

Turning strangers into friends, friends into prospects, prospects into recruits.

One of the beauties of network marketing is that you don't have to have a fancy business degree to find a high level of success. This truth is what attracts millions to network marketing each year. Once you learn a few basic principles, you can build a highly profitable business just by repeating what you have done over and over again.

With that in mind, let's talk about the recruiting process. The key to understanding the recruiting process is to realize there are two types of marketing methods: interruption-based marketing and permission-based marketing. Warm market prospecting, widely used by network marketers, is a well-known form of permission marketing.

Traditionally, interruption-based is limited to TV, billboards, and radio. Last year alone, \$1,000 was directed at you alone through interruption-based marketing. But, the big corporations are beginning to realize that the mass market is dying. Why? Information overload. It's become virtually impossible to pay attention, because people are bombarded with so much information on a daily basis. The average person receives 1 million ads a year! And a single television station sends 40 advertising messages per day; and there's hundreds of stations to pick from. All of these messages are becoming overwhelming for consumers. So much so, that they become ineffective.

The new focus has become niche marketing. That's where businesses market directly to consumers who already have shown an interest in their type of product. One way to do this is through the power of permission marketing, which gives the consumer the opportunity to volunteer to be marketed to. Since these individuals are interested in what you offer and have volunteered to receive information, these consumers pay more attention to the message. The message is anticipated, because they look forward to hearing from you. It's personal, because its message is directly related to the individual. And it's relevant - it's something the prospect has interest in.

The key to network marketing is converting strangers to friends, friends to prospects, and prospects to recruits. By combining permission-based marketing principles with network marketing, you can create trust and rapport, leading you to establish the influence required to move people to action.

In other words, this can provide you with daily contacts to help you manufacture new friends from strangers, sort those friends to determine their level of interest, and finally convert those who have interest into new reps. This is definitely the wave of the future. Fortune 100 companies are spending millions of dollars trying to understand this process. As network marketers, we are taking this process and converting it into reality for you. This is cutting-edge stuff designed for the intelligent consumer. Once you understand how to use this to your advantage, your business is sure to see tremendous results. The rest of this training will teach you how to build your business by using these principles.

Working with Leads

You may be asking, what makes a good lead good? This is a great question, because all leads are not equal. Over the years, I have heard every question you can imagine about leads: What are the best leads? How much does a good lead cost? What qualifies as a

good lead? Should I buy leads? What kind of response should I expect?

I want to help you sort through the clutter and teach you everything you need to know about leads, while clarifying some things that may be unclear. I've been in network marketing for 22 years, and 15 of those years I have worked leads. Through my experience, I will teach you all the important points about lead generation. I'll uncover some simple truths and teach you exactly how to make this business work for you, so you can be profitable.

First, it's important to note that all leads have two essential qualities: level of interest and level of trust. The higher the level of interest and trust, the better the lead is. With that in mind, here are the three types of leads: Cold Leads, those with no interest and no trust; Warm Leads, those with interest but no trust, or no interest but trust; and Hot Leads, those that have both interest and trust.

Let's talk about Cold Leads. A cold lead is like picking a name from telephone book or going door-to-door. These are the worst kinds of leads. There's just too much work involved to get these strangers to trust you and for you to identify their level of interest, if any. With this approach, you can go through hundreds of prospects with absolutely no success.

It's very difficult to duplicate a workable system, and it's hard to stay motivated with such a high rejection level. Now, I've seen people make a lot of money in sales using cold leads, but I haven't seen anyone find success in network marketing using cold leads. The nature of network marketing requires the use of warm and hot leads.

So, what is a warm lead? Well, there are two types: those with interest, and those with trust. Warm leads with trust are people you already know. They are your friends and family and their referrals, plus your down-lines' friends, family and referrals. With these individuals, there is no determined interest yet, but a level of trust is already established. Your basic response in this situation is to ask someone who trusts you if he or she would be open to a business opportunity. Although these are people you know, it's still hard work, because you're doing a lot of sorting. And rejection is even more difficult, because these are people you know.

