sense.

Ruth: Yeah.

Tim: And so...

Ruth: But, you know, you're explaining to me that basically you're on the front end of this market. You're one year into a 15-year patent, so you have originality.

Tim: Uh-huh.

Ruth: You know, we're in the baby boom era and baby boomers do spend more money in a lot of areas. I know, you know being 44, I do myself!

Tim: Sure.

Ruth: You know, and I'm at that area where I'm concerned about healthcare and I'm concerned about aging and the way I look, and vitality and dah, da, dah, da.....

Tim: Correct.

Ruth: You know, so...

Tim: Very good.



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Ruth: I would think, yeah, you'd be more on that end of it, you know, versus someone on the lower end.

Tim: Right. And that's what I try to establish first with the basketball moving through the garden hose – is for people to, first and foremost, realize that trends is what drives a market. That's the first part, basketball going through the garden hose. And everybody, when they age, from cradle to grave, they all buy similar types of things. The first thing a baby needs when he's born, is food; the second thing he needs is diapers; the third thing that he needs is shoes, and then he goes into toys, and then he goes into music, and then he goes into cars, and then he goes into... In other words, it's just like this logical transition.

Ruth: Oh yeah, I have four teenagers. Well, older than teenagers.

Tim: Huh, you *know* what it is that people need. Alright, the second thing that I like to have people to understand is that you go a little bit deeper into trends and you say, alright, now, you can sell bowling balls and there is a stage that people are going to go through where they might bowl. But yet, how often do they re-buy a bowling ball? So, that's the reason that ....

Ruth: I don't know how often does everybody like bowling? I hate it!

Tim: Yeah. But the point is, is that once you look at trends, then the next thing is – is it important to have "consumability?" Well, if I'm going to go through the effort of marketing *something*, then what I would like to have is, is that I don't have to resell them every single month, or every year, or every three years or six years, like a car or whatever it is. So I like to do it *one* time and then have repeat business.

Ruth: Exactly.

Tim: That's where that part is. And then I move forward with bringing in the logic of – you can hire employees, and that is normally where a business person comes in; they'll try to do it all themselves and then they say, "I can't." And then the next step that they try to do is they say, "I want to hire employees because I can't do it all." And then as soon as you hire employees and you train them correctly, if

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they have *any* entrepreneurial spirit, they're going to turn right around and take your business from you.

Ruth: Yeah, of course, that makes sense, you know with your pyramid going down, and they're not employees, and basically they're brokers themselves...

Tim: Yeah.

Ruth: And they're in business for themselves, and you times the manpower times the hours and of course, you could never do it yourself.

Tim: Right.

Ruth: You know, all that makes sense!

Tim: Okay, very good. So that's the reason that I like to have people first see that before I really get into depth on...

Ruth: Yeah, yeah, it makes sense.

Tim: ...what my offer is, if you will. Alright, so moving into my particular company and the reason that I participate in this particular company is because, number one —**Chime**—, at the end of any successful business is a consumer that needs a product and a product that *meets that need*. Okay? And so there is a big, big value in terms of that the product is good. Now we can... —**Chime**—. Do you know what an antioxidant is?

Ruth: I surely do.

Tim: Alright. If I was a 10-year-old and you were explaining an antioxidant, what would you say it does?

Ruth: Oh, I'd say it would be like a monster gobbling up boogeymen.

Tim: Alright. Excellent!

Ruth: You know, and once it gobbles them all up, then you're safe.

Tim: Good, and you're safe from what?

Ruth: Free radicals.

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Tim: Very good, and what do free radicals do?

Ruth: They damage the body, cause cancer, cause aging, wrinkles, age spots.

Tim: Very good.

Ruth: Something that people my age are very concerned with!

Tim: That's it!

Ruth: I spend a lot of money on creams and potions, and vitamins, and hair colorings, and... but, if I could get something like that — **Chime** —, then you want to know the proper products.

Tim: That's right. A man...

Ruth: Do you know — I'm sure you do, because I do! — do you know how many *areas* that free radicals destroy?

Tim: Oh yes!

Ruth: And do you know that somebody — I don't know how old you are — but someone my age is totally interested in looking as young as possible.

Tim: That's correct.

Ruth: And we spend so much money on crap that sits up in my medicine cabinet because it doesn't work.

Tim: That's right. I always do business from this one perspective, and that is, is you got to make people's lives better. The consumer's life *better* is the ultimate better that we're doing.

— **Chime** —

Listen very carefully to the noise in the background. I can tell she's multitasking, so I ask her a question (which she can't answer because she's multitasking) to bring her back into the conversation. If you remember back to General Tip #10 which is Observe. That's what I'm doing when I ask her a question that brings her back to the conversation.

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—Chime—

Tim: And so the procedures that we do is... Why don't you explain back to me what you understand about this *so far*, so that I can see what you see, and then I can fill in the blanks if there are any.

Ruth: Okay, um, what it looks like to me is all the things that we discussed. You have a good product that's fairly new. You have... it looks like to me... am I going to like go out there and sell the original product as well as the vitamins and nutrition that go with it?

Tim: Okay.

Ruth: Like being on the ground floor? Because, if it is, it's a win-win situation.

Tim: Of course it is.

—Chime—

Did you notice she wasn't able to answer my question? And that's okay because I only asked her the question to bring her back to the conversation.

—Chime—

Ruth: Okay.

Tim: We train them very thoroughly so that they can get the same results that we get.

Ruth: Okay.

Tim: And then once you have trained them properly, and the only way you can say that they are trained properly is if they are getting customers.

Ruth: Oh, my God, this is so cool!

Tim: (laughter)

Ruth: I mean, I don't get excited about things, okay, because, I always try to look for something wrong. But when it comes to the medical

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field, knowing what someone my age needs and wants. I mean, hell, I know for a fact that if I were to get —**Chime**—, I'm going to take these vitamins...

Tim: Yeah.

Ruth: You know, I am so excited!

Tim: Good. (laughter)

Ruth: Because anything over 40, and you want to look young, you want to feel young, you know you want to live as long as possible.

Tim: That's exactly right.

Ruth: Oh, my God, I'm so excited!

Tim: Good! Alright, I am... I have to run here. I think you've got a picture of what it is that we do. I've given you all the scene, warts and all. I am assuming here – and if I am wrongly let me know – but I am assuming that you have an interest, if not a high interest, in this.

Ruth: I have a very high interest in it.

Tim: Good.

Ruth: I'd like to at least... not, you know, I don't want to bring anybody into it, but I'd like to say to a couple people, "If this / if that, would you be interested in it?"

—**Chime**—

Pay close attention to the way I handle this question.

—**Chime**—

Tim: Yeah, that's up to you - you're doing your own little personal survey there. It just depends upon what weight you put... in other words, if you ask three people something, how much weight do you put on the value of each one of them? Because if three people are going to make your decision for you...

Ruth: Oh, no, I want to do it anyway.

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Tim: Good. Um, alright...

Ruth: Because like I said, I'm part of the baby boomer, and being a woman, you know, you've seen the commercials. Do we want to look young as long as possible, do we want to fight it every step of the way? —Chime— You're damn right we do!

Tim: That's right.

Ruth: Why do you think hair color and wrinkle creams, and things are so popular? But, you know what? That's a band-aid.

Tim: Yep, that's the outside.

Ruth: That's right, but you know what, if we'll spend that much on a band-aid, we'll definitely spend more on the inside if it's proven to work.

Tim: Yeah. Alright, what I'm going to do now is I'm going to get together with Kim and talk with her about when we can actually, the three of us, sit down.

Ruth: Okay.

Tim: So, I will be back in communication with you within probably the next 24 to 48 hours.

Ruth: Okay.

Tim: Alright, nice to meet you, by the way, and I look forward to working with you.

Ruth: Thank you and I look forward to working with you. Take care.

Tim: Alright. Bye-bye.

—Ring—

### **Part 4: Follow-Up Live Call - Catherine**

Let's do another live call. This one will be with Catherine. If you remember, she is the lady who previously had a bad experience with MLM.



—Ring—

Catherine: Hello.

Tim: Is this Catherine?

Catherine: It is.

Tim: Catherine, Tim Sales calling you again.

Catherine: Oh, hi!

Tim: How are you?

Catherine: I'm fine!

Tim: So, did you do your homework?

Catherine: I did.

Tim: You did! Ah, that's awesome.

Catherine: Yeah, I didn't want to break my promise. Usually, you know, usually when I tell someone I'm going to do something, I do it, so...

Tim: I get that.

Catherine: Yeah.

Tim: I really do. I kind of get that from you.

Catherine: Okay.

Tim: And so did you kind of see anything in there that made logical sense to you?

Catherine: Well, yeah, it all did and it was very interesting because I never considered... I really did think that the people in a multi-level, you know, people at the top made more compensation than people at the bottom. You know, and you think at this point, why would I even waste my time?

Tim: Um.

## M O D U L E 6

Catherine: So that was kind of a fallacy that I had. And it actually piqued my interest. I was surprised. Because I... to tell you the truth, I didn't think... I was being nice to you. I mean, not that I'm trying to pretend, but I really didn't think it would move me from my position and it kind of did.

Tim: Well, very good.

Catherine: Yeah.

Tim: So what was the part that made like the *most* sense to you? That you went "Ah!"?

