

Do research on past years' shows to see what potential results you can expect and what supplies you will be expected to have. Keep at least five people involved at all times, so you have enough prospectors to handle the prospects. Bring in the business builders from your downline to do this—they can learn in the process and develop a strong loyalty to you and the team you're building. People rarely wait around at expos until you get a chance to talk to them. They look quickly and move on to the rest of the show unless you or your people give them a reason to stay and talk. You and your business builders have to give them a reason to do so.

Have good phone veterans ready to make the calls immediately...before the leads are old and cold. It costs you money to get leads. Blowing a lead is not what you want to let happen! That's not why you went to the expo and got the lead in the first place! This follow-up step is as important as a follow-through in a golf swing. Make sure the right people call the prospects right away! Make those calls that night or the next day. Don't give the prospect time to forget you.

Gold calling

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Another popular form of prospecting is cold calling. This is a very hard approach, suggested only for thick-skinned networkers who can handle massive rejection. Cold calling should only be used after every referral and every contact you have has been reached.

Let's talk about who you should be calling to cold call effectively: The first person I would cold call is a sales and marketing professional, stock broker, Realtor, insurance agent, owner of a marketing company, or car salesman. They understand marketing, know what you're doing, and are probably less likely to

hang up on a fellow professional. They're prequalified by being in professions dedicated to making money in sales.

The second type of people that I would cold call are those already involved with residual income businesses (such as cell phone company salespeople and network marketers working in another program). This can be really profitable but is incredibly challenging. Also, try calling inventors—they understand the power of earning money for a long period of time based on a one-time effort. Telemarketers can be good prospects as well. They're always looking for an easier way to make more money, and rejection doesn't bother them—they cold call for a living!

Don't waste your energy calling out of the white pages. Grab the yellow pages, look under these professions, and cold call them.

Make a *lead notebook*. A lead notebook is a list of every name and phone number of every person you cold call. Write notes on each person and every call you make to them, for when you make follow-up calls in the future if they don't give you the appointment right away. Use the information you have written down on this page to start building a relationship so they are no longer cold prospects when you make the second or later follow-up call.

When I did a lot of cold calling, I used the following script:

Hi, is Jerry in the office? Hi, Jerry. We don't know each other yet, but I know you're a great insurance agent. You and I have something in common. Both our businesses work on referral sales. In the business I'm associated with, I've seen a lot of insurance agents generate an extra \$5,000 a month or more—part-time! They didn't jeopardize their primary business at all—they enhanced it with new referrals. I

would be honored, at your convenience, to treat you to lunch near your office. I can show you what my business entails with a short visual presentation. At the very least, I have a few referrals to offer you, people who need a good insurance plan. I like to do business with people who do business with me. Is Tuesday or Thursday at noon a good time for us to meet at the diner right across the street from your office?

This cold-call technique creates curiosity, compliments the person, offers a free lunch, offers referrals, shows the person that others in his or her profession have become successful in this, and appeals to a need for extra residual income the person might be looking for. Because of your lack of rapport with the person on the other end of the phone, the odds of getting an appointment on the first call are 1 or 2 out of 10...if you are good. However, good follow-up, using this technique with your lead notebook, will generate more appointments down the road.

Cold calling is similar to all prospecting techniques; it is a numbers game. The more calls or contacts you make, the more appointments and potential sign-ups you will have. In cold calling, before you get on the phone you must expect prospects to behave disrespectfully. You will be hung up on, yelled at, or even threatened. (Ask any telemarketer.) Don't take it personally! The people you call are frustrated with you out of a lack of information. You have to view it as their loss. Remember, you're offering a pot of gold to people. Practice makes perfect in finding the best way to make them understand that. Realize that if it takes you a thousand cold calls to get one great person, it was well worth your effort.

Thomas Edison needed hundreds upon hundreds of attempts before he harnessed electricity to create the first electric light bulb. We're all very glad that he was persistent and had a "keep

trying until you get it right; practice makes perfect” attitude. (Remember the last time you tried to live with candles during a power outage?)



Here’s a quick summary of the do’s in the art of prospecting:

- Create curiosity.
- Contact as many people as possible.
- Recruit people at your business level and higher.
- Do what feels comfortable to you and works for you.
- Do what is cost effective.
- Remember the five-foot rule.
- Act professionally.
- Follow up with people who don’t give you an appointment.
- Get referrals.
- Work your warm list and lukewarm list first.
- Remember that you’re doing a favor for the person you’re prospecting.
- Some will, some won’t, so what? Go on to the next name.