The second type of warm lead is those with interest. These are people who have responded to a request to receive more information about a business opportunity. In other words, they have given you permission to talk to them about what you offer. What could be better, right? Well, it's important to note that no trust has been established yet. This is the difficult part. These leads don't trust you, because they don't yet know you. Most network marketers will try to convince these people to take advantage of their business opportunity. But, keep in mind that these leads already have expressed interest, so you don't need to convince them. Instead, you need to build rapport.

Rapport is trust and respect combined, which creates influence. Influence is a powerful sales tool. Just think about it. Everyday, people make buying choices based on the opinions and references of their friends, family and business colleagues - those people who have earned their trust and respect. The most important thing about building rapport is to become an expert at making friends with a lot of different types of people.

Now, let's talk about hot leads. These leads require the least amount of work, because they already have the two essential elements: interest and trust. But finding a genuine hot lead, can be difficult for the average person. Our system solves that problem by putting all the

leads through a filtering process to ensure that we have high quality leads. These people already have expressed a level of interest, and they want to know you.

Some will tell you that one type of lead is better than others. The truth is: it doesn't matter how you got the lead. What's important is that the lead is fresh. The second thing to remember is that you need to have a duplicatable system. This will give you access to interested people every single day and duplicating that with each person in your organization.

When I first starting working leads more than 15 years ago, I did everything - ads, referrals, warm markets. And you know what? My biggest reps have never come from my personal warm market. Rather they have come from other people's warm markets. If you want massive success in network marketing, you need to do both.

There's one important thing to remember: people are not duplicatable, but systems are. This system is duplicatable for both you and your down-line, whether adding 100 prospects a week, or you have a super-charged team that's netting 4,000 prospects a week. This system is flexible and can provide you with as many leads as you need. It uploads the leads directly into your backoffice everyday.

This system will deliver the two most important ingredients: fresh leads and a duplicatable format to work through your organization. It's automatic; and best of all, it's smart business.

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Cold Market Recruiting

Use leads to maximize the effects of prospecting. Traditionally, network marketers have been taught to use their warm markets to recruit new prospects. Going to people you know to build your business makes sense. However, this approach doesn't always work. You may be too familiar with the prospect, or perhaps you have already approached that person with other opportunities. To be truly effective at network marketing, you need to tap into others' warm markets. And the quicker you get into these warm markets, the more successful you will be.

Advertising seems to be a sure way to reach a lot of people at one time. But in reality, advertising is highly competitive and time-consuming. Consider this: More than one million marketers already are recruiting via the Internet or other media. And buying and following up on advertisements is a labor-intensive process. After spending the energy placing the ads, you then have to sort through the responses and make phone calls.

This system is the answer to tapping into others' warm markets, while saving time and energy. This revolutionary system not only drastically reduces the time involved in recruiting, it also provides fresh leads - prospects who have not been approached.

Responding to Prospects

After receiving your invitation for more information about home-based businesses, this system offers a simple way for prospects to get in touch with you - eliminating the need

for you to waste valuable time tracking them down.

There are three ways of contact with a prospect:

- 1. When you contact them on the phone.**
- 2. When they return your call, after you left a message.**
- 3. When they reply to the personalized email you sent.**

The Power of the Opening Statement

When working with leads, the first 10 seconds will determine the fate of your results. Don't give the prospect a chance to put up a wall before you have the opportunity to build rapport. The key to doing this is the opening statement. The opening statement should be non-confrontational, engaging, and easy for you to move on to the next point.

Too many times, the opening statement can create conflict leading the prospect to say, "No, no, no." Think about when you enter a store. When the sales clerk asks, "Can I help you?", most people respond by saying, "No, I'm just looking." But if the salesperson tries a different opening, such as "Those pants are our best seller," it can result in a positive response from the customer.

