



Key Learnings

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FINDING YOUR MISSING PEOPLE

Imagine that you're in a shopping center and it's crowded full of people. You have a couple of kids with you and you walk towards a store front because you see something in the window that you quite like. As you get closer you realize you like it more than you thought you would. You turn around for the opinion of the kids and in that moment they're gone.

Your first thought may be panic! You know you must find the children and in order to find them you need to be able to describe them to strangers. You may have a photo to show them, be able to describe exactly what they're wearing that day, the places they like to hang out, what they will answer to. Once you have that description you'll share it with the world asking for help to find them - including security guards, police or anyone who'll help to find them quicker.

The customers you don't have in your business and the people that you don't have on your team are simply 'missing people'. They're missing from your profit, your product demos, your team trainings. So to find them you need to be able to describe what they look like because once you can see them, you can find them more often.

So you know exactly what it is that you're looking for. You've got a picture perfect description of who your missing person is. The mistake that almost everybody makes when looking to build a business, particularly in network marketing business, is they run out into the marketplace screaming for anybody and everybody.

Whereas if we slow it down, we can get more targeted, and then have a more effective conversation with those people when we get there.

BUILDING YOUR LIST

How do we build a list of people that is big enough? You're unlikely to have more new customers than you have names on the list. So the bigger the list, then the bigger business.

To build a big list, you start with your friends, right? Well I don't know about you, but for me trying to sell to your friends is can be a uncomfortable and challenging scenario. You tell them about the new thing that you're doing and they remember all the things you used to do and see no validity in your new direction. This can result in you facing rejection from your nearest and dearest.

This made me think about how I could find a way to get in front of more people without having to start blind calling strangers or hassling my closest contacts. Quantity will always bleed quality when it comes to growing your customers. A good starting point for sales success is a giant list of qualified prospects.

So I took the word "friends" and I turned it into an acronym. And I used this as a tool to help me build a massive list of people that I could then go out and introduce myself to as a 'warm call'. Here is how it works...

F – Friends

The F in FRIENDS stands for your friends, but it's not about picking up the phone to your friends and asking them to be a customer of yours. Do something slightly different. Think about who you'd love to be a customer of yours and ask your friends if they know people that look like that person. You can then collect those names into a list, get your friends working as allies for you, and find more warm contacts to speak to. The opening could go something like....

“You wouldn’t happen to know someone who (insert the problem you solve)”

R – Records

Remember all those unique pieces of data you’ve collected over the years – business cards, contact lists, delegate lists from events that you’ve kept thinking that one day they might be useful? Well, now they’re useful. Those records give you a direct contact into somebody you’ve met before. So it’s never a completely cold call. Your opening could be positioned as...

“I was working through some old records today and stumbled across your details and it made me think of you. What’s been happening in your world since (insert the place you know them from)?”

I – Industry

Think about which industries you can serve best. People want to deal with experts and specialists and I’m sure there are industries you’re more comfortable in than others. Could you be the number one provider of choice in the X industry or Y industry? And if you’re wondering which industries to pick, look at your existing customers and expand out on those. Or look at what you’ve done in the past and the sectors where you have experience. Opening this call becomes simpler also...

“Hi my name is (insert your own name) and we have been helping a lot of local people in the (insert industry) and I was wondering who would be the best person to speak with to see how we could help you guys too?”

E – E-marketing

Think of all the places online where you are in contact with people. How could you connect more closely and see how they can lead you to the next warm call to make?

Whether they downloaded a resource on your website, watched a video you sent from the inTouch App or connected with you on a social platform, these individuals now have a permission based path for a contact that is almost rejection free and simplifies the path to a valuable conversation. Remember when making these early connections your role is to start a conversation and not push your product or service. The only thing that starts a conversation is a question. Here is a quick example of an App video view follow up call (where you know they viewed it thanks to the App telling you):

“Hi, you’ve probably had time to take a look at the video I sent, what jumped out at you?”

React to what they say:

“That’s great...Have you heard of anything like this before?”

As they engage in a conversation with you and you ask good questions, the roadmap for them learning more or trying LifeWave will unfold.