In addition to all of these do’s, remember this formula:

*Prospecting = appointments = sign-ups = increase in residual
income and an
increase in status*

The art of inviting a prospect to join

Inviting takes many forms but commonly involves you, either in person or on the phone, attempting to set an appointment with one of your prospects who is not yet involved in your business.

The aforementioned formula shows that the more prospecting calls you make and the more in-person meetings you have, the more appointments you will have, and the higher your income will become.

Thus, your ability to sow the seeds of your income garden results from prospecting. The more seeds you plant, the more crops you will harvest—just like a farmer will harvest more crops if he plants the right number of seeds per acre, plants more acres, and tends his plants well.

However, it is not the number of calls you make; it's the percentage of the people you call whom you actually meet that's the key to current and residual income. That's a controllable factor. I'll show you how to prospect effectively so that you will see at least a 50-percent phone call-to-appointment ratio. After you read this chapter you should be able to get appointments from one out of two prospecting calls from your warm or lukewarm list.

Before I give you scripts to use for prospecting these people and how to invite them, it's critical to understand certain things before you pick up the phone and make your first call. It is not the words you say. It is the music that you play.

A successful prospector won't just read these scripts (like some first grader reading *See Jack Run*) but will do it with enthusiasm, excitement, and urgency. Whether you are a quiet person or a naturally extroverted loudmouth, you need to raise the excitement of your voice level one notch (or more) to make the person you are prospecting take immediate note that you're serious about what you are doing. Take each of these scripts and change any wording necessary to make it your own. Your scripts should be comfortable for you to read. If they are not, you'll sound like you're reading someone else's words and listeners

hear that instantly. Good scripts allow for whatever variations that may seem appropriate for use with each prospect.

Some will meet you, some won't meet you, and some won't do it immediately. Get referrals from them and prospect again. Remember that prospecting is a numbers game. It is not a gamble like the lottery or blackjack because the more prospecting you do, the better your odds get. Your prospecting skills won't become fair until you prospect poorly. Your prospecting won't become good until you've done it fair to moderately well. While prospecting poorly won't bring many people into your organization, it will bring in some. (Yes, you do have to start somewhere!) People who never get better than fair to moderately well have built quite respectable organizations and incomes.

Practice *does* make perfect. The more you prospect, the better you'll get at it...and the better your results will be. It's nice if everyone in your upline and downline thinks you're a great prospector, but all that matters is that you keep prospecting and keep working to do it better next time. All that matters is that you get better according to your "personal best."

Be in a good mood before you get on the phone. If you've had a rushed, tense day, take time to relax, calm down, and center your focus on what you're about to do. Remember that 90 percent of your invitation success is determined not by what you say but by how you say it.

Don't get emotional. Everyone has friends or family members who say, "Are you crazy? I can't believe you're into that! No, I don't want to look at your new business!" Realize that if you stay focused and continue to prospect past these "dream stealers" (the ones who love you so much they're afraid of change for you), some day you'll prove to them that you're the smart one. When I made \$225,000 in one month in my 48th month in the business I'm currently with, I sent a note to every friend and

family member who thought my business would fail. I invited them all to a nationwide satellite TV program where they could watch me accept my check. That was the end of any negativity I ever received. If you stay focused on how important prospecting is, you will keep planting those seeds through the up and down times of your networking business.

I recommend that you stay on the phone for at least an hour whenever you schedule a cold-calling session. You will get into a routine and achieve a comfort level that will let you set a higher percentage of appointments the longer you stay on the phone. This is a better strategy than making a call here and a call there during the week.

I usually make calls between 7 to 10 p.m., Sunday through Thursday. People are more likely to be home during evening hours. Before seven, they may be eating dinner. After 10, they may be in bed. Work is not the preferable environment in which to invite someone, but if that's the only time you can call, then call during working hours. (Just be aware you're more likely to encounter rejection.)

I'll give you several generic scripts with which to invite your warm and lukewarm prospects. The first part of every "how-to-invite" script is called "FORM." This stands for Family, Occupation, Recreation, and Money.