The same applies to approaching your leads. You need to develop a good statement for creating dialogue and establishing rapport. For example, try this statement: "Hi, my name is Ron. I am just getting back to you about a survey you filled out about starting a home-based business. This is just a courtesy call to answer any questions you may have. Is this a good time to chat?"

The key to this opener is its non-aggressive approach. The statement is not a difficult question, and it's not prompting the prospect to buy anything. An opener like this one will take the prospect past that initial phase, leading them to take part in an interview. Using this friendly opening statement will result in the majority of your prospects willing to hear what you have to say. Once you have a willing ear, you're halfway there to turning that prospect into a recruit.

Hello, can I speak to _____? Hi _____, I'm calling because you expressed an interest on the internet about working from home, this is a courtesy call, I just wanted to know if you're still interested.

Tell me, would you take 4 minutes to watch an online video that explains how our opportunity is working for people around the country?

*Power Words: Courtesy Call * No Obligation * Free Information * With Your Permission*

"I understand that (insert question from survey)..."

Here, you want the prospects to tell you more about themselves. Use their responses from the questionnaire to make powerful points about your business. But remember, they don't want to hear a sales pitch. The key is to become their friend by establishing trust. It's important to first get to know the prospect and his/her special needs. Then you can explain

your product. If you make these two elements fit together, your prospect will quickly turn into a recruit.

Some prospects will be easier to talk to than others. The longer you talk, the more interested in your opportunity that prospect will become. To help you prolong the conversation, try these extenders:

"I understand that..."

"Tell me more about..."

"What does that mean to you?"

"What does that provide?"

Paradigm shift

When talking with prospects, remember that the opportunity is not the company and its compensation model. The opportunity is providing this individual with a viable home-based business. Your company is simply the vehicle by which this person can obtain their goal. For example, when you go to a restaurant, you don't get the meal before you look at the menu. In the same way, your prospect needs to form a taste for the business, before the entire company structure is placed before him/her.

Leveraging Indecision and Learning to Taproot

Deciding to start a home-based business can be a big step for some. While there are those who will make a quick decision and jump right in with enthusiasm, others will remain indecisive. These individuals are toe-dippers. They need to test the waters to make sure it is safe, before making a full commitment.

With these individuals, your job is to emphasize how your business can help him/her meet his/her goals. Of course, your initial contact with this person has already revealed to you this person's dreams. Now, you have to encourage the prospect to take the first step to making this dream a reality. To do this, you must understand that the power of helping someone make a decision is realizing that the possibility of gain is a bigger motivator than loss.

Think about it. Most of your prospects are middle-class and lead an average life. Not much changes from one day to the next, from year to year. So, as long as they are maintaining the status quo, they aren't going to feel a loss for something they never had. But, if you show them what they have to gain by trying your opportunity, they will be much more likely to take the conceived risk.

If someone is sitting on the fence, your continual contact can make the difference. You can make the decision easier for your prospects by affirming these three questions:

Is it simple?

Can I do it?

Does it work?

There's an old adage: Show, don't tell. To help a recruit see how easy it is, show him/her by following this model. First, find a ready prospect and offer to place them below the person who can't make a decision. That crystallizes the deal, and it gives you two new recruits with little effort. Next, contact a third person who is undecided and say, "Can you make a decision today? Because I have two people who need to be placed by this Sunday night." You already have the business started for this person, so you make it easy for him/her to say yes. Continue to follow this approach with other fence-sitters, and suddenly you can have eight to nine new recruits that day!

