

EXPOSING YOUR BUSINESS IS YOUR TOP PRIORITY!

There are many ways to expose your business; friends/family, social media, Craigslist, car magnets, direct-mail advertising, networking events, LEADS, etc.

Today I'm going to show you why leads are a viable and a proven option. More importantly, I'm going to show you exactly how to approach your leads.

BUILD RAPPORT!

You don't have to be an expert at explaining your compensation plan or have a science background to talk about your product line – let the tools (videos, webinars, sizzle calls, etc.) do the presenting for you!

Focus on getting your prospect to feel comfortable with talking to you and sharing information about themselves so that you can walk them through the exposure process with relative ease.

Here are some affective rapport-building questions:

Tell me a little about yourself, _____, what do you currently do for work?

- You may or may not be able to relate to their current/previous work experience.
- Relatable: ask them questions based on what you know about their work experience.
- Un-relatable: ask them specific questions about what their responsibilities are/were, and then find out if they're plan is to continue working in their current profession or are they open to committing full time to building a successfully business if their needs (income, stability, goals, etc.) are met.

Do you have any previous experience building a home business?

- NO? Great! That means you haven't picked up any bad habits, so we're starting with a clean slate.
- YES? Tell me about the business – what was the company and how did you build it?

Aside from money, _____, what are some reasons why you're looking to start a home business?

- Ask questions based off their answers – if they tell you they want to spend more time with their family, ask about their family (eg. How many kids do you have? How old are your kids? What do you like to do as a family?).

When you find the right business, are you looking to get started right away?

- YES? Great! We've got a success system in place that allows our team members to plug into and get started immediately. I'm excited to show it to you!
- NO? They'll likely explain why they're not ready to start right away – most times they'll say they need more information first. ***Here's your opportunity to relate, and again, show your enthusiasm for your company***
 - o I understand your position and I'm very excited provide you with all of the information that you'll need to make an informed decision about why you should get started with our great company!

YOU SHOULD EXPECT THE FOLLOWING!

Calling leads is a numbers game – you’re flipping through a deck of cards to find the aces! You know they’re there, so stay the course and keep flipping the cards over until you find them. It will be worth it!

Your job is to sift and sort through the leads to find those that qualify for your time – IT’S VALUABLE!

Prepare yourself mentally and commit to the process ahead of time – if your attitude is “I’ll try calling leads and see if it works” you’re already destined to fail.

Make the commitment upfront that you’re going to engage in calling leads for a minimum of 90 days. You will get better at this over time and your results will directly reflect the improvement in your phone skills...and your bank account! ☺

You will encounter people that are rude and ignorant, BUT don’t worry, they were rude and ignorant before you called them. Don’t take it personally!