The reason you use these scripts is simple. You don't want someone to think the only reason you are calling them is to recruit them. FORM breaks the ice and allows you to draw your prospect into a conversation about his or her needs, desires, concerns, and worries—just as you might in everyday conversation. This opening technique gives you the opportunity to identify a hot button. A hot button is a pain the person you're calling suffers. Or it could be a need or want that your business can address.

For instance, suppose the person you're calling says, "Marian and I are working a lot of overtime and not spending quality time together or with our children anymore because we are starting a tuition fund for Max," or, "I don't enjoy my job. I look at the clock 30 times a day, waiting for it to be 5 p.m., but I need the money."

These people are crying out for the opportunity you offer. These statements and others like them are the hot buttons you should use to open up the invitation. These hot buttons identify the needs and problems of each person. When you identify the hot button, press it (carefully and tactfully) to show him or her that you can offer an opportunity to do something about those needs and problems. When the person responds, you're well on the way to a sign-up. Once you go through the small talk, here are some scripts to use. Decide which one is best for each individual you are calling. Your choice of script and your personal variations on it will depend on the person.

Some of the major objectives of the approach to any prospect are:

1. To compliment.
2. To create curiosity.
3. To control the conversation.
4. To get absolute commitment for the date and time when they're going to meet you.

Scripts

Script 1: The "I'm in a new business" opener

Use this approach when you meet someone at a party, church, a wedding, or any occasion when you encounter a person who might be a prospect but you don't have (or want to take) time for a full presentation. Remember, you want to set up an appoint-

ment at a time and at a setting that allows the person to focus without distractions.

At some point, your prospect will ask what's new and exciting with you. You answer, "I've started a new business. I'm an executive with a marketing company that markets environmentally safe products. It's fabulous, I'd love to tell you all about it some time, but right now I have to run. Why don't I call you and we'll get together? What's your number?"

Script 2: The "starting a home-based business" opener

"I help people start their own home-based businesses with no risk."

Script 3: The "home-based business" hot button

"If you had a job with no boss and no overhead expenses and could work your own hours at home with an excellent income, would you be interested?"

Script 4: The "products work and save you money" opener

"Would you like information about products that work and save you money?"

Script 5: The "are you with?" opener

"Are you with (*name of company*)?"

Script 6: The “right thing” opener

“If the right thing came along—and I mean it really was the right opportunity, would you have an interest in increasing your income?” (*Let the prospect respond.*) “It’s an American company called (*name of company*). I’m not saying it would be for you, but you need to take a look at it and judge it for yourself.”

Script 7: The “how are we going to pay for..” opener

“Do you have 20 minutes to hear how we are going to pay our college tuition, retirement, and buy a new car? Great. I’d love to set up an appointment with you, either Tuesday or Thursday at noon.”

Script 8: The “strapped for cash, need a second income” hot button

“You know, we were the same way. I was thinking about getting a second job to help our budget, but then we started a little home-based business. I know lots of people who have developed a second income in a very short time. Ours is already growing and it’s easier than getting another job. No commuting, daycare, and such, and I get to stay home. If you like, I’ll come over and share with you what I’m doing. We can watch a video that explains the whole concept.”

Script 9: The “everything’s too expensive” hot button

“I know how you feel. We recently joined a great consumer discount company that is helping. They offer savings on every

household product and on long-distance telephone services. If you're interested in saving money too, I could show you our catalog."

Script 10: The "health-conscious" hot button

"Hey, we found some fabulous natural, nontoxic products we can buy wholesale, direct from the factory. They're more effective, completely safe for our family, and save us money every month. Are you interested?"

Script 11: the "weight-conscious" hot button

"Boy, we found a terrific program for wellness and weight control that is on the cutting edge. We really need to sit down and talk about this."

Script 12: The "stay-at-home mom" hot button

"You know, it's getting tougher and tougher to make it on one income, but we want one of us to be able to stay home with the kids. We recently started a business that lets us work at home to earn a second income. Want to hear about it sometime?"

Script 13: The "cold contact service person or waiter/waitress" approach

"You know, you've provided us excellent service. Can I ask you a question? Are you getting paid what you're worth here? I have a business I think you'd love and excel in. It's the best part-time business I ever heard of. It will pay you what you are really

worth. Can we meet for coffee and I'll give you some of the details?"