Catherine: Um... Mr. King actually had a formula. You didn't seem like you're just gone off the cuff and it wasn't a pep rally, and you actually seemed to have some method behind your madness. And so... Yeah, I mean, it definitely got my interest. I mean, are *you* going to be training me? Because, I would need someone to train me.

—Ring—

What I basically talked to her about was the training I would provide for her. I walked her through every step I would do with her. Remember, when handling the MLM objection, you put all the emphasis on training, so I wasn't surprised when she brought up training.

Alright, I'm just going to play several calls back to back for you. Some of the calls I cut short just because we headed off talking about odd subjects or something where I didn't think it will be of any value to you. Pay close attention to how I communicate at the level of the person I'm talking *to*, as well as how I always follow the same procedure on each call and that it *is* the procedure I outlined to you. So, enjoy these calls.



—Ring—

Yen: Hello.

Tim: Hey, is this Yan?

Yen: This is Yen speaking.

Tim: Ah Yen, I'm so sorry, this is Tim Sales calling. I spoke to you last night.



## M O D U L E 6

Yen: Oh, Tim Sales, yes, I remember you.

Tim: Yes, alright! So did you see my... the website?

Yen: I did, I did.

Tim: And what did you think of the Flash?

Yen: It was very nice, very well done.

Tim: Good.

Yen: Good job, yes.

Tim: It's a good technology.

Yen: Yes.

Tim: You ever worked with Flash?

Yen: A few... two times, yeah, I've been doing a couple projects, here and there.

Tim: Yeah.

Yen: Yeah, but I'm very familiar with Flash. Yeah, Flash is nice.

Tim: I *love* working with Flash.

Yen: You work with Flash?

Tim: A little bit, I know the program, not kept up with it since its last revision. But, yeah, I've programmed a little bit in it...

Yen: Yeah, uh-huh.

Tim: Well, what did you think of the content? Did you watch both movies?

Yen: I only watched the one that you mentioned. No, actually both, yeah, I remember now. Yeah, it was very impressive, very, very nice. It's interesting how people spend money, eh? (laughter)

Tim: Yes.

Yen: Different categories, eh?

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Tim: Yes.

Yen: People who have no money, people who have a lot of money.

Tim: What was like your favorite part?

Yen: I think the one that have different... different breaks, you know, like brackets, different... it's like a pyramid.

Tim: Right.

Yen: Do you remember that one?

Tim: Yes.

Yen: That was very interesting.

Tim: So had you been exposed to network marketing before?

Yen: Ah, no.

Tim: No.

Yen: No.

Tim: And so you liked the part where I describe four levels deep.

Yen: Yes, that's it.

Tim: And then I compare that to a regular company where the only... the top person, the CEO, gets paid off the efforts of other people.

Yen: Uh-huh.

Tim: Good.

Yen: Yeah.

Tim: Alright! Did you pick up the part in the very beginning of *Brilliant Compensation*<sup>®</sup> where I talked about what trends are driving the economy and I discuss the basketball through the garden hose, and that if you can get in front of that basketball, then that's where you make the most amount of money?

Yen: Um, okay.

Tim: Remember that part?

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Yen: Uh-huh, I remember.

Tim: And the basketball represents the 76 million baby boomers.

Yen: Right.

Tim: And it's really a billion people worldwide, because we're in a world market right now.

Yen: Um huh.

Tim: You know, everyone's our market now.

Yen: Yeah, everything is marketing right now, you're right.

Tim: If you can get in front of what a billion people *want*, then that's the way to create a lot of income. The particular trend that I am taking advantage of is the trend as it relates to health and wellness.

Yen: Right.

Tim: Because what you told me that you wanted was more time with your family, right?

Yen: Correct.

Tim: And you want to spend time with your children and be there, and things like that. Well, the way that you do it logically - it's the only logical way to do, to look at this - is to get in front of one of those big trends. We're taking advantage of the trend having to do with health.

Yen: Okay.

Tim: And what we specifically do is —**Chime**—.

Yen: And how about if we can continue talking on this topic... I'm at work right now and...right now I cannot really talk, you know.

Tim: I get it.

Yen: You know?

Tim: I get it, so you'd love to talk about it, but you can't because you're at work.

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Yen: Right, right at this moment, yes. So how about if we do that tomorrow or this evening?

Tim: Okay, let's talk tonight. What's a good time for you tonight?

Yen: How about if you give me your phone number... yeah, I got your phone number and I give you a call.

Tim: About what time, because I have several different things to do tonight and I want to time it right. What's a good time?

Yen: When the kids go to bed, it's around 9:00.

Tim: 9:00?

Yen: Yeah.

Tim: That will work for me, okay. I will expect your call right at 9:00.

Yen: Okay.

Tim: Alright, thanks, man.

Yen: Thank you.

Tim: Bye-bye.

—Ring—

### Part 5:

#### Follow-Up Live Call – Nadira



—Ring—

Nadira: Hello.

Tim: Nadira?

Nadira: Yeah.

Tim: This is Tim Sales calling.

Nadira: Oh, hi! Thank you for calling!

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Tim: You're very, very welcome. How are you today?

Nadira: I'm fine, thank you.

Tim: Good.

Nadira: Uh-huh.

Tim: So, you got a chance to watch the videos.

Nadira: Yes, yes I did.

Tim: And what did you think of them?

Nadira: Well, very interesting. (laughter)

Tim: Good.

Nadira: Yeah, and...

Tim: Could you see a possibility to get your husband here?

Nadira: Well, I'm waiting for him to get his citizenship because I'm applying next year...

Tim: Uh-huh.

Nadira: ....for the citizenship and with this he'll be here, as soon as I get it.

Tim: Oh, that's excellent.

Nadira: Yeah, yeah.

Tim: Well, I want to help you get him here.

Nadira: Oh, great.

Tim: Because I can't imagine what that must be like.

Nadira: Oh, yeah.

Tim: I've thought a lot about it...

Nadira: Uh-huh.

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Tim: ...and you are so ambitious, and what an ambitious family that, you know, he would get you out of harm's way and have you come here.

Nadira: That's true, yeah, yeah absolutely. It's not easy, that's true.

Tim: No, but it is so worthwhile.

Nadira: Uh-huh, absolutely, absolutely, yeah.

Tim: (laughter) Okay, so you have questions?

Nadira: Well, it was about this network marketing, right?

Tim: Uh-huh.

Nadira: And I was wondering how I can fit in here, you know, with my background?

Tim: Yes, well, here's the way that I see you fitting in...

Nadira: Uh-huh.

Tim: And ultimately what I'd like you to do is... one of the main partners that I am working with, her name is Kim —**Chime**—. She's originally from Malaysia.

Nadira: Uh-huh.

Tim: ...and a wonderful lady.

Nadira: Uh-huh.

Tim: What I'd like to do ultimately is to have the three of us sit down and we would create exactly how it is that we're going to do this, working with you. —**Chime**— So could you make it into the city, into Washington, D.C.?

Nadira: Yeah, we live in —**Chime**—, so definitely, yeah.

Tim: Kim, she is going to be in the city both today and tomorrow. She's done with what she's doing at around 6:00, 6:15.

Nadira: Tomorrow, well tomorrow, I think I can do it, yeah.

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Tim: You can do it tomorrow? Can you do it today?

Nadira: Today at 6:00, I am not sure I can do it.

Tim: Okay.

Nadira: Unfortunately, no.

Tim: Well then... then let's just plan on tomorrow then. Do you know where DuPont Circle is?

Nadira: Yes, yes, I do.

Tim: Well, I'll tell you what, why don't we just plan to meet at the corner of Connecticut and R Street.

Nadira: Okay.

Tim: And there is a Starbucks Coffee right there.

Nadira: Okay.

Tim: Let me give you my cell phone number, so that you can call me in case you're lost. It is 818...

Nadira: 818 —**Chime**—, yeah.

Tim: Alright, so I will plan to see you there at about 6:15.

Nadira: Okay, I will be there.

Tim: Alright. Well I sure look forward to meeting you.

Nadira: Me, too.

Tim: In face, and you'll *love* Kim, she's a wonderful, wonderful lady.

Nadira: Good. Thank you very much.

Tim: You're very, very welcome.

Nadira: I will see you tomorrow.

Tim: See you tomorrow. Bye-bye.

Nadira: Bye-bye.

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—Ring—

—Ring—

Tim: I'm sorry, who is this?

Steven: This is Steven.

Tim: Oh, how are you? Are you the one that I was working with on the computer?

Steven: Yeah, yeah. I did watch those two what do you call them, CDs or videos.

Tim: The two movies?

Steven: Yeah.

Tim: Alright, so you finally got your computer working?

Steven: Oh yeah, I called a friend of mine and you know, he came and did whatever he had to do.

Tim: Oh, very interesting. Okay, so you got a chance to watch the movies?

Steven: Yes, yes I did. Uh-huh.

Tim: Alright, and what did you think of the first one about the wealthy, the middle class and the poor?

Steven: Oh, that was really impressive. I mean, that is a really good analogy. In fact, you know, I was just thinking about it at my work yesterday. And I was trying to remember and write down what I recall.

Tim: Good.

Steven: That concept sounded really good.