N – Networking

There are two types of networking events and they’re both proactive ways of making warm contacts. First, there’s the formal, organized networking event with the same group of people on a regular basis. The purpose of that event is educating other people as to how they can make introductions for you. Secondly you have the ‘room full of strangers’ event where you’re meeting people for the first time. All you have to do there is – meet people face-to-face in real life! Don’t jump to telling them about your product or service. Take an interest in what they do, look for opportunities to speak to them again in the future.

The safest place to start a conversation in these environments is with questions around common interests. Something you will always have in common with someone at a networking event is the event itself. This is a comfortable place to start your conversations.

“Where have you travelled from to be here today?”

This typically starts a comfortable exchange and soon the other person will be asking you the predictable “what do you do” question.

D – Directories

Whatever you’re looking for in groups of people, somebody has already grouped those for you on an online or paper based directory. If you find a group of people in those directories that you’d love to do business with, call them as a local business professional, explain that you got their details from the directory and ask them how the listing is working for them in terms of driving traffic to them. They’ll soon tell you, they’ll judge you as a local business professional and then they’ll ask you what you do. You’ve then created a warm introduction and got straight past the gatekeeper.

S – Same Name

Go to the top of this prospect list you’ve created of warm contacts and look at the names one at a time. Use these names as memory joggers. If the first name is Adam Smith – who else do you know called Adam? Who else do you know who’s a Smith? Do you know a company called Smith’s? How do these names jog your memory? This will probably bring you 10-15% more names and more people to talk to. Spend time building your prospect list and you’ll soon have a plethora of contacts and a purpose for contacting them. It certainly beats hammering a list of cold contacts!

HOW TO USE THIS DOCUMENT

Everything in these pages is a series of suggestions. Only you know where you are most comfortable, most knowledgeable and most effective talking about LifeWave products or the opportunity.

Obviously I don't know the products like you do. Some of my statements about the product I know you will refine to make sure the information is stated correctly.

If you are very new to the business, just know that there are many ways to develop skills to help you gain confidence to expand your capabilities to share information and ultimately grow your income with LifeWave.

Use what is here to stimulate your thinking, customize your story and change your approach, as you move through your days meeting people and engaging them in conversation to learn about and experience all that is LifeWave.

PRE-FRAMING

Pre-framing is about asking a question that gets you permission to have the conversation that you would like to have.

In the dating world, that question might be things like,

"Hey, do you fancy meeting up for coffee?"

With a question like that, both parties know that there is more purpose to this discussion than just the caffeinated beverage. It creates permission to be able to dance this towards the next step of having a relationship.

How do we do this for both prospects for products or prospects for the business opportunity? We use a clarifying question question:

"What do you know about or what do you understand about...?"

If I wanted to frame a prospect on the product I might say:

"Well, what do you know about the benefits of light and its impact on activating stem cells?"

"What do you know about or what do you understand about the science behind the products that we have available to us at LifeWave?"

"What do you know about the benefits of network marketing?"

"What do you understand about helping relieve symptoms like that without surgery?"

What I'm looking to be able to do is to get their context before I insert my content. Now quite often, in this scenario, what people are going to say is:

"Well, I don't know a great deal."

You can then say:

"How open minded would you be to learning a little bit more about it and seeing if that could be a benefit to you?"

They say:

"Well, I'd love to learn a little bit more".

You can then say things like:

"Great. When have you got a whole 15 minutes that I can walk you through properly?"

or:

"How would you feel about maybe just trying one of the products for a period of time so that you could experience the technology yourself?"

These pre-framing questions all put you into a situation where you're never pitching blind and you're never pushy. Because instead the other person is giving you permission to share your work or share your opportunity or share the success that can be achieved through your product.

STARTING CONVERSATIONS WITH STRANGERS

If you see somebody you can help in just a general day to day environment, your goal is just to start a conversation with them. The easy way to start a conversation with somebody is to either pay a compliment or to smile at them and ask them about their day.