Script 14: The "Multilevel marketing (MLM) frustratees" hot button

"You know, I'm like you. I was in one of those companies. I didn't make any money. In fact, I lost money. But I finally found a company that has its act together. They got rid of all the negatives and red flags that bugged me about those other guys. Let's get together and I'll show you how it's different from anything you've ever looked at. I know you've already tried (*name of company*), but if I showed you how to do it differently, you'd make money. Want to hear about it?"

Script 15: The "out-of-town prospect" approach

Send the prospect a copy of the video and the enrollment forms. Throw in a bag of microwave popcorn (everyone likes an unexpected treat). "I've started a business with a company called (*name of company*). I'd really like you to take a look at it. I'll send you a video with information about our company. I'll call you back in a few days. If you have any questions, write them down and I'll answer them when I call you."

Script 16: The "credibility" approach

"I think that I have credibility with you." (*Wait for their response*) "Then would you give me the courtesy of 30 minutes to sit down with you and tell you about a company I'm excited about?"

Script 17: The “work together” approach

“I’ve discovered a company called *(name of company)*. I think we can make some money if we work together on it. What do you say?”

Script 18: The “business owner” approach

“You must work a lot of hours, don’t you? You work hard for your money, don’t you? I need to talk to you about a business where my customers buy every month with no additional effort on my part. When can we set up a meeting?”

Script 19: The “meeting invitation” approach

“Say, John, I’m checking out a new business called *(name of company)*. I’m going to a business presentation on Thursday and wonder if you’d like to go with me and give me your opinion. Great! I’ll pick you up at your place at 6 p.m.”

Script 20: The “could you give me 15 to 30 minutes of your time?” approach

There are a lot of variations on this script. It adapts easily to whatever you determine is the hot button to which a person will respond. Some examples:

- “If I could show you a way to earn your car payment without risk, would you give me 15 to 30 minutes?”
- “If I could show you a way to earn your mortgage payment without risk, would you give me 30 minutes?”

- “If I could show you a way to help you create retirement income without risk, would you give me 30 minutes?”
- “If I could show you a way to make a lot of money without risk, would you give me 30 minutes of your time?”
- “If I could show you something that made total sense and you didn’t have to sell anything, you didn’t have to invest anything, and you could make an extra \$ this year, would you give me 30 minutes of your time?”

Some helpful tips

Here are a few hints on how to attract more people into your business opportunity:

- Don’t overexpose it.
- KISS: Keep it simple and smooth. (This is sometimes also translated as, “Keep it simple, stupid.” I prefer my version because it’s not so negative.)
- Make notes before you call.
- If it is worth doing, it’s worth doing right.
- Always have a script in front of you.
- Arouse curiosity.
- Be excited.
- Never hesitate after the approach.
- Get a commitment. “Is Monday or Wednesday at 8 p.m. better for you?”
- Always carry a calendar with you along with your contact list.
- Ask questions. The person who asks questions controls the conversation.

- Never give into their curiosity.
- Show the opportunity to the husband and wife together unless it's impossible.
- Get firm commitments. When you confirm, say, "Did I tell you 7 or 7:30?"
- Please don't be early, please don't be late.
- Practice makes perfect *and* permanent!
- Do it now and do it often.
- Don't tell anything until you can tell it all.
- Do not give 15-minute phone presentations.
- Follow the four Cs: Compliment, Create Curiosity, Control the Conversation, and Get Their Commitment.
- Take it seriously. You could have a *huge* business with immense potential to create and maintain your wealth.
- Always have a back-up night if a prospect can't meet when you suggest or calls and cancels for any reason—especially if the reason is legitimate. If the reason the person wants to cancel is clearly a "weasel-out-of-it" response, have alternative nights ready. If the person finds reasons not to meet at any time—even on a night of his or her own choosing—then you're probably being told that this individual was not interested in the first place. Don't waste time on nonprospects.
- It's important that you've made plans to share your business with each prospect. Go out, meet, and present.
- Team up. Calendaring and partnering are essential to your success. Go upline.
- Get three-way calling.

- Use the “Feel, Felt, Found” method. “Hey, I know exactly how you *feel*. I *felt* the same way. Then I *found* a company called (*insert company here*) and discovered that this system really works. Let’s get together and talk about it.”
- Look for people who are honest, ambitious, happy, successful at something, have home-based business experience, have respectability, credibility, dress upscale, are likeable, walk as if there is a cape flowing behind them, and are aggressive and assertive (without being obnoxious about it).
- Let people qualify themselves.