Tim: That's been my lessons learned. My parents were, you know, on the poor side and so I learned so much throughout just observing and seeing, you know, when I *did* make money, you know, and then it... all of a sudden it goes out. I find myself with a whole bunch of toys



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and a bunch of things that cost me money every month and..., so my wealth goes *away*. You know, and things like that. So, good, I'm glad you enjoyed that. What did you think of the second video? What did you like most about it?

Steven: Ah, the network concept.

Tim: Ah, good.

Steven: Yeah, I mean, that sounds... in theory that sounds very, very good. I mean, also difference on the products that we deal with and also the realistic approach of, you know, yeah, it is a little harder to get it done. Also, the thing is really simple, I mean a real good fair deal for everybody. Yeah.

Tim: What did you think of the basketball moving through the garden hose conversation?

Steven: Yeah, that as well... actually that aspect of it gave me another way of really analyzing this network type of business.

Tim: Uh-huh. Okay, good.

Steven: So, that analogy also gave me a different perspective to think in terms of the network concept.

Tim: Good. Here's the reason that I wanted you to watch those. See, because as I begin to discuss with you what I'm specifically doing, if you don't know how to evaluate a business, then you won't understand why my business *has* a value. And so one of the main reasons that I created those videos is so that people would *know* how to evaluate a business. And the basketball moving through the garden hose has to do with what product you are behind. In other words, what product is it that you actually promote? And if you promote a product that is not centered around trends - like let's suppose that I was selling bows, like bows and arrows, you know, for people who like to deer-hunt.

Steven: Yeah.

Tim: That's not in the middle of any trend, you know? In other words, it's fine, right? What if I was selling bowling balls? It's not in the

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middle of any trend.

Steven: Yeah.

Tim: Right? So, you have to get a product that is on the front edge of that basketball, or at least...

Steven: Yeah, yeah. That's the concept which caught my attention in that one.

Tim: Good. Alright, and then once you've decided upon a product that you want to actually promote, the next thing that you have to figure out is, "What's the best way to do it?" And you know, you could go out and open up a store, you could hire employees. As soon as you train them, they will become your best competition and it happens every day.

Steven: Yeah.

Tim: The other option is, is that don't hire anybody else, you try to do it all yourself. That doesn't make any sense because you'll work until the day you die, right? You can't create any residual income that way. And so that's the reason that I wanted you to watch those movies, is so that you could see how to evaluate a business. So, do you want to hear a little bit more about what I'm specifically doing?

Steven: Yeah.

Tim: Okay. —Chime—

Tim: If you've kind of figured this out, I pretty much run all my business based upon, "You have to make someone's life better." So the first person's life that we make better is the consumer. That's the ultimate person's life that we make better. And the way we make it better is by they get more healthy. When someone is more healthy, they get sick less, they have more energy, they feel better, and they're less susceptible to the diseases that cause so many people problems.

Steven: Uh-huh. Tim. Sounds good, I'm really interested to learn the business.

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Tim: Good! (laughter) That's normally the case, because it is a really good program. Where are you located at?

Steven: Tacoma Park.

Tim: Tacoma Park. So you're not very far away from us at all.

Steven: Yeah.

Tim: What I'd like to do is have you meet with me and the main girl that I'm working with, her name is Kim, on like maybe Monday. You work during the day?

Steven: I think we have to set up an appointment, because there are some days I work and some days I don't.

Tim: Some days you do and some days you don't.

Steven: I mean I work, but it's kind of a really crazy schedule.

Tim: Okay.

Steven: I don't have kind of a fixed schedule except for three nights.

Tim: Monday or Tuesday - could you meet on either of those days?

Steven: Maybe. Not Monday, but Tuesday seems okay... do you have any time tomorrow? —**Chime**—

Tim: Yeah, but it'll be Monday or Tuesday that we'll meet though.

Steven: Okay.

Tim: Okay.

Steven: Great.

Tim: Alright. Bye-bye.

Steven: Thank you. Bye.

—**Ring**—

**Part 6:**

**Follow-Up Live Call - Madison**



—Ring—

Madison: Hello.

Tim: Is this Madison?

Madison: Yes, Tim?

Tim: Yes.

Madison. Hi.

Tim: Alright. Did you get a chance to watch the movie? Did you find it okay?

Madison: I did. You know, I was saying to you in our earlier conversation that I'd worked for that personal trainer and sold some nutritional products - well, that was through a network marketing company and...

Tim: Well, okay.

Madison: Yeah, yeah! Boy, based on the *Brilliant Compensation*<sup>®</sup> video, I should have stuck with it! (laughter) I can't believe it.

Tim: (laughter)

Madison: I loved the whole concept of leverage. I mean, I know how good I am at sales on my own - so imagine if I had, you know, a thousand other people, a thousand hours I would say in a day, like you had said, you know, when you were talking about leveraging your sales. So that's what you meant when you were talking about team. So it's... I get it now.

Tim: Yeah. So if I train *you*, then that's what I was talking about development, you know, personal development and human development - it's just that, you know, you train others.

Madison: Um-um.

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Tim: This is the most logical way that it can possibly work.

Madison: Yeah, yeah.

Tim: So... go ahead.

Madison: Yeah, I just never had any... I know that when I was doing those sales, the person I was working for wasn't as... they just didn't train, didn't, you know, take me under their wing. So...

Tim: Well, you can tell by our approach...

Madison: Uh-huh.

Tim: First of all, you know, we're not flying by the seat of our pants here or anything. We know what we're doing. We have a *particular* audience that we're after in terms of the consumer market, whether it's health clubs or doctors' offices, or anything else. How we go about it, it's very precise. And so therefore our training is very precise. And so we're just very articulate about what we do. Just like this process here, it's just that we're walking you through; you know, first you have to understand the industry because we can't have somebody, you know, a month later not understanding the industry, not realizing the industry that they're in. Just like you before - you viewed it as selling vitamins.

Madison: Right.

Tim: And then you watched that movie and you go, "There's a little more *to* this than selling vitamins."

Madison: Uh-huh.

Tim: You know, and so... So, in terms... if I can just go back in my notes here, I wrote on your resume; you said that you wanted something that you could sink your teeth into, you wanted something that you could set your own hours, and that it made a difference out there, and to make a lot of money in it.

Madison: Yeah, yeah, I'd love to know more about the product.

Tim: Of course.

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Madison: You know, yeah.

Tim: Of course. What I'd like you to do is I'm going to have you go to the web again.

Madison: Oh.

Tim: Alright. (laughter)

Madison: Okay.

Tim: This time it's about specifically —**Chime**—. Okay?

Madison: Oh good, okay, yeah.

Tim: So, the web address is "www —**Chime**—."

Madison: .com, okay, cool.

Tim: Okay. Alright, your homework assignment is for you to look —**Chime**—, okay. Whatever it is that Madison needs, something where you can go, "You know what? I believe in the product." Every sales rep that I have ever worked with goes through a stage of they themselves believing in the product. And I don't know what that path is going to be for you.

Madison: Okay.

Tim: Okay? And so obviously at some point here we're going to have you trying the products, using the products, so that you yourself, you know, *can* believe in the product. But I want you to review what you need to review.

Madison: Yeah, um, Tim, is there any money that I need to put out to start this?

Tim: Not at this time. All I'm having you do is review information.

Madison: Okay. Okay, good. Well, I'll look at that and then ... are you in the area? Am I going to be able to meet with you and the team? Or...?

Tim: Actually, I travel back and forth across the coast. I have a place on both coasts. Yes, you have a team. And so you'd be working with them.

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Madison: Oh, good. Okay.

Tim: Okay?

Madison: Okay, well, yeah, I'm looking forward to doing the research on this and then... When can we speak again or is there a way I can get ahold of you?

Tim: Yeah, sure. Let me give you my cell phone number.

Madison: Okay.

Tim: 818- —**Chime**—. And you can reach me any time, don't worry about the time at all, because if I'm asleep, then I turn it off. If I can't answer it because I'm busy, then I don't answer it. Feel free to call at any time, and you'll normally get a call back from me within four hours or so. That's pretty much the time.

Madison: Great.

Tim: Alright.

Madison: Alright.

Tim: Let's just set a target date for when the homework assignment will be completed. How 'bout that?

Madison: (laughter) Okay, sounds good.

Tim: What do you think, maybe two days, a day - you tell me.

Madison: Tomorrow's Sunday - I should be able to look at it tomorrow. So if you want to call me on Monday, that sounds great.

Tim: Alright. Monday, what time?

Madison: Um, why don't we... can we speak in the evening, like after... around 5:00, 6:00, something like that?

Tim: Of course.

Madison: Okay, good.

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Tim: Alright. Are you currently employed now? Are you working somewhere now?

Madison: Yeah, yeah, you know, it's just temporary until I find something that obviously I like.

Tim: That you can sink your teeth into, that you can set your own hours, that you can make a lot of money, that you can contribute to people's lives.

Madison: Yes, yes - you're a good listener. Yes, exactly.

Tim: (laughter)

Madison: Uh-huh. So, yeah, you know, until then I obviously do the normal things to bring in a paycheck, but I'm looking for something more. So...

Tim: Good.

Madison: Hopefully this is it.

Tim: Well, I hope you've found it, Madison. I really hope so.

Madison: Thank you, thank you.

Tim: Alright, well I look forward to talking to you again then tomorrow at... I'm sorry what time did we say? Um, Monday at...