A favorite subject of everyone I've ever met is themselves. So see what you can do to steer some questions to them about them. Try to get to a point where you can ask them a question like:

"What do you do for work?"

And then what they're going to do is they're going to reverse the question on you.

"Well, what about you? What do you do?"

And here's where you get the ability to be able to insert an answer that might help you to create a genuine opportunity.

If I'm new to the business, I might say something like:

"Well, professionally I'm trained as a school teacher. However, more recently, I've grown an independent business working from home that is based around health and nutrition and wellness."

or:

"I was trained as a school teacher. But more recently, I've got this little part time thing that I'm working from home that is helping people to be

able to overcome some of their ailments with aches and pains and challenges when they're walking."

The goal that I'm looking for is for them to be able to say,

"Tell me some more about that."

If I've been doing this for some time, and they asked me what I do for work, I'd say:

"I'm really kind of fortunate as what we've done is develop a beautiful business working in partnership with an international organization that has access to leading edge healthcare products. And what we do is we grow that business by looking for people that are seeking to create a serious part time income alongside their existing commitments, while working from home. The kind of people that we help are people that _____ (you can fill in any number of things here... who do you want to help? Who have you helped before? Who can be helped...?)"

And I'm leaving that open again, knowing that what can happen here is they can join the conversation and say,

"tell me some more about that."

That's your permission to say:

"What do you know about a company called LifeWave?"

They say,

"Not a great deal."

You say,

"Have you heard about some of the benefits that are attached to blank?"

They say,

"Yeah, I think I have a little bit."

You say:

"So we access and harness the power of that through a non invasive product that gives you..."

And now we're straight into the conversation that we would need to be in, but we've got to slow it down and create the opportunity for ourselves.

STARTING CONVERSATIONS ONLINE

There's no fast track to winning in networking without any working. You have to network with people. And you've got to find ways to be able to go and do that.

Don't just show up online and start spamming people left, right and center about the brilliance of your products and the wonder of your opportunity. It will turn people off, guaranteed.

Before you can share something of value with them, they have to decide that you are of value to them, which means that you have to get close enough to be able to create a relationship.

Where can you find communities great for networking? Find a group of people who care about something you care about. Find a group of people who share an existing common interest online, show up in that space and get to know them. Wait until the point in the conversation where you have moved to a private message. Show genuine interest in other people and let them then ask you what it is that you do.

You may say:

"I'm really fortunate that I get to be largely a full time mom at home with my children. I also have a successful growing independent part time business that I'm working on around my existing commitments that helps people with their health and wellness. You wouldn't happen to know maybe just one person that has a spare few hours a week that's interested in earning an extra few hundred bucks a month would you?"

STARTING CONVERSATIONS WITH FRIENDS AND FAMILY

Approaching your family and friends is hard. I would approach maybe some of my friends. And I would use a preface of words that is a rejection free opening formula.

"I'm not sure if it's for you, but I'm currently looking for some people that I can work with me who match this description..."

Let's say that you decided you wanted to work with chiropractors:

"I'm not sure if it's for you, but we seem to be doing quite well with this new business that I've set up working from home. And I'm looking to grow it by working with other people that are committed to being able to put in a few hours from home. In particular, I've seen a lot of my colleagues and co-workers have success with with chiropractors. You wouldn't happen to know any chiropractors that you could introduce me to, would you?"

So I'd go through my friends and family to try and find the people I'm looking for. I could be even more generic and I could say:

"I'm having some huge success in the early stages of my new business working from home. And some of our early customers have already reported back to me massive benefits in utilizing our products. I wondered if you knew anybody in your social circle that was suffering from blank, blank or blank?"

This makes it a lot easier for your friends and family to support you on your quest.

Something you must remember though, when you're looking for your support of your friends and family is that nobody wants to be a part of your test. So until you're fully committed and being all in on this being something that you are determined to succeed at, please don't expect anybody who's close to you to have that same level of commitment of supporting you. Only once you have shown those people you're committed, could you ask for their help. But if you run this through them, they're far more likely to give you somebody else to talk to, or volunteer themselves. If you were to say to a friend or family member,

"I'm not sure if it's for you, but we're looking to speak to people who are planning to build a small independent business working from home right now. You wouldn't happen to know somebody who's got maybe 10 hours a week spare and are looking to earn an extra few hundred bucks a month, would you?"

