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*LIFE*Expressed Intl.

Creating Conversations Module



Checking Interest and Creating Rapport



Creating Conversations Module

The Key to Your Future

If there were one single thing that must be done in order to build a foundation from which to build your business, it would be learning to create conversations and checking interest. If you are not able to talk to people your progress will be slow.

One of the most common questions I get asked is what do I say, and how do I say it.

In fact, the definition I most like for what we do is:

*We Create Conversations
To Build Relationships
That Lead to Partnerships*

The tendency for new distributors is to say too much, too often. We need to calm down, formulate a plan, decide on where we want to go, and how we want to get there. This module will do just that. Become very intimate with the suggestions in this module. Let the suggestions become a part of your daily routine

There are three business models you can choose from.

1. **The Retail Model.** In this model you look for people who hurt. Your approach would be that you have products that could help. From this approach you could generate a supplemental income stream
2. **The Franchise Model.** In this model you look for people to sell products. Your approach would be that you have products that help people. From this approach you could generate a residual income.
3. **The Networking Model.** In this model you look for people who are entrepreneurs, or business builders. Your approach would be that you could offer them freedom in the form of Time, Money, Fun, or the ability to make a difference. From this approach you could generate reproductive residual income. The networking model contains elements of the other two models.

For the purposes of this module, I am going to assume that you want to have a large successful reproductive, residual income business. A basic premise of this business is that what ever we do it must be duplicatable. An important question we might ask is; what are we duplicating? To answer, look at the left side of the Sponsoring Cycle Flow Chart, at the

circles. (The sponsoring cycle flow chart is located at the end of this document.) **What we must learn, and then teach to the people we sponsor into this business is how to check interest, how to build belief in the interested and how to activate the believers.** If your business breaks down, look to one of these three areas for the repair. The foundation to the whole program is checking interest.

KEY Point to remember:

Know the difference between PROSPECTING and RECRUITING. Prospecting is checking and or creating interest and recruiting is building belief.

The primary reason people drop out of Network Marketing is that they consistently talk to the wrong people. One of the most important skills you can learn, and one that will really help your business to grow, is **learning how to disqualify unqualified prospects.**

We made the assumption at the beginning of this training module that we were going to treat our business as a networking model business. One key to a successful business, for any type of business, is that it must be profitable. There must be a return on your investment. Without a return on the investment the business soon goes away. As a person building a successful business you must recognize that this return must be from more than just the initial time and money investment that you make. **You must have an expected return from every activity that you perform in your business.** As I go out and work in my business I recognize that my time is valuable. I also recognize that I must have a return on this time investment if I am to stay in business. I have determined that my time is worth \$300 per hour. My expected rate of return is 4 times my investment. Therefore, if I invest 1 hour (\$300) with some activity I expect a four fold rate (\$1200) of return.

With this expectation of return I can now look at my business more objectively. I make sure that **the prospects I spend time with are properly qualified** before I spend a lot of time with them. Before I make a presentation I ask qualifying questions to discover if my prospect is worth (from a business perspective) spending time with. Unfortunately most distributors do not qualify their prospects; they just jump right into the business presentation without first confirming that they have a worthwhile prospect. **Our job is to find the right people for whom this (our business) is the right thing to be doing right now.**

This is a key realization I came to very early in my business. As I have discussed this idea with distributors within my organization, many expressed the thought that it's ok for you to disqualify prospects, you are already successful." I want you to clearly understand, I am successful precisely because I learned to disqualify and not let people waste my time. You must learn to identify, target and qualify the kind of people **you** want to work with.

In the qualifying process, write and practice your wording for your qualifying questions. You will want qualifying question for:

1. a generic prospect, this is a prospect which you do not know their specific motivations
2. a specific prospect, or one in which you already have discovered their motivations

By far the best is the conversation in which you have established rapport and found two areas of dissatisfaction in their lives. A customized conversation then is used around the specific motivations of your prospect.

The qualifying questions are the most important questions you can ask in a prospecting situation, with the most important benefit being that it will separate the good prospects from poor ones so you don't waste your time with unmotivated and unqualified prospects.

One of the challenges in this business is answering the question “How do I approach someone I want to enroll in the business.” If you look at the top of the Sponsoring Cycle Flow Chart, left hand side you see the check interest circle. To the right of the circle are two connected rectangles. **From this we see that the contact and the approach are two separate steps. A very big problem in this business is to get these two steps out of order.** If you do the initial contact and rapport building correct, you will then know how to approach and know what to say for they will tell you exactly what is needed. You merely respond with the specific solution to the problem they described. **In other words your approach is the solution to their problem.** The 5 Pillars of Health provide the venue for providing the solution. The solution to the 5 Pillars Challenge is either Time or Money and the solution for those two is an additional income stream. **In other words the prospect will lead you right back to the business opportunity being the solution to their problem.** In addition, **all product needs will be addressed as a part of the discovery process** so you will move more product than ever before while not losing the potential business minded folks.

Before we get into the specifics of how you can accomplish this let me give you a brief example of what I am talking about.

Let’s assume I am in an airplane just starting a journey. I introduce my self to the person sitting next to me. We exchange pleasantries and gently I guide the conversation by asking questions. The questions I ask take me in the direction I want to go. We’ll discuss the specific questions a little later in this module.

At some point either my prospect will ask me what I do or I will guide the conversation to the point where I will bring it up. My answer sets the stage for all of the follow up. I’ll say something like:

Do you know how folks today struggle to balance their work lives with their family lives and still have time to do the personal things important to them? I wait for the prospect to acknowledge this in their life. Then I say: What I do is create plans for folks to balance these areas of their lives.

(Note: This is the first two areas of disqualification, 1, if they don’t acknowledge personal interest in the first question or 2, if they don’t ask me how I develop the personal plans.)