Madison: Monday, yeah. At like, you know, 5:30, 6:00 would be perfect.

Tim: Alright, so instead of 5:30 or 6:00, let's just say 6:00.

Madison: You got it.

Tim: Alright, 6:00 p.m. I will call you at this number.

Madison: Okay, have a good weekend.

Tim: Alright, you as well.

Madison: Okay, bye.

Tim: Bye.

—Ring—



## Part 7: Follow-Up Obstacles

- ★ That was the Follow-Up procedure of how to do an effective follow-up. The key is how to transition your prospect from *Brilliant Compensation*<sup>®</sup> to your company's product or service. All of this section was assuming that your prospect did everything they agreed to do in the Close to Action step. Now let's go through a couple of scenarios that you will probably experience doing follow-up calls where the prospect *didn't* do what they said they would do. The first one is the most common - and that is...

### What If Your Prospect Didn't Watch The Movie?

There are three main reasons people *don't* watch the movie.

**One** is some kind of technical problem – primarily I'm talking about the online movie.

**Two** is that some *time* element occurred which prevented your prospect from watching it.

Third reason someone would not have watched the movie is because something changed in their mind between the time you talked to them and the time you're following up. Let's go through each of these.

### Technical Difficulty Watching The Online Movie

When your prospect tells you, "It didn't work," get the prospect to try it again. Ask *exactly* what happens when clicking the link. If the movie (and audio) still doesn't work, tell the prospect to click on the link at the top of the screen that reads, "Problems viewing movie?" Have them fill out the form and instructions will be sent to them. Then re-close them to action. Most of the time the technical problem is either they don't have the software to play the movie or they have a firewall that prevents it from playing. It is not advisable for you to try to troubleshoot the problem. If you end up suggesting something that causes something "weird" to happen with their computer, it will reflect poorly on you. Brilliant Exchange (the company who handles tech support) is very adept at handling these issues.

And the second reason prospects don't watch the movie is that some *time element* occurred. They got home late; the link was on the work computer so they didn't have it at home; they left the video in the car; the kids have the VCR in their room and they're asleep now. Things like that.

With these types of situations, investigate what happened, help them solve it if it requires your help, and then re-close to action. It's very important not to show any irritation or upset here – whether it's that you're surprised, or you feel bad, or you're disappointed – this is unprofessional. Just say, "Oh I see. So it shouldn't be a problem tonight, right?" Then re-close to action and set another follow-up time. Here's an example:

### Scripts

⑤ "Hi, Bob, Tim Sales calling."

"Hi, Tim."

"Did you watch the online movie?"

"Actually Tim, I didn't get to it..."

"Hey, I understand. Will you be able to watch it today?"

"Yeah, probably so."

"Good – should I call you back later tonight or do you want to wait until tomorrow?"

"Let's make it tomorrow because I'm going to take the kids to the movies tonight."

"Oh, great – what movie you going to see?"

"Blah Blah –"

"Oh, fun. Well, enjoy both movies then. How does 8:30 p.m. work for you tomorrow?"

"That will work great."

"Alright, I'll call you at 8:30 p.m. tomorrow evening on this same number."

"Sounds good."

"Goodbye."

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And the third reason someone doesn't watch the movie is something changed between the time you closed them to action and now. They could have just had a thought that caused them to decide to not watch the movie. The way that thought shows itself to you is they might seem negative, or disinterested. Here's an example. Let's say you've talked to your friend, Cindy. She's been working at the same place for 10 years. She's not happy with the money and knows she'll never make her dreams come true working there, but she likes her co-workers. She talks with you on the Invite call and gets excited about the possibilities of making some of her dreams come true.

When she got off the phone with you, she went straight in and took a shower. While showering, she ponders that if she no longer worked at her job she would miss her friends there. That's all it was – just a quick thought. Doesn't mean being around her friends is senior to her dreams – it was just that simple thought. That would be enough to not watch the movie and just sort of lose interest.

Your prospect could have just had a simple thought about that he has a lot to get done and asks himself the question, "Do I *really* have time?" Your prospect could have walked in and mentioned something about your Invite call to his spouse and she commented negatively. My point is that it could be *anything*!

When you're talking to your prospect, I don't think it's worth digging into unless something is actually said. Have you ever been asked, "What's wrong?" by someone over and over and over? Pretty soon, something *is* wrong!

What I recommend you do is just continue with your follow-up procedure unless something comes up. If it does, handle any questions or objections, restore their needs/wants, and then re-close them to action.

★ What does "Restore their needs/wants" mean? In my description of what commonly occurs with prospects, they focus on things that will *stop* them from getting what they want instead of focusing on things that will. So the way you restore their needs/wants is to get them talking about this thing they want. By them talking about it, they take their mind *off* the bug and *onto* the thing they want.

Let's say a person wants to play more golf. The way I would restore their need/want would be to talk to them about golf. "So what is it about golf you enjoy so much?" "When did you start playing golf?" "When did you know you

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were hooked?" "What's the best game you've ever shot?" "What was it that caused you to do so well *that* particular game?" "How frequently had you been practicing prior to *that* best game?"

Now, as you talk about this, they take their focus *off* the bug, which is stopping them, and put it *on* golf, which is what they want.

Here's another example. This time let's say it's money. "John, when we spoke before you told me that you wanted to make money so you could pay down your debts – what would you do then?" "How would you make decisions differently?" "What have you learned by being in debt that you'd want someone else to know?" "So if you had an extra \$1,000 dollars at the end of the month (after all your bills are paid), what would you do with it?"

John says, "I'd take my parents on a cruise."

"Really? Would you go with them, or would you send them by themselves? Where would you go? How would you tell them about it – would you send them their itinerary in a wrapped box... would you call and tell them? What would you do?"

After two, three or four questions you will hear their voice begin to shift from being negative, disinterested, distant; to being slightly interested, then interested, then *excited* about it – that's when you close them to action again.

If you really want to do this right, do something towards their goal. Such as, get the price for the cruise and a brochure on the islands or area the prospect said he wanted to take his parents to. Work your compensation plan backwards from the cost of the cruise and when you do your follow-up call tell him what you figured out for him. Tell him you figured out *exactly* how to take his parents on the cruise 90 days from today, six months or one year, depending upon how aggressively he wants to work. This is the extra step that wins big – not just monetarily, but you will have the greatest feeling in the world when you send flowers to their cabin congratulating their achievement. You *did* that. That prospect couldn't have done that without you – or they already *would* have.

So that's what you do when you restore someone's needs/wants.

Again, you do that when you follow-up with them and they didn't watch the movie due to some lackadaisical excuse – like watching a TV show, or they say

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something like, “You know, I’m pretty much happy where I am. You know, I got a good job and besides, my wife doesn’t think I have any time to do anything else.” Or they say something like, “I just didn’t get around to it.”

Everything this prospect is saying is only because he went back to focusing on the bug on his windshield instead of that thing he wants on the other side of the windshield. You restore that thing he wants – which simply means get him focused *back* on it, and it becomes a little closer to him, not so far away. And then you get him to agree to look at the video again. Close to action and then follow-up with him again.



P R O F E S S I O N A L   I N V I T E R

## MODULE 7: FOLLOW-UP, PROMOTION & NETWORKING

### Part I:

#### Follow-Up Frequency

★ Something else that can occur during Follow-Ups is the prospect doesn't answer the phone at the time of the scheduled Follow-Up Call. Here are a couple of ideas and tips about leaving messages for the prospect.

1. Always be professional and upbeat. Don't play "guilt" games. Never say something like, "Um, I thought we had an appointment?"
2. Don't put the responsibility of the return call exclusively on the prospect. Share it.
3. Always leave your phone number; say it slowly, and then repeat it.

#### Frequency Of Follow-Up Calls

★ What I'm going to give you here are just guidelines for the frequency of your follow-up calls. They are meant *only* as a guideline.

The day of scheduled follow-up: Call two times, leaving only one message. Caller ID block is *off* for the first call; *on* for the second call. Here's an example of the message I would leave:

⑤ "Hi Josh, I'm calling at our scheduled time. I wanted to make sure you received the movie I sent you. I'm going to be in and out, but you can try to reach me at (801) 785-6851. That number again is (801) 785-6851. I'll also try to catch up with you a little later. I look forward to talking with you. Hope you're doing well."

Over the next seven days, call three times, leaving only one message. Caller ID block is *off* for the one call when you *leave* a message. Here's an example of *that* message:



“Hi Josh, wanted to help you get (state whatever their need/want is, very briefly). You can try to reach me at (801) 785-6851. Again, that number is (801) 785-6851. I’ll also try to reach you a little later. Hope all is well.”

The next seven days, call *two* times leaving only one message. Caller ID block is *off* for the one call you leave a message.

The next seven days, call one time and leave a final message. Caller ID block is *off*. If this final message is for someone in your cold market, here’s an example:

- ⑤ “Hi Josh, I’m giving you a final call. I’m taking your lack of response as not being interested. I enjoyed meeting you and wish you success. If anything changes and you want to pick this up at a later time, give me a call, I’d like to help you. Bye-bye.”