And they say,

"Yes, sure. I know a number of people, one of which is me."

You say,

"Well, how open minded would you be to learning a little bit more about it?"

They say,

"Well, I suppose I could listen"

You might then say,

"Well, the easiest way for you to learn some more about it is to attend..."

And then you could bring them to a conversation with your upline in a 3-way call, bring them towards a business presentation, show them a video right from your phone, or use the InTouch App to share a video.

STARTING CONVERSATIONS WITH BUSINESS OWNERS

To start a conversation with anybody at any time with their permission, we follow a simple three step formula.

Step 1: A polite opening

Step 2: A mutually agreeable fact

Step 3: An easy to answer question

So let's say we're reaching out to personal trainers.

Polite opening:

"Hi, my name is Phil Jones, I represent a company called LifeWave."

Mutually agreeable fact:

"I understand that you operate as a personal trainer."

Easy to answer question:

"Are you looking to grow your business right now?"

So when they now say yes, they give us permission to be in the conversation.

I could do the same with a friend from social media who I went to school with.

Polite opening:

"Hi it's Phil we used to go to school together back in XXXX"

Mutually agreeable fact:

"I was browsing through my Facebook today stumbled across some pictures and it made me think of you."

Easy to answer question:

"I wonder what's changed with you since?"

Then show massive interest in their answer. They eventually spin the conversation and say

"What's new with you?"

You say,

"That's great. Actually, I've been having a huge success over here in this part of my life, and I recently started this new home based business working around my existing commitments, and it's going really well."

They say,

"What's that doing then?"

You say,

"I'm pleased that you've asked. What we're doing is we're helping people..."

You're looking to create warm leads, by having access to cold data by using that mutually agreeable fact and easy to answer questions. And the goal is to get into the conversation that is so much more important to you.

GROWING YOUR INTERNATIONAL BUSINESS

If you are really committed about building a business internationally, get to know what's happening in that country that you want to go and build in.

Pick the country that you want to build in and get to know people on the ground there. Go looking for the leader within that space. And do it through the people you already know.

"One of the things that's going fantastically right now in LifeWave is we're seeing the opportunity to expand into new countries and grow territories exponentially. A country that we're looking to be able to expand into is BLANK. You wouldn't happen to know anybody that's well connected in BLANK, would you?"

Now I can ask that question to everybody I know right now and chances are, that somebody somewhere will be able to introduce me to somebody that operates within that country.

When I contact somebody, I would say,

"I'm not sure if it's for you, but I'm looking to expand our successful organization into your territory. I wondered whether you had a few moments for me to kick some ideas around with you, because I'd really value your opinion."

Now, what we've done is ask for the one thing that everybody loves to give, which is their opinion. They say, "absolutely", and they give us some time.

I then asked them,

"If we were looking to be more successful in this country, what steps would you go through in order to be able to achieve a network of people that look like this?"

Once they've shared how they think this could work, I then say,

"How open minded would you be to partnering with me on a thing like this so that you can be involved in the success too?"

If they say that sounds interesting, you say,

"Would it help if you knew how it all worked? So you could make an informed decision as to whether you'd like to be able to join or whether you'd like the opportunity to go to somebody else?"

They say,

"Yeah, sure."

So now all of a sudden you only have to know one person in another country if you want to build internationally.

HOW TO ANSWER "SO WHAT DO YOU DO?"

When somebody asks you, "What do you do?" here's what happens in most scenarios. You lose your own memory around what it is that you do. Instead, I want you to tell a story that runs like this.

There are four parts to this story. The first part is an away motivated scene setter, which starts with the words. Well, you know how?

"Well, you know how many people, once they reach a certain age find it difficult to get through their days without experiencing some form of ache or pain?"

The second part is "which means that".

"Which means that they stopped doing some of the things that they once loved and find it challenging to enjoy the life that they once lived."