Let me give you another example of tap-rooting. Suppose you are bringing someone through the recruiting process. We will assume you've taken that person to a business briefing, they're receiving the follow up letters, but they haven't made a decision and will not make a commitment yet. Here is a simple script to taproot with them:

"Hey David, I understand you are still evaluating this business, but let me ask you a question. If you were to get started with our business tomorrow, who would be the first person you would contact?" Prospect gives you a name or two. You continue with, "Well, great. Here's what I would like to do, with your permission. I'd like to give that person a call and really expose to them how this business works, and if it's something that they want to pursue, I'll let you have that opportunity to sponsor them. How does that sound? That way we can get your business up and running before you even invest any money in getting started. What have you got to lose?"

So you make the call to the referred person and pique their interest. Then, you link them to your website by inviting them to check it out...they look into your program...view the presentation...automatically receive the follow-up letters and so on. If you think you can do that three times a day with people that you've talked to on a personal basis, and people that you've gotten in your organization from whom you got referrals....that equates to over a thousand leads a year. This will produce very strong results.

Creating Momentum through Lead Generation

The first 30 days in the business are usually the most fruitful. New recruits are enthusiastic and excited. A lot of momentum is created when people first get started. However, oftentimes your existing down-line only provides support, generating few new leads for the business. To help your business grow exponentially, you have to help everyone duplicate their first 30 days in the business - over and over again.

The system can help you do this, because the results-oriented activity provides you with fresh contacts to call every day.

This system keeps the momentum going for two important reasons:

- 1. They are actively involved in the business.**
- 2. They are improving their recruiting skills.**

The lead generation keeps your down-line interested, because it keeps them working toward their goals. With the help of this system, it's impossible to have your down-line

contacting prospects with emails and phone calls and not increase their businesses. Furthermore, because of the potential results and ongoing success, it's impossible for someone in your down-line to use this system, and then quit the business.

While your team is actively recruiting, they also are improving their skills. After all, people learn more by doing than by being told. For example, if you want to teach someone how to swim, you don't hand them a how-to manual on swimming and expect them to perfect the sport. That would be crazy. Learning to swim requires a person to actually get in the water and practice their strokes and breathing technique. In the same way, you can't expect someone to be successful at recruiting by only telling them how to do it. The person must do it for him/herself. And, like swimming, perfecting his/her form requires practice.

Remember, there are three phases to building a huge business:

- 1. Creating momentum**
- 2. Sustaining momentum**
- 3. Advancing momentum**

This provides you and your team with all the elements to keep interest strong and new recruits rolling in, so you can achieve the success you desire.

Time-Zone Solution

When your team's momentum is going strong, it can be a challenge to support your existing down-line and still find time to recruit. But more often than not, when you utilize the system, prospects will not be located in your home proximity. You don't want to be so busy building a strong group that you neglect good prospects. So what do you do?

This is the perfect situation to try the different time-zone solution. Here's how it works.

Say, for example, that you live on the East Coast and it's 10:30 pm. It's too late to call prospects in your area. But your evening is not over. Think of your leads in other time zones. Now is the perfect time to be calling and following up with prospects in California, since it's only 7:30 pm there.

By spending only 30 to 45 minutes following the time-zone solution before retiring for the evening, you can have the opportunity to turn a handful of prospects into recruits. Don't let good leads slip out of your hands. Use the time-zone solution to your full advantage, and enjoy your success!

Powerful openers (Pique Interest Questions)

These are good opening questions when you meet someone.

"Do you keep your business options open?"

"Are you positioned for long-term security at your work?"

"Is your current job temporary or do you see yourself with this company long term?"

"If the timing was right would you be prepared to position yourself to take advantage of one of the hottest growth industries?"

"Would you like to earn two incomes, without giving up the security of your present job?"

"If I could show you how to increase your income by 25%-50% without risking your current job, would you be interested in hearing more?"

The key to any business is follow-up and follow through. Timing and positioning will assist you with the most time consuming, yet critical part of the recruiting process, the follow-up and follow through.

The Power of Extenders

Extenders keep the conversation going. You don't want to tell your prospect the answer, you want them to discover it for themselves. And you have to keep the Q&A's flowing for that to happen. The more they talk the better!