If this final call is somebody that you know, here’s what I recommend:

- ⑤ “Hi John, I’m giving you a final call. I’m taking your lack of response as not being interested. I enjoyed talking with you about it and hope that by me offering this to you, I’ve not offended you in any way. Our relationship means more to me than any business venture we might pursue together. Please call me back or send me an email and let me know if I’ve offended you. If I have, I want to clear it up. My email address is.....” (then give the email address), and then say “take care” or “goodbye,” or whatever it is, however you end the call.

## Part 2:

### Making The Final Call / Leaving The Final Message

- ★ So to summarize the follow-up sequence, you’re going to follow up for three weeks, making two to three calls per week. If your prospect still hasn’t given you any indication of interest, you end with a final call. This final call is *very* important – not just for the prospect, but for you, too. See, if this prospect is a friend or family member, a non-completion could stand between you and them *forever!*

The reason someone doesn’t accept your call or return your message is because they can’t face telling you, “No.” It’s very shallow, but there is no other reason. They go into hiding because they can’t *face* you. When you leave a final message, you’re making it easy for them to come out of hiding. You’ve made it safe for

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them to *face* you again. When they do face you, don't start trying to talk them back into the business! They'll just go back into hiding!

It's also very healthy for you to do this completion step. That way it's not suspended or iffy. They can always reopen it if they want to, but you need to conclude it after three weeks. There have been prospects who I've followed up with *much* longer, but they were contributing to it so I kept it open also. They were right on the verge of doing something and so I continued as long as they were still contributing – even if a tiny bit. The final call is what you do when it is obvious from their no-response that they are not interested.

Also, this final call is like *all other calls* – very upbeat. You don't sound like you're giving up, or you're disappointed in them, or that you can't *believe* they're not willing to pursue their goals. Trust me when I say this. “No” doesn't always mean no over the long term. I've had many prospects contact me later because, in their words, “I was so professional.”

This has so much to do with how you leave this concluding call... and that you *leave* a concluding call. If you don't leave a concluding call, they feel they let you down. And this can cause *them* to not want to call you back, even if they become interested at a later time. This also goes for people you're physically around - like someone at church or at work. If they seem like they're avoiding you – you need to go up and talk to them and give them this same conversation. It will put you both at ease and will allow your relationship with them to continue.

The rule is: When in doubt, talk. If you feel someone is avoiding you, break that wall down! Don't do it too aggressively. And in order for this to work, you have to be willing to let them not want to join your business or not want your product.

Allow them to say no. Not *pretending* to allow them to say no, but genuinely *allow* them to say no. For them to be a good prospect for you – they have to want it!

Let's do a quick couple of live calls. This first one is our sweet lady from Algeria. Notice how I bring up her need/want on the message. Also the fact that I looked up her country and read the CIA reports on it.



—Ring—

Answering machine: You have reached 703 —**Chime**—. At the beep, please leave a message. Beep.

Tim: Hi, Nadira, this is Tim Sales. I was scheduled to talk to you at 2:00. By the way, I *did* find out where Algeria was - I actually looked it up on a map. Very interesting in terms of where you're from and I reviewed all of the chaos that was going on there. And we certainly want to work hard to get your husband back here. That's absolute. I will try to reach you back a little bit later on. You can also call me back. My telephone number is 202 —**Chime**—. Again, that number is 202 —**Chime**—, and I will be up until about maybe 10:00 or 10:30 tonight. Ah, but again, I'm going to be in and out, and so I will try to reach you back. Alright, I look forward to talking to you. Bye-bye.

—Ring—

Alright, the reason you tell your prospect that *you* will call *them* back as well as asking them to call *you* back is because if you just asked them to call you, then you have to wait until they call you! Because if you call them again, you would be bugging them. But if you say on the message, "I'm going to be in and out – try to reach me and I'll try to reach you also," you've kind of authorized yourself to call again as well as requested *them* to call *you*.

This next live call is with Catherine. She hadn't watched the DVD. Notice the way I do a quick restoration of her wants, and then close to action.



—Ring—

Catherine: Hello.

Tim: Is Catherine there?

Catherine: Yeah, it's me.

Tim: I'm Tim Sales. I'm calling you back on our scheduled time.

Catherine: Oh my God, has the week gone by already?

Tim: It has! You must not have watched the video.

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Catherine: No, I didn't. I'm sorry.

Tim: That's alright, that's alright. Hey, life comes in, right?

Catherine: It sure does.

Tim: You did get it, though?

Catherine: I did, I did and it's on my "To do" list.

Tim: Your "To do" list – alright. Well, when do you think you'll get down *that* far on that list?

Catherine: Okay, um, could you give me another week? I just have to finish some traffic school this week and then I should be free to do something like that.

Tim: Traffic school?

Catherine: Yeah.

Tim: You a speeder?

Catherine: Not usually, but...

Tim: (laughter)

Catherine: I guess I was *that* day. (laughter)

Tim: Oh, not a problem at all.

Catherine: Okay.

Tim: Absolutely. Hey, I have a quick question, I was thinking about something over the week. When you say that you want to do more volunteer work and you would, you know, go down and help the people in Florida, things like that. What kind of stuff do you actually do with them? I mean, in other words, like how do you help them?

Catherine: Um, you know, make sure like... the Red Cross has their hands full, I know, and FEMA has their hands full, so you basically... my church would supply them with like organization and maybe some kind of assist to assist them spiritually so that they're, you know, calmed down and things of this nature. It's like a one-on-one type of thing.

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Tim: Uh.

Catherine: Yeah.

Tim: Oh, that's good. I was just thinking about it after we got off the phone... I was thinking, I was like, "I wonder what it is that she actually would be doing?"

Catherine: Yeah, actually there's people within my church called the volunteer ministers, so they would have a game plan and you'd just go, and you show up, and they go, "Great! This is your job..." whatever that would be, you know?

Tim: Well that's really, really terrific.

Catherine: Yeah.

Tim: Really. Awesome. Well, I want to help you do that.

Catherine: That would be great.

Tim: Yeah, I really would. I want to help you do that. Okay, so I will... so, you need another week, so I will call you next Friday - is that what you want?

Catherine: You know, that would be great, and I promise I will have listened to it by then. I feel kind of bad, so um...

Tim: Totally, it's alright, really. I understand. And I do look forward to talking you about it and... So, next Friday, do you want me to call you morning, afternoon?

Catherine: Usually the same time is fine.

Tim: Okay.

Catherine: Late afternoon.

Tim: Alright, so why don't I call you next Friday at 3:00.

Catherine: Okay.

Tim: Alright. It was good talking to you.

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Catherine: I'll talk to you then. Bye.

Tim: Bye.

—Ring—

Alright, one more live call here. This is just a funny one. I had done a good call with a man named Richard, sent him the video and he had replied with an email telling me he was really excited about it. I then call him and his wife answers the phone. Listen to what happens.



—Ring—

Female: Domino's Pizza, how can I help you?

Tim: Domino's Pizza? This isn't Richard Dye's place?

Female: No, it is not. Who's calling?

Tim: Is this Domino's Pizza?

Female: Uh-huh.

Tim: Okay, Alright.

—Ring—

Yep, she was trying to stop me from reaching her husband!

Alright, now that was all the things that can happen on Follow-Ups.

I don't know if you caught something as I've gone through the Follow-Up portion here, but on the Follow-Up Call you're basically going right back through the Inviting Formula.

When you do your Follow-Up Call, you do a short Greeting. You Qualify your prospect by asking if they've watched *Brilliant Compensation*<sup>®</sup>. You Invite them to look at your company. You Handle any Questions and Objections that arise. You Close them to Action. You Follow-Up or Follow-Through. That should simplify the whole follow-up process for you.

That completes the Follow-Up section and completes the Inviting Formula.

### Part 3: Promotion Introduction

So let me quickly summarize up to here. Business is making people's life better. Your network marketing company has created a product or service that you feel can make people's life better. You are the person to communicate how that product or service can *make* the prospect's life better, and you use the Inviting Formula to locate a person's needs, wants or don't wants and expose your business or product to them if they Qualify, by Inviting them to look at some materials, Handle any Questions or Objections that come up, Close them into Action and then Follow-Up.

You've learned quite a bit here. A couple of more things you need to know before we end off. The next subject is how to get prospects. Perhaps you would have thought that I would have put that at the beginning of my training. But my experience is that people can't *hear* how to *get* prospects until they feel confident that they would know what to say to the prospect. So that's the reason I explained communication and the Inviting Formula first.

The way you find prospects is by promoting. As I stated earlier, the word "Promote" means "To make known." And to the degree that you promote is the degree you will have prospects.

Promotion is limited *only* by what a person can see or hear. So any way a person can receive a communication, you can promote. So that could include advertising in the newspaper, advertising in magazines; there's direct mail, like sending out postcards to everyone in a zip code; there's television, there's radio, there's email, banner ads on the Internet; there's hiring executive search firms, there's buying leads – then there's networking. I'm sure you could have guessed that I would name that one. But you would be surprised at how many people mentioning all the ways to promote miss that one!

★ I'm going to spend the majority of the time talking about networking. But let me briefly give you my view of the other types of promotion.

Whether it's newspaper advertisements, postcards, door hangers, Internet, television, radio – all the other ways you've heard – they all fall under the subject of Marketing. Marketing is defined as "Creating desire for your product, service or business." You can throw an *enormous* sum of money and time at these marketing efforts and yield very little. I know, I've done it.