So I've just amplified that with some pain. In the third part of the answer, I don't tell them what I do, I explain how we help people.

"Well, what I do is I've partnered with a fantastic organization with some brilliant science backed products that are non-evasive, that help people to overcome some of those day to day challenges to increase their rate of recovery from exercise and provide them with a reduced amount of pain."

And the fourth part is "which means that" signalling to an improvement in their life.

"Which means that they get to go on to be able to live the life that they once lived."

OVERCOMING OBJECTIONS: “I'D LIKE TO LOOK AT THE SCIENCE”

If somebody says, I'd like to look at the science first, here's how I would respond.

“That's great. You know, I'm delighted that you're taking this seriously enough to want to understand just how beneficial these products are and the differences that they really do make because of the incredible science involved. I am happy to show you tons of university, pilot, clinical and published research we have available right on our website... and some of the dozens of patents already issued...to give you the confidence that this wearable technology really does deliver on its promise. Outside of that information that I'm going to provide for you, is there anything else you would be looking for?”

Is bonding that way around, firstly, with a sequence of words that the kickoff is that's great. What we're not saying is this is bad news. What we're not saying is there is friction. What we're not saying is there is some resistance to this. What we're saying by alternative is, I'm delighted that you are excited about this. I'm delighted that you're taking this seriously. What I'm going to provide for you is blank, blank, blank, blank, blank and blank.

“What else could I provide for you that would be useful for you to assist you in your decision making process?”

So what I'm doing is I'm maintaining control but I'm also agreeing to be able to do some things before they've even asked for them, keeping myself in the conversation.

OVERCOMING OBJECTIONS: BEING SHUT DOWN BEFORE GIVING INFORMATION

If you're being shut down before you even get to the opportunity of explaining more about the products, you can ask questions like:

"Are you not even open minded enough to understand exactly how the product might help?"

Or

"Would it help if I shared with you some of the true successes that many of our existing customers have been experiencing?"

We can challenge their point of view if they're shutting us down with those kinds of questions, and we can also walk away. The most beautiful thing about being in business for yourself is you can choose who you want to work with. Your job is to find the people who are the right fit for the right product at the right time.

OVERCOMING OBJECTIONS: "THE PRODUCT DIDN'T WORK FOR ME"

Please don't go out with the expectation that this is for everyone. Go out with the expectation that your job is to introduce it to everyone to find out the people who really see the benefit, the people who really want to buy it and the people who are prepared to be able to go the distance.

You have to work the quantity before you find the quality, you have to work the quantity right. Focus on the people that do get it. Understand that the people that are getting great results might be able to do more with you. Plus, they can introduce you to more people. As somebody once said to me in this business, it is far easier to give birth than it is to raise the dead. Now I know both those things are challenging. But one is scientifically proven to be possible and happens every day, and the other one people are still claiming is impossible.

Sometimes your answer to this is to go find new people that get it as opposed to trying to change the mind of people that don't.

OVERCOMING OBJECTIONS: "ARE YOU TRYING TO SELL ME SOMETHING?"

If somebody says, "Are you trying to sell me something?", then my guess is I probably haven't done a good enough job at questioning and qualifying first. But if somebody does throw me this line, and I'm now stuck on the back foot, I would say,

"What I am looking to be able to do is to see if there's a fit between what we have and what we offer and your current circumstances. So I'm looking to understand if I have something that might help you or not. Now, it might not be for you. But if it is, you're probably going to want to know a little bit more about it. And that's why I'm here. "

By positioning it that way, you can present it with confidence.

OVERCOMING OBJECTIONS: "I'M NOT INTERESTED IN NETWORK MARKETING"

You say, "Really?"

I want you to understand the power in that question. And then you leave the pause, and now all of a sudden, they're super confused.

What I might then say is,

"It sounds to me, like you've had a bad experience in the past."

And now let them tell you where they're coming from. What I can then say is,

"What do you understand about the differences between a company like LifeWave and the experience that you've just mentioned?"

And they say,

"Well, not a great deal."