- 1. "Tell me more about that..."**
- 2. "I understand that..."**
- 3. "What does that mean to you?"**
- 4. "What does that provide for you?"**

Some Classic Revealers

The following questions have long been cherished by motivational and human potential trainers as great "truth tellers." They aren't the kind that you blurt out right away in the very beginning. You'll need to establish a good relationship first, then you can use them to reveal a tremendous amount about what the person you're speaking with holds important and dear.

"If you were guaranteed to succeed, how quickly would it take you to get started?"

"If you were to win the lottery today-\$1 million tax free-what would you do tomorrow?"

"What are you best known for?"

"If money were not an issue - what profession would you choose?"

THE MOTIVATION QUESTION

You need to know why your prospects decided to look at your business in the first place. You need to know what their hot buttons are. And you need to know something about your prospect's world before you can present any benefits to them.

Although the Motivation Question does not usually reveal the TRUE motivation of your prospects, it is a good starting point for finding out what their real needs are. Here's the key question:

"I'm just a little curious, why did you decide to take a look at starting a business?"

Listen very carefully to their answers because you're going to repeat it back to them later.

THE PERMISSION QUESTION

You need to ask several key questions throughout your presentation. If you start asking powerful questions without their permission, it will sound as though you're interrogating them...not a good idea.

You can easily get them to give you permission to ask your questions by simply asking permission to do so. Just ask:

"It would be helpful to me if I could understand a little more about your situation. May I ask you some questions?"

They always say yes.

"I understand that...(repeat what they told you in the answer from the online survey). What did you mean by that?"

Listen for them to reveal (and elaborate on) their dissatisfaction regarding their finances, their freedom, and their jobs.

THE FINANCIAL PROBLEM QUESTION

Financial problems are one of the big three reasons why people get into network marketing. To find out if this is a concern (motivation) of your prospect, ask these questions:

"Are you completely satisfied with the amount of money your making right now?"

"In the last 2-3 years has your income kept up with your expectations?"

"Do you feel that you have long term job security with the company

or industry you are with?"

"Are you working more and earning less?"

"Have you ever owned a business?"

"Would you be interested in a business that could be self funded?"

"Are you on track with what you're currently doing in order to be financially independent within the next five years?"

"What does it take to cover expenses each month?"

"What would you do with the extra money?"

If they say no, ask them another Exploratory Question to get them to elaborate.

Try: **"Why do you say that?"**

THE FREEDOM PROBLEM QUESTION

Another reason people get into network marketing is because they don't have enough freedom. To uncover this motivation, ask this question:

"How do you feel about the amount of free time you have to do the things you'd like to do with your family?"

If they are dissatisfied, get them to elaborate by asking another Exploratory Question.

Try: **"Would you explain what you mean by that please?"**

THE JOB DISSATISFACTION QUESTION

The third major reason people get into network marketing is because they hate their jobs. If it's a concern of theirs, here's the question that will bring it to the surface:

"Are you totally happy with the kind of work you're doing now?"

If they say no, (well, you know what to do.)

Try: **"Would you give me an example of what you mean?"**

THE SOLUTION QUESTION

You can get your prospects selling themselves on your business opportunity by getting them to tell you the benefits of having solutions to the problems they told you about. Now we're getting into the heavy-duty stuff.

Playback (summarize) to your prospects the specific problems they told you, and then ask

this question:

"What would it mean to you and your family if you found a business opportunity that would solve all of those problems for you?"

Stand back and let them tell you about all of the wonderful things your business will do for them. (Powerful stuff, huh?)

THE SPECIFIC BENEFITS QUESTION

As you demonstrate the benefits of your company's products, services, and compensation plan, be sure you show them how your business will solve the problems they expressed to you earlier. Then ask this question to make sure you met their needs:

"Now that I have explained the entire program to you, do you see how it will meet your needs to your satisfaction?"