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It took me years to develop the skills to write marketing advertisements that would get a good return. Marketing is actually a whole other profession you have to learn if you head in that direction. To do it right, you have to promote the benefits of your product, or service, or business to the audience that is most likely to desire it. So logically you have to correctly locate and find that audience and then you have to make yourself known to *them* by delivering a marketing communication that causes them to respond. If the response is sufficient enough, you then promote it more heavily.

You can do even better if you do surveys of your target audience to find out what it is about your product or business that they would benefit from. See, the difference is that if *you* write the benefits, that's only *you* thinking you know what everyone else will respond to. But that's rarely the case.

I spent \$27,000 to have a survey company tell me *exactly why* people took supplements. I had my *own* ideas of why people took supplements – but I couldn't have been more wrong compared to what the surveys returned. But, boy was it valuable to me! By the way, I wrote two brochures off those surveys that are really effective when selling supplements. If you're in the business of selling supplements (or if you've ever been interested as to the effect nutrients have on your body) you should take a look at them.

The point I'd like to make on this is that in all the ways to promote mentioned, I've determined that it's impractical, not cost-effective and not time-effective to have a networker learning all these ways to promote. It just distracts and frustrates them.

So the only three areas of promotion that I recommend are:

1. Networking.
2. Purchasing leads from a good leads company.
3. Newspaper advertising.

And I recommend them in that order – first is networking, second is purchasing leads and third is newspaper advertising. I would just say “networking” – but many people have already talked to their network several times and perhaps did it without the Inviting Formula and so maybe those networks aren't so open anymore. Also, other types of promotion (newspaper ads and buying leads)



open new entry points into networks, so I feel it's *essential* to always promote, so you're always establishing points of entry into new networks.

#### **Part 4:**

#### **Newspaper Ads & Buying Leads**

★ So let's talk about newspaper advertising and buying leads. I'll talk about newspaper ads first.

Depending on the size of the newspaper, you're looking at spending 100 to 500 dollars a week for three lines. And sometimes you will yield nothing. I repeat, sometimes you will not get a single call. Also, be prepared, before you call, for the rep at the Classified section of the newspaper to interview you. They will ask questions like, "What kind of position are you offering?" "What is the address of the business?" "When is the position available?" Make this newspaper rep your ally. Once you're in with a rep, and you become a repeat customer, you can get special deals.

Once your phone number has been given, your account is attached to *it* – so be prepared for that. What they're looking for is whether there is an investment. If there is any investment, you must put your ad in the Business Opportunity section. They will *not* let you put your advertisement in the Sales & Marketing "Help Wanted" section. You will not get *near* the response – although the response you *will* get will be more qualified.

Your best return is in the Sales/Marketing Employment section. If you say there is not an investment, expect a phone call from the newspaper to the number you gave them. Now, I have paid the sign-up fee (not a product purchase – just the \$35 sign-up fee) for my company, for people joining my business from ads. This was the only way I could get around this requirement at the newspaper company. That way when the rep asked me if there was an investment, I could say "No." Once you have an ad that pulls more than 15 calls a week, try to lock the newspaper into a monthly or quarterly rate – at a discount, of course.

I recommend you have a separate phone line for advertisements and have a professional greeting. When that phone line rings, answer it professionally. As long as you follow the Inviting Formula, no matter who calls, you'll be fine –

even if it's the newspaper rep. Now you can put that number in the advertisement. But I've found the very best way to route prospects to you from newspaper ads is via faxed resumes. Second option is, is that when your prospect calls, let it go to voicemail with a brief professional message and a fax number where they can send their resume to. I don't recommend you leave a long message that starts out with, "Just imagine if you had invested in Microsoft in 1980." Use something professional like, "We're accepting resumes from interested candidates for a Sales and Marketing position in the \_\_\_\_\_ field. Fax resumes to \_\_\_\_\_," and then give your fax number. Then add on this message: "Please use a cover sheet and indicate 3 times in the next 6 days you can be reached."

Alright, that should help you quite a bit with newspaper ads. You just got about five years of knowledge and experience right there. But again, that's my second best recommendation to you. Let me tell you a little bit about buying leads and why I recommend it over ads as well as all other types of marketing.

- ★ When you promote using postcards, if you do well, you'll send out 1,000 postcards and get 20 calls. That means you paid for 980 cards that *didn't* get a response. You also spent time writing your promotion, time designing, time printing, time buying addresses - and unless you pay someone to do it, you're sticking labels and stamps on the postcards. Very common to spend a week getting a postcard promotion out to only yield 10 responses.

When you buy leads from a good company you're paying only for qualified leads. While I'm on the subject of leads, let me explain something. *BrilliantExchange.com*, the company that I put into place to serve the network marketing industry, didn't use to sell leads. But people who were subscribers to our *Brilliant Compensation*® movies kept asking what leads company we recommended.

In addition, some of the subscribers would buy lists and send out the movies to a large group of leads and then get in trouble for spamming. When we would talk to them, they weren't bad people - they just simply bought leads from a company that claimed to be reputable but were not.

We started doing our own research and we bought leads from *many* of the companies that sell leads and we would test them to see which leads were the best. What we found was that sometimes the leads were good for a while and

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then they would *not* be good. So, we started figuring out that what the lead companies were doing were reselling their leads – sometimes 20 to 50 times or more! Imagine calling a prospect who has been contacted 20 to 50 times prior to you calling them! Whoa, that's bad. We also found that some companies would capture names from giveaway sweepstakes and sell them as business seekers. That's *really* bad.

I'm not making this up. I sat on Madison Avenue in New York in one of the largest marketing companies in the world asking them questions about leads. I was *not* impressed with what I heard. It *disgusted* me at how they were taking advantage of people. You have the poor prospect that gets hammered by all the people who bought their name. Man, they'll never fill out another form again for the rest of their life! They become scared to death to give anyone their name again! You also have the poor networker who calls this lead and is the 20th or the 30th networker to call them. He gets cussed-out and hung-up on by *very* angry leads.

So we finally decided that we needed to take responsibility for finding really good leads for our subscribers – and we have. You could hear in my live calls how open those prospects were to hearing from me. I had *no hostile prospects*. Did you hear that every lead remembered filling out the form? This is because they are real-time. Which means as soon as the prospect fills out the form, it instantly comes directly to you.

If you're at your computer you can call them within a few *minutes* of them answering the advertisement. Also, on a limited basis, there are real-time *local* leads. This means you can subscribe to certain area codes and get leads in that area. There is not a better lead than these. But they are limited. Once a person locks up a particular area code, they normally don't give up that area code, because the leads are so good – and they're local. All the purchased leads that I did live calls with on *Professional Inviter* were real-time local leads.

Let me have you hear a couple of live calls from another lead source who promised us these were the best leads available – and you can compare them to what you heard from my earlier live calls.

**Part 5:**  
**Bad Lead Live Call Examples**



—Ring—

Female: Hello.

Tim: Hello, is this Heather?

Heather: Yep.

Tim: Hi, Heather, my name is Tim Sales. Did you order a package called “I Got There, You Can Too” from a TV commercial perhaps?

Heather: I’m sorry, what was it?

Tim: It was called “I Got There, You Can Too.” It was a package; it was free, I think there was some shipping or something like that attached to it, but ah...

Heather: Hold on, because someone’s on the other line and I can’t hear.

Tim: Okay.

Heather: Okay. Can you repeat that one more time?

Tim: You bet, I’m sorry. It was a TV commercial called “I Got There, You Can Too,” and then you would have gone to a website, something like *forfreekit.com* and ordered a package? You don’t know what in the world I’m talking about.

Heather: No, I don’t. (laughter)



—Ring—

Tim: Hey, this is Tim.

Female: Hey, did someone just call this number?

Tim: Yes, I just called this number. Are you Julie?

Julie: Yes.

Tim: Hi, Julie.

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Julie: Hi.

Tim: My name is Tim Sales. Did you order a package called “I Got There, You Can Too,” on television?

Julie: Um, no.

Tim: Uh, oh, okay, don’t worry. (laughter)

Julie: I don’t even have a credit card. (laughter)

Tim: Okay, well... I got your number and I got your name because you ordered something from uh... a package called “I Got There, You Can Too” off of something... there’s a website like *forfreakit.com*?

Julie: Oh, unless someone used me, I’m not sure.



—Ring—

Male: Good afternoon.

Tim: Good afternoon. Is this Ken?

Ken: I’m he.

Tim: Alright, I’m he. (laughter) I’m Tim. I’m calling to find out if you ordered a package called “I Got There, You Can Too” from a TV commercial?

Ken: Wow, jeepers.

Tim: (laughter) Test question... tick, tick, tick, tick, tick...

Ken: Yeah, doesn’t ring a bell.

Tim: Doesn’t ring a bell? You would have gone to a website, something like *forfreakit.com*, something like that.

Ken: Hey, you know what, I was there yesterday and they had me jump through so many hoops, I decided not to have to go through all that. Is it free?

Tim: It is free. I think there was like \$3.00 or \$4.00 to shipping, but what was it that caused you to be interested even to a degree of looking through the...

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Ken: There was something about winning a free digital camera, getting a free digital camera, something like that. I gave my email address and last night I got a whole bunch of email... of junk email and I am furious. I am absolutely furious. How dare you do that to my email address.

Tim: Okay, well I didn't do that to your email address.

