

The areas in red are the behind the scenes notes and text in black is the actual 'script'. This is geared towards folks who have listened to the 2<sup>nd</sup> Quarter Audio Series – specifically CD #2 featuring Brad Emmert.

I hope this helps everyone to RELAX AND ENJOY building their businesses.

## SET UP

**Relax, be patient ... take time to learn more about the prospect and let the conversation develop. Ask the questions and ... Let them talk as long as they want. The areas we'll cover with our questions are:**

1. Current job
2. Financial
3. Time
4. Impact

**Let them know what you expect out of the appt.**

Thank you for meeting with me today. What I'd like to accomplish in our meeting today is:

- Find out a little bit more about you and your situation; then I will share with you a little bit about myself and what I'm looking for.
- After that, we can determine if it's worth each other's time to get into the details of what I do. Does that sound fair?

**This is to put them at ease so that they will start to open up and share with us their current situation. Remember the focus is on THE PROSPECT - it's not about the plan or you.**

Okay, I'd like to start with you to find out a little bit more about you and your current situation.

The areas I'd like to talk about are (first) your current work situation – what do you like about it and what don't you like.

**Ask the question and let THEM talk as long as they want. LISTEN intently, RELATE – “I understand”, “I can relate”, “I felt the same way”, “I’m going thru the same thing”. Building relationship and a common ground on why the business makes sense for THEM.**

**When they finish, reply back to them about what you have just heard – this lets them know that you were really listening and will confirm what they have just told you so we can reference this through the rest of the presentation.**

**EXAMPLE:** “I just want to make sure I'm hearing you right and we're on the same page. What I'm hearing you say is that there are some uncertainties in your current position and you are concerned about your future there. Is that correct?”

**Positive response from prospect – move on**

The next area I'd like to cover is your financials. Do you feel you are paid what you are worth or could you use more income?

**Ask the question and, again ... let them talk as long as they want. Once they respond 'Yes' ...**

That's great ... that's the kind of person I'm looking to work with.

The next area I'd like to talk about is your time schedule. How does it affect your lifestyle, your family life and does it allow you to do the things you want to do when you want to do them?

**Ask the question and let them talk as long as they want. You will rarely have a prospect that does not have issues of time. Again ... LISTEN AND RELATE**

"I can totally relate to what you're saying. Most people I talk with are in the same situation ... including me. That's why I'm excited about what I've found. I believe it will ultimately give you your time back.

**Not all prospects will have issues with all of these areas ... keep the focus on the areas they DO have issues with.**

The last area that I'd like to talk about is impact. Doing what you do, do you have the opportunity to positively impact other people's lives and is that something that's important to you?

**Let them talk with no interruption ...**

**Common answers are: they DO currently have the opportunity to impact others, they enjoy it and it's something that motivates them ... OR they DON'T have that opportunity in their current situation, but it is something that they wish they had and were able to do.**

That's great because one of the things that attracted me to this company is the fact that our success will be dependent on helping other people.

I'd like to thank you for sharing that with me. Just to make sure we're on the same page, I'd like to review what we've reviewed so far.

- First was your employment situation where your future was a little uncertain
- Second – you would be open to making some additional income
- Third was a time schedule that you'd like to improve upon so that you could spend more time with the people you care about
- Lastly was that you like the idea of a business where you could help other people.

Does that sum up what we've talked about so far?

**Positive response ...**

**Now it is time to share a little bit about you ... share a little about your feelings about these 4 areas (current job, finances, time schedule and impact) and let them know that you're excited to have found a way to address all those issues.**

**EXAMPLE:** "I was struggling with a lot of the same issues you are. My position is one where they continue to add responsibilities and hours without increasing my pay. My schedule has gotten so bad, I barely have time for my family. This is why I wanted to meet with you today. Because I believe I have found a way out of that situation."

## **TRANSITIONING TO SHOWING THE PLAN ...**

**Review what they have shared with you and tie it to Market America**

“I’d like to ask you a question to see if it makes sense for us to proceed any further. If I could show you a way to address all the areas we talked about earlier -- job security, financial, time with family and the ability to impact others – if I could show you an opportunity that would address all of those issues and wouldn’t take up a lot of your valuable time, would you be open to taking a serious look at it?”

**Positive response ... show the plan / DVD ... they’re ready to look at our business with an open mind**

**NOT EVERYONE IS RIGHT FOR OUR BUSINESS ... that’s okay! If you don’t get a positive response or they’re body language shows that they’re not interested or close minded, this is what you say.**

“I want to thank you for your time today, but I get the feeling that this really isn’t a good fit for either of us. So instead of wasting any more of your time going through the details of my business, I’ll let you get back to your busy schedule. Here is my card. If things change down the road and you want to learn more, give me a call.”

**Many will do a 180 and nearly beg you to show them the opportunity– some won’t – they’re not right for our business. Either way, you feel good because you maintained a strong position – you know that you have what they need and they just didn’t get it.**

### **REVIEW – 5 simple steps:**

1. Make it about them ...
2. Be a great listener
3. Ask them about the 4 areas of their life (job, financial, time and impact)
4. Share your story
5. Get an agreement to show the plan

## **THE CLOSE** (simple technique) – 1-10 Close

“I thank you for taking time to meet today. Before you go, I'd like to take a minute to talk about where you stand on what you've seen so far. I want to emphasize that all I want is for you to be honest with me so that I know where to go from this point.

On a scale of 1-10 ... 1 being that you have no interest at this point ... and that's FINE ... this is an evaluation process, and I'm just looking to find out where you stand.

OR you may just want to try some of our products

Above that ... we're probably talking in the range of 6-8 ... meaning that you have an interest, but you still have some questions or concerns that you need to get addressed. If that is the case, I recommend that we schedule a follow up appointment to get those questions or concerns answered. I also recommend that you take another look at the business and we get you to meet some of my business partners.

Last is a 10 ... meaning that you see the power of this business and how it could help all of the areas we talked about today and you'd like to know the steps to get started?

Where do you fall on that scale of 1-10?

**SIT BACK AND LISTEN ... Always schedule the next step right then and there.**

If they say they're a 1: Great. Thank you for being honest with me? Were there any products that you'd like to try?

If they say they're a 6-8: Great. What I would recommend at this time is that you come to what we call a second look and take another look at the business. It will also give you a chance to meet some of my business partners, talk with them and get another perspective on the business. The next second look is \_\_\_\_\_, can you make that?

**Book as soon as possible and let the meeting system do the work for you.**

If they say they're a 10, book an appointment to get him signed in within the next 48 hours.

**RELAX & HAVE FUN BUILDING YOUR BUSINESS!**