

Closing the Sale—Recruiting

From the Cd *Becoming a Network Marketing Pro* by Eric Worre

The key is a combination of having good posture and asking good questions. Good posture is the way you carry yourself and having the goal of education.

Instead of asking good questions and listening to the answers, I was more of a talker. I just talked and talked and was more concerned with being interesting rather than being interested.

Here is what the best closers do:

1. Professionals are detached from the outcome. Their goal is education and understanding while helping the prospect make a decision that will be positive for his future. They are the opposite of needy. They are just trying to help the prospect see what will impact their lives.
2. They are very assumptive in their approach. They expect the prospect to join because they believe that the opportunity will impact the prospect positively. Many of them are shocked when a person decides not to get involved.
3. They promote themselves as much as they promote the opportunity. “We have a great product and a great opportunity and we’re going to take this thing to the top. We can do it together.” This gives people great confidence knowing they don’t have to do it all on their own.
4. They are always prepared. They have everything they need to get a person started right on the spot.
5. They ask question after question and they are great listeners. They act like a consultant helping the person solve a problem.

Network marketing professionals use questions as their most powerful tool.

Did it make sense to you?

What did you like best about what you just saw?

Pretty exciting isn’t it?

Can you see how this can be a great opportunity for you?

Let me ask you a question. On a scale of one to ten with one being zero interest and ten being ready to get started, where are you?

This is the four-question close.

1. Based on what you have just seen, if you were to get started right now, how much do you need to earn per month to make it worth your time?
2. About how many hours can you commit each week to make that kind of income? Now they have to check their mental calendar to see how much time they will invest to make that kind of money.

3. How many months would you work that kind of hours to develop that kind of income? This question makes them think about their level of commitment if they want the income from question number one.
4. If I could show you a way to develop an income of, (the answer to question number one) working (the answer to question number two) hours, over the course of (the answer to number three) weeks or months, would you be ready to get started?

Skill #6 Help the new associate get started right.

Instead of getting a new associate and then squandering that investment, I need to learn this section. I need to set proper expectations, get some quick results and guide the new associate through the phases of climbing.

Schedule the game plan interview.

1. Validate their decision to become an associate. Congratulations on making the decision. I'm proud of you for taking charge of your life. From now on, things are going to be different for you and your family.
2. Set their expectations. Most people come into the business with unreal expectations. So shoot them straight. If you succeed in this business, it's going to be you that creates that success, not me. If you fail in this business, it's going to be you who fails, not me. You are going to be the difference between success and failure. I'm here to guide you every step of the way but I can't do it for you. I'm here to work with you, but not for you. You need to build a business. I'm here to be a resource, but I can't do it for you. My job is to help you become independent from me as quickly as possible. Do you agree that that's a good goal? I need to be the teacher, not the slave.
3. There will certainly be ups and downs as you build your business. There will be good times and bad times. I'll know when you are in one of the bad times because you will stop calling me, you stop showing up for meetings, and you aren't on the calls. I'll start hearing excuses and that sort of thing. When it happens with you, and it happens with everyone, how do you want me to handle it? Do you want me to leave you alone or do you want me to be persistent and remind you why you made this decision?

Everyone has times of self-doubt. It is natural and he set up a plan to deal with it. Then, when I'm busy or something, I'm not the easy excuse.

- a. Go through a Getting Started Quickly Checklist. Make sure they have applications and handouts. Make sure they have called the lawyers.
- b. Make sure they have the tools.
- c. Make sure they are connected and know where to find things on the back office etc.

- d. Make sure the new associate has a basic understanding of the comp plan and what will happen when they move through the first few levels.
- e. Make sure the new associate has a basic understanding of how to invite someone to get the information about LegalShield. This brief overview of how and why a professional invitation works, will keep them from going out and talking their heads off with no results.
- f. Create a game-plan to get through the first few ranks and challenge them to do it quickly. It is a race to help them get results quickly so they don't fade away. They simple action I can encourage them to take to get the best possible results. How can the get their first customer? How can they recruit their first associate? What can I do to help them earn their first commission checks? Success in LegalShield will be real when they earn a check.
- g. Give the new associate a specific assignment. New distributors crave direction and respond incredibly well to new assignments. Give the assignment along with a deadline for the assignment to be completed.

For a new associate, there is a line between success and failure. On one side of the line, it is easier to quit than continue. On the other side of the line, it's easier to continue than to quit.

What can help the person get over the line? Selling their first memberships or becoming Fast-Start Qualified, attending a big event, proclaiming their intentions to the world, getting promoted, getting recognized for achievement? There are lots of things that will get a person over the line. My job as a sponsor is to help them get over the line and stay over the line. The line never really goes away and my job as a leader is to constantly encourage them and keep them over the line.