Ken: Well, whoever it was, man.

Tim: Yeah, I got it.

Ken: Okay, so what is the deal? You caught me at a bad time here – can you give me a call back tomorrow afternoon?

Tim: You bet, I can. Sorry I bothered you, man.

Ken: Okay.

Tim: Alright, bye-bye.

Okay, I think you can now tell the difference between a good and a bad lead. Alright, let's move on.

★ Now, as it relates to buying leads and advertising in newspapers, things like that, it's important for you to budget your time and money effectively. The reason I recommend buying leads is that it gives you the greatest return on your money and time. Here's how I personally budgeted my money in the very beginning. Obviously being on a military salary didn't leave me a lot of money to spend on my business, but that was okay – everyone starts somewhere. I started out budgeting about \$400 a month of my military income towards promoting my business. Primarily that was newspaper ads. I didn't know of lead sources back then. Today, if I had it to do over, I would put about \$300 a month towards leads. The remaining \$100 I would put towards presentation tools and meeting costs. Do *not* spend your profits, though! Invest them into more promotion. That was one of the really smart things that I did all along. Whenever I made profits in my business, I put *all* of it towards promoting my business.

So that's newspaper advertising and purchasing leads. Now let's talk about networking.

**Part 6:**  
**Professional Networking**

★ A professional networker is someone who utilizes networks of people to find anything and everything, including prospects. A network is simply a cluster of people who have a common interest. Let's pretend we're looking at a family. Let's call it the Jones' family network. The Jones' family network starts with the mother and father, plus their four children for a total of six people. But that's *not* the Jones' family network – that's just the original Joneses. Each of those family members are really points of contact *into* the network. One of the children is a senior in college, and is a member of California Alumni Association as well as the Lifelong Learning Club. Her best friend's dad is a doctor at one of the largest hospitals in the Bay area. The other three children of the Jones' family network are boys. One went to college and is now an engineer. The other two are in construction. The three boys are all married.

So my question to you is, how many people are in the Jones' family network? Now something very common today is people researching and building their family tree. And I've seen some pretty large family trees. But let's take this a step further. I want you to visualize something. Suppose for a research project we were to try to find out how many people were connected in *some way* to the Jones' family network.

We would start with the family tree of everyone living – grandparents, brothers and sisters of the grandparents, parents, brothers and sisters, aunts, uncles, cousins, nephews and nieces. Now, imagine if the family tree also included every friend, business colleague, church acquaintance, and the friends and families of the grandparents, brothers and sisters of the grandparents, parents, aunts, uncles, cousins, nephews and nieces. You're now probably talking about tens of thousands of people. And if you viewed each of those people as entry points into *their* networks you would eventually connect to everyone in the world.

If your purpose is to be a professional networker, you must understand the game. You must see the big picture. And the big picture is we're all connected together. It gets even more interesting when you realize that we all require each other to exist. If people didn't need or want their life to be better – and be willing to pay for it - you yourself couldn't make enough money to have what *you* need



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and want. Can you see that? We all depend on one another to live. You get the picture of what I'm trying to say? Everyone is connected together. By what? Other people!

So each individual person has a network of people that they personally know. That's a definition of a network – the people you personally know. That is also what is meant when someone says, "Your warm market." It's all the people you personally know. Then if you're married, your spouse has a network. Of course, some of the people are in your network that are also in your spouse's. It would have to be that way, otherwise we wouldn't all be connected together.

How does a networker use these networks? You move into a new town. You want to find a dentist. You ask the next-door neighbor what dentist they use. They tell you. *That's* networking. People also call this by-word-of-mouth advertising.

What about some other networks? A neighborhood is a network. Everyone in your church is part of a network. Everyone at your high school is part of a network. Everyone at your work is part of a network. I was in the Navy and stationed onboard a ship that had about 700 men on it. So therefore everyone on that *ship* is part of my network. Everyone is a part of *several* networks. I hope you're starting to get a clue where I'm going with this.

Let's inch forward. Picture that you are standing in a movie line that has 10 people in the line. What is it that actually links people together? These 10 people can stand there and *never* know each other. What is it that actually links people together? Communication! These 10 people have in common that they're all seeing a movie at the same theater. But if no-one communicates, there is not a connection to the entry point of a network.

Communication is the link between people and networks. If the person who is selling tickets in the movie booth tells the first person in line that the movie that they want to see is sold out, and person number one tells person number two - but two doesn't tell person three, the link is broken. That will cut off *everyone* below it. What does that tell you? Some people *further* communication and some people *stop* it. Obviously, it's going to be pretty difficult to be a professional networker if either you stop communications or someone in your organization stops communication.



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Pretty funny, but I actually had someone in my organization who didn't communicate! I started asking him questions about this and he told me that he wasn't a "people" person and he didn't like talking to people. We dug into it quite deeply and I was able to help him, but he basically had some things in his past that caused him to be afraid of communicating. This is a real problem in *any* profession – especially networking.

Similarly, when someone alters communication – "altering" means "to change it" – maybe they embellish what was said or they leave out important information within the communication. The more people alter communication, the more people begin to not *trust* communication – particularly the person who alters the communication. Once communication isn't trusted, it becomes noise instead of communication. If you alter communication you will end up stopping communication because people will not *trust* you.

A great example of this is stock market analysts. It used to be that a stock market analyst was very valuable and highly respected. They would analyze a company and put out their recommendation as to whether the public should buy the stock or not. People would follow their advice and invest their money. Then, several of them were caught recommending companies that they owned shares in, and then selling their shares right after they recommended others buy it. This created a *lot* of distrust. Now, when analysts come on TV or radio, people don't listen to them. Analysts have become communication noise.

What I'm pulling together for you is the traits of a networking professional. One of the key components of an effective networker is that they get the reputation for being someone people can trust. Their word is their bond. People trust them. With that, they gain the respect of their network. They become influencers of their networks. By "Influencers of their networks," I mean that when they suggest something to the individuals of their networks, they listen.

That is the reason you find "Tell the truth" as one of the communication qualities. It's also why I frequently bring up things like, "Don't accept pirated copies of sales or training materials." If you get a pirated copy of something from someone, don't trust that person – and stop doing business with them. They will not go far in business and will eventually destroy *your* business and your reputation. Hand the material back to the person and say, "I prefer to build my reputation by being honest." This will *eventually* cause this dishonest person to straighten up – so they can *have* success.

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This also goes for sneaking into a meeting room without paying. Normally there is a \$5 to \$10 charge for a business meeting if you're a distributor. But if you're a guest you can come in for free. The dishonest upline will tell the new distributor to just tell the person taking the money at the door that they are a guest – which is a lie. When someone does something that they feel is against their moral code, they feel rotten about themselves. Imagine a person has built a small group of 10 people. Each of these people he's told to sneak into the room. So basically he's built a group who *all* feel rotten about themselves. If anyone suggests that you sneak in without paying, tell them you are honest and that you prefer to pay. This *eventually* stops this person from spreading dishonesty and will straighten this person out so that he can *be* successful and earn the respect of his network.

The only other thing that gets this respect and influence is results. When someone gets good results in what they do, they rise in status and influence within their networks. And what does rising in influence give somebody?

People who have influence over their networks – call them Network Influencers, Trendsetters, Gurus or anything else – they have the respect of their networks. People trust their advice and direction. When they suggest something, people follow them. They have the ability to influence the opinion of their network.

When you get a Network Influencer communicating with other Network Influencers (which is normally the way it works) you get *very* rapid expansion. Get one or two Network Influencers of large networks in your business and it can go from five people to 500 people in a month or two.

### **Part 7: Circle Of Influence**

In network marketing, there is a phrase that gets thrown around a lot. It's called "Circle of Influence." Its meaning has gotten lost. The way the meaning has gotten lost is that when you join a network marketing company you're asked to write a list of names from your circle of influence. The term "Circle of influence" has come to mean, "Write a list of people you know." That is *not* the definition of "Circle of influence." Let's define "Circle of influence."

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“Circle” means: “A group or people sharing an interest, activity, or achievement.” So that’s the same definition as the word “Network.”

★ The definition of the word “Influence” means: “Power to sway or affect.”

So the definition of “Circle of influence” is “Power to sway or *affect* your network.” That’s the reason I use the term “Network Influencer.” I used it on this audio for two reasons. One, is I didn’t want you to become confused by circle of influence since so many people in network marketing use it to mean people you know. The other reason is that I want *you* to see that it is people – no, it’s a *person* who is a Network Influencer. When you *meet* people I want you to start looking for that trait in them. See, with your *own eyes*, what kind of influence someone has over their network. And the identifying traits of a Network Influencer are honesty in what they communicate, and their results. When you’re at a social event, see who it is that everyone seems to listen to. Watch people who are talking to this person. Are their eyes everywhere else – or are they riveted on this person?

Why am I bringing *this* up? Everyone has what I’ll call a *degree* of influence. A person in a small town, who works in a gas station, has a wife and child and no other family in the area. His wife is a homemaker, they don’t attend church – they just don’t interact with people. Who does he influence? His wife and child. So he *does* influence his network – it’s just a very small network. Take this up a notch. Let’s suppose another person lives in a city. She’s a manager in a software company. She teaches Sunday school at church, is a member of the Internet Society and is a frequent speaker there. See how she has a larger network that she influences? So everyone has varying degrees of influence.