What you've got is the ability to explain the differences. I would then talk about the benefits of the product, talk about the sustainability of the product, talk about the exclusivity of the product, and the fact that the product is something that people are repeatedly coming back to because it works.

I would then share with them the differences that exist through the structure within your organization. I would let them know that you have great leadership, foundation and great reach.

I would then also then say,

"Look, never make a decision on moving forward with partnering with a company or looking to better distribute products of this nature without trying the product for yourself." I would then invite them to better experience the product for themselves or for a loved one, allowing an opportunity to follow up from there."

OVERCOMING OBJECTIONS: “IT’S NOT A PRIORITY RIGHT NOW”

What I would say is,

“On a scale of one to 10, with 10 being essential and one being not, how important is your health and well-being?”

They’ll likely say an 8, 9 or 10. I’d then say,

“What other things are you spending money on right now that you wouldn’t categorize as just as important in your life, and how might you be able to reposition some of that spend during this time towards something that would be beneficial towards your health?”

And I would put that thought in their head. Some would say, yes, some won’t. I would then say to them,

“So are you suggesting to me that it is just this lockdown period of time that is hesitating your decision?”

And if they say yes to that, I’d say,

“So what you’re saying to me is if I’m to reach out to you, two weeks, four weeks, six weeks, eight weeks from here, that you expect to make an altogether different decision and you’re still serious about moving forward?”

They say yes. Now I’ve got the pre qualification that says I can follow this through at a later date.

OVERCOMING OBJECTIONS: “I NEED SOME TIME TO THINK ABOUT IT”

When somebody says I need some time to think about it, have you ever wanted to say back to them things like,

“What is it? What is it you want to think about? If you can tell me I can probably help you!”

We can't say things like that, because that is rude and obnoxious. What if I gave you a sequence of words that you could use to preface a direct question to stop it sounding rude and obnoxious and instead make it sound soft and fluffy? You can do that with a simple sequence of magic words.

If somebody says they need some time to think about it, what I would say back in the other direction is,

“Just out of curiosity, what is it specifically you need some time to think about?”

I could then push you further and say,

“Just out of curiosity, what is it that would need to happen for you to make a decision over something like this?”

Or I could really turn up the heat and I could say,

“Just out of curiosity, is this stopping you from moving forward with something like this right now?”

Then one of two things happens. Either a period of around twelve seconds goes by and during those twelve seconds, the other person tells you the truth of why they can't move forward, and you can do something with that information.

“I'm concerned about my job.”

“I really don't believe in this.”

“My husband will go mad.”

Something that is actually truthful.

If it's not that and it goes past twelve seconds understand that this is a scenario where he or she who speaks next loses. So please don't let it be you. What I would then do is understand that as that time is ticking, it means they're searching for an excuse and they can't find one. Please don't be surprised if during this period of time they come back to you and say,

“You know what, you're right. There's nothing more to think about.”

“You know what, you're right. There's nothing that's stopping us.”

“You know what, you're right. There is nothing that needs to happen.”

And it's your ability to ask big brave questions like that, which mean that you are earning your right to help somebody understand how they can make decisions in this complex decision making process.

OVERCOMING OBJECTIONS: “IT’S NOT WITHIN MY BUDGET”

You say, “Really?” And then zip it.

Now we add some more color and context to what they really mean.

You can then say,

“So you’re not certain that the product is going to deliver on its promise?”

They say,

“No, no, I think it's going to work.”

You say,

“Well, on a scale of 1 to 10, with 10 being important and one being not very important, how important are the results that a product like ours can achieve for you?”

They say,

“We know it's like pretty darn important.”

You say,

“Is there anything else in your life that you're currently spending money on that is less important than that?”

They say,

“Yes. Now you put it that way, there is the Chinese that we've been getting weekly and there is I suppose even our Netflix subscription doesn't deliver

us as much as what x39 could.” “Could it be possible that it would make sense to forego some of those other expenses for a month or two in order to prioritize your health?”

They say,

“Yes.”

You say,

“Great.”

And then you can move forward from there.