THE TEST QUESTION CLOSE

Don't change a single word in these questions. These questions are designed to move people to action.

"Do you see how you will benefit by being a part of this program?"

"If you were to get started in a home business what would your monthly goal be?"

"What is it your looking for in a business?"

"As we continue to communicate do you find yourself curious or serious about starting a business?"

"How much would you be willing to invest in the right business?"

"Provided everything meets your expectation, when would you be willing to start?"

"If you were to get started who would be the first person you would call?"

"On a scale of 1-10 where do you see yourself?"

"Are you ready to get started?"

Listen to the answers carefully and continue your conversation based on the structure of the questions.

The best network marketers (and business leaders, salespeople, attorneys, therapists, doctors, teachers, life coaches, and even politicians) have made it their business to be good at asking questions and listening very carefully.

But not just any questions - powerful, proven questions.

Think about this: It's impossible to build a successful business without people. And you don't attract and keep good people without good communication skills. That's a given.

To make money in this business you have to recruit and keep good people.

What better way to attract and keep the people you want than asking the kinds of questions that will cause people to like and trust you to the point that they want to join your business and work with you for the rest of their lives?

Good and timely questions are the key to creating and developing a network marketing recruiting machine.

Voice Mail Drop

Hello this message is for _____. My name is _____. I am calling because you responded to an ad on the internet regarding a Home Based Business.

This is a courtesy call, I just wanted to introduce myself and share with you some information about an incredible Company and Opportunity.

If you have any interest in working from home or you're just curious, take a few minutes and call me at _____.

Again, that number is _____.

This will take just a few minutes and I promise you, it will be worth your time, it could even be life changing, as it has been for me.

Thank you for your time and have a great day.

Intro Call

Hello, can I speak to _____? Hi _____ I'm calling because you expressed an interest on the internet about working from home, this is a courtesy call, I just wanted to know if you're still interested.

Tell me, would you take 4 minutes to watch an online video that explains how our opportunity is working for people around the country?

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Getting Referrals

Tell me _____, if you were to get started with our business today, who would be the first person you would contact?

Great! Why don't we do this! I'll call _____ and I will share with

him/her what you have been exposed to and if your contact decides to join our business, then you can be their sponsor. How does that sound?

Talking to a referral

Hi _____, my name is _____. I'm calling because we have a mutual acquaintance, his/her name is John Jones. John and I were talking and he said that you would be open to a business opportunity. Would you take 4 minutes to watch an online video about a company that has a real unique niche in the market place and has the potential to be a major industry giant?

Moving people to action

The recruiting process is a series of events. Your job is to continually provide the next step for your prospect to fully explore the process moving in a forward direction. Use these simple ways:

Recorded Call

With your permission, I would like you to listen to our founder, David Manning, so that you can hear first hand what is happening around the country! Then following the call, I will be happy to show you how you can benefit right in your own area! The call has been recorded, so tell me what is the most convenient time for me to 3-way connect you?

Do you have a few minutes right now?

Conference Call

With your permission, I would like you to listen to our live national conference call, so that you can hear first hand what is happening around the country! Which would be better for you, Tuesday evening or Thursday evening? Great!

3-Way with your upline

With your permission, I would like to introduce you to the person who is heading the expansion in this area, when would be a good time _____?

Needs More Information

(When you meet someone or when you do a 3-way call for someone in your down-line.)

For the sake of ease and simplicity would it be acceptable if I were to get you some information by email?

Always get your prospects name, telephone number, and email address. At this point you should be entering these prospects into your system, they are now positioned to receive letters of continuous follow-up.

Imagine this; what if you were to open a conversation with just 1 person a day? Could you pique the interest of 3 to 5 people a day? Using powerful, pique interest questions, moving them to action, and placing prospects on the system allows you to effectively communicate with prospects multiple times over the coming days, weeks, and months.

Can you imagine your results? Remember the law of large numbers will never fail you!