

CD 5: HANDLE QUESTIONS AND OBJECTIONS & CLOSE TO ACTION

Track 1:

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.

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?

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.

—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!

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.

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)

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 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?

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.

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 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.

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.

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 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.

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, 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.

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.

Track 2:**Objections: “Pyramid” And “Not Interested”****“Pyramid”**

- Ⓢ ★ 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 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...

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)

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.]

Track 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.” 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.

Track 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

- ④ "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?"

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...

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."

Track 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?

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, 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.

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.

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.

Track 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!

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

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.

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.

Madison: Okay, uh-huh, explorefreedom.com.

Tim: Forward slash (/) trump - t-r-u-m-p, as in Donald.

Madison: Okay, I like that. Um, okay, 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.

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.