HOW TO FOLLOW UP EFFECTIVELY

The easiest way to follow up with interested prospects is by agreeing to a scheduled time to follow someone up.

If you use the LifeWave InTouch App, you can also leverage what the App does to schedule a reminder to follow up when you have both agreed to speak. And when you do that, you will know whether they have looked at what you sent them, so you will know the direction you need to take the conversation based on InTouch Intel.

So when somebody says I'll get back to you in a week you say, "A week a week from now? Well, today is Wednesday. So you mean next Wednesday?"

They say,

"Yeah, next Wednesday."

I say,

"Morning or afternoon, when's good for you?"

They say,

"Well, mornings are better."

You say,

"10am?"

They say,

"10am is grand."

Now that the call is scheduled, I can call them at that time and say,

“I’m just phoning as promised”

To which they say,

“Thank you.”

If you didn’t use the App to send the information, you probe for interest and see if they are ready to try X39 or whatever product you choose to share.

If you did use the App, you know if they viewed what you sent them or not, and you can speak with them knowing what they know.

If they didn’t look at it:

“If you are like me you are really busy and it may have been hard to carve out some quiet time to check out what I sent. Did you see the video?”

You have let them off the hook so they don’t have to make excuses. So you say,

“Tell you what, it is only 3 mins long.. how about I jump off the phone and you scope it out and we can chat in 15 mins, that work?”

Now they owe you. They feel bad they didn’t look because it is only 3 minutes, so they say “yes.”

You resend the link, customize the message to just say in a text or email from the App, “Here ya go...” and then you get the push message back showing they looked at the video... and you are back on track.

If they did look at it:

“I imagine you have had time to look at what I sent, what did you find most interesting about _____?”

And you walk them forward.

“What questions do you have for me?”

They say,

“I've got no questions.”

You say,

“Great. Does that mean you're ready to move forward?”

They say,

“Yes.”

HOW TO CLOSE PEOPLE

To close people, you don't ask them for a decision. You ask them for an action, that assumes they made a decision.

“So the next step from here is for us to put your initial order through. Would you like that sent to your home address or your work address?”

“All of that sent to my home address, please.”

“Okay, can I just grab those details now?”

If they won't answer a simple question about a decision, then I might lead the conversation using two more sequences of magic words.

“So the next step is...”

and I'm going to lead them towards the next step. And if I'm uncomfortable with the words, “so the next step is”, I'm going to say: “so what happens next is”.

“So what happens next is you're going to get some personal experience of utilizing the product for yourself with a loved one. So we're going to need to get you set up with a portfolio products, and also to get your training materials, introduce you to some of the team...”

So we just come through with this “what happens next is” and then we ask a simple, easy to answer question. Once they've answered the question, regardless of how they've answered, it means they've agreed with everything that came before it.

“Does that make sense?”

They say yes.

DEALING WITH REJECTION

Understand that "no" is part of the game. Understand that no only means not right now.

Is there anything that you've bought in the last six months you wouldn't have dreamed of buying six years ago? My guess is the answer to that question is yes. Why? Because your circumstances have changed.

Your customers and your prospects circumstances are ever changing too. And just because somebody is saying no to you right now does not mean they're saying no to you forever. If you hear no, not right now, you give yourself the ability to move on.

There are also very few issues that cannot be solved in a business of this nature with the right number of new prospects to speak to. If you can provide yourself with a steady stream of new people to speak with, you worry less about the one who isn't ready to speak to you right now.

So put your work into continually creating an evergreen stream of people in your friends list. That means you've always got new people to speak with.

Also, when people say no, ask yourself a simple question. Was it me? Or was it them? If it was you, see what you could learn from it. Take the lesson and carry that into next time. If it was them and their circumstances, dust yourself down, move on, and go find somebody you can work with next.



Well that was fun!

It was a huge privilege to host this series and the guiding light through all episodes was to deliver an experience for you and your success. Knowing that we don't get a chance to chat following this epic experience, it would be fabulous to hear your comments, highlights and top takeaways. Please take a moment to share your words of support and encouragement by completing the form at www.empowerlifewave.com.

Thanks a million,

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