Sometimes your influence is so high, all you need to say is, “Take a look at this.” Done! They will come look at it – no questions asked. Think of Warren Buffet, who is tied with Bill Gates as being the richest man in the world. He made his wealth by investing in companies. He is the most respected man in the investment world. His influence status is so high that if he called and said, “I have something for you to look at,” – CNN would show up with their cameras. Very high influence status.

Other times your influence status is below the person you’re talking to. That’s okay. Mine started very low. Be honest and get results, and it will come up.

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Your job as a networker is to communicate your way to these Network Influencers, but you *have* to be a professional. People will open their networks and continue to open their networks to you as long as you don't blow it by damaging anyone. This is where the Inviting Formula comes in. See, if you qualify someone and see that they're happy where they are and they don't qualify, you don't invite them – then you've just had an enjoyable conversation with someone, *and that's all!* If they *do* qualify, you take them to the next level – professionally. When you network through and find a Network Influencer, make sure you really do the Inviting Formula.

Sometimes when you're working with a Network Influencer the greeting can take a long time. There have been times where I've met people and immediately saw that they *were* the influencer. We swapped business cards. I send him an email within 24 hours saying that it was nice to meet him. Then within a week, I'd send him *something* that supported something I learned about him. Let's use as an example: If I knew that he liked golf, I'd send him something on golf, or ask him something about golf. Then I'd ask him where he plays golf. Pretty soon I'd ask him to join me in a game of golf.

See, what I taught you about greeting people and meeting people really comes into play here. You put the focus on an item and then you slowly move it to the person. You keep doing it until *they* start to contribute to the relationship. Slowly that third entity begins to form. When you can make this person's life better in some way – golf, babysitting their dog while they're on vacation – then Greeting steps become very meaningful and you get this influencer to open up and talk freely to you. Now you obviously can't do this long greeting with everyone – but when you're working within someone's network and you locate a *real* Network Influencer – I highly recommend it.

★ Now that we've gotten through the professional networking section, I want to repeat something I said earlier because it's really key. Once you get a qualified prospect through a purchased lead or a newspaper advertisement, then network your way into *that prospect's network* – that's the key to making leads pay off big time. I never view a purchased lead or newspaper lead as a final thing – I always view that lead as an entry point into a network.

## Part 8: Responsibility & Blame

That concludes my discussion about being a professional networker. I have one final discussion I wish to have with you. It will perhaps give you a larger view of what network marketing is all about.

As I've described, I broke network marketing into three chunks to learn. Invite, present and train. I broke them apart only for the benefit of learning it myself because when something is massive, I get overwhelmed and stop doing it. But they are *not* separate. They are one continuum. The three chunks were just where I decided to stop one section and put it on this Module – that doesn't mean it ends here – it most *certainly* does not.

See, when you pick up the phone and call someone and do the Inviting Formula, you're going to locate what a person needs, wants and doesn't want. Once you've gotten this very valuable thing, you're going to lock arms with this person and do everything possible to get them this thing they want by training them how to get it.

★ The reason I'm bringing this up is that I'm taking responsibility for teaching you how to do something that can actually harm people. If you use the Inviting Formula you *will* sponsor people! I'm sure of it. I know how effective this is. If you sponsor someone and then don't train them, and don't ensure that they get this thing they want, then you've harmed this person. You said you'd help and you didn't.

Picture the military. They teach a young neophyte (a neophyte is a *beginner or a novice at something*), but they teach this young neophyte how to shoot a gun. This young boy masters how to shoot a gun and hit his target. They teach him how to take the gun completely apart and put it back together blindfolded in under a minute. The military doesn't take responsibility for the dead person on the other end of the gun. Nor does the military take responsibility for the mental hell this boy is going to go through because of the dead men on the other end of the gun.

I don't have an agenda with this conversation concerning the military – you already know that I was in the military and in a very elite part of the military. I've just pointed your eyes at a very obvious group that doesn't take responsibility for what it teaches.



This Inviting Formula is very effective at sponsoring people – and in the hands of an irresponsible person a *lot* of damage can be done. And I’m saying this particular part because I want you to keep your eyes focused on the big game which is, “Get people what they want.” Don’t use this tool to sponsor people for the sake of sponsoring people.

Part of the damage that we as a group in network marketing *must* repair is sponsoring people and then not training them.

I often hear that old cliché, “You can lead a horse to water, but you can’t make him drink it.” Well, that might be true for horses, but we’re not horses. And if you had just asked the horse if he wanted water in the first place, you could have saved yourself the trip to the stream.

It *is* true that you can’t make people do something. But there’s a *big* difference in finding out what somebody wants, telling them that you will help them get it, and then saying, “Okay, I’ve done my job – here’s the business that can deliver what you want,” and then leaving them alone versus finding out what they want, telling them you’ll *help* them get it and then training them every step of the way. If they’re after this thing they want and they suddenly quit – do you think they changed their mind about *wanting* this thing? No! They ran into something they couldn’t do or they put their focus back on a bug. And that’s where *you* come in. You *knew* there was something he couldn’t do – otherwise he’d already *have* this thing he wants. You have to help him all the way until he gets it.

## **Blame**

- ★ And one last point on this. At every failure is the option to put the blame on either the person failing or the upline – so who should take this blame?

When a student in school fails a test – is it the student to blame? Or is it the teacher? When a child grows up and is destructive in our society, is he to blame? Or is it his parents, the school, the church, the child’s friends that are at fault?

Now that I’ve opened your mind to seeing it way beyond just network marketing, let me bring it back to *just* network marketing. Normally each blames each other. The upline blames the downline, the downline blames the upline.

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The answer to this mystery question is, *there is no solution in blaming*. See? Blaming doesn't solve anything. You can only solve this by taking responsibility for it. Let me give you the definition for the word, "Responsibility." This definition comes from the Encarta Dictionary: "Being the source, cause or reason something happens or it doesn't." There's only a solution in the downline taking 100% responsibility to get all the knowledge he or she needs to be successful. And there's only a solution in the upline taking 100% responsibility in ensuring the downline knows the information and the techniques of how to do it. I'm not saying that either side *couldn't* blame the other – I'm saying that it doesn't do any good to blame!

It's just simply a waste of time to blame anyone. By blaming, you're really only blocking your view to a solution. It's only productive to take responsibility. So the downline should never claim the upline didn't help them. Why? First reason, it doesn't do any good. And, well, it's *your* thing you want – do everything it takes to get it. And the upline should never blame the downline for not succeeding, because it doesn't do any good. There's great productivity in the upline saying, "Hmm, I've not been able to get Roger this thing he wants. What's a creative way to teach him how to greet people? Hmm, maybe if I taught him three scripts and worked with him until he felt really comfortable and then took him to a party and walked him around and had him greet everyone and start conversations, I could get him feeling more comfortable at greetings." There's GREAT productivity in that. Why? Because it might work! There's no productivity in saying, "That Roger – he just doesn't want it. He didn't even come to the meeting."

So let me summarize these last two subjects I've brought up: Take responsibility for those you sponsor. Again, the definition is, "Being the source, cause or reason something happens or it doesn't." And number two, don't blame anyone. Not even yourself – because *that's* unproductive, too. Just take responsibility.

### **Part 9: Conclusion**

Alright! We've spent quite a lot of time together – and I appreciate you listening. And I hope I've made your life a little better. I'm putting something else

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together called *Master Inviter*. It's to take your learning of this subject (Inviting) to a higher level. I don't have all the details yet, but what I *do* know is that it'll be a live training and it'll take several days to complete. It'll have a lot of drills in it. I've written about 40 so far. They're all designed to get you *great* at communicating. We'll start off with first getting you really comfortable about being around other people. Then we'll get you able to look someone in the eye and not be worried about or thinking *anything* while you look at them. Then we'll get you good at Greeting – have you learn it very well, then go out and actually Greet people. We'll get you really good at Qualifying – I've got a lot of drills in this one so that you absolutely know with certainty when someone qualifies and when they don't. You'll prove to me that you can handle all Objections; you'll know how to Handle every situation that comes up in the Follow-Up. I've even set up some not-so-fun drills where I have a bunch of people tell you they're not interested. This way you don't have a fear about people telling you “No” anymore. Oddly, this sometimes holds a person back from going out and prospecting.

Anyway – it will be a lot of fun and most of all you will master Inviting. If you don't, (laughing) I won't let you go home! Also, I'm going to make myself available to help you learn Inviting – because it *is* the key to the business. If you have a group of 20 people or more and want to do a private conference call with me, contact my staff.

Now, I must warn you that I'm not one of these trainers who is just going to talk to you – you *will* make phones calls and you *will* get better at inviting. I've been known to push people a little bit. As one lady said, “When you're around him, there *is* no comfort zone.” I'm telling you this because sometimes people ask for help – but are quite uncomfortable with my training. They've gotten very used to *pretending* to do the business and I kind of break that cycle and it causes a person to squirm a little bit – uh, no, they squirm a *lot*. But man, when I see that person hang up the phone and they jump so high that their head nearly hits the ceiling – I personally wiggle like a little puppy!

So, here's your homework assignment: Go out today and make someone's life better. I respect you and I admire you. Go flourish and prosper – you deserve it. I'm Tim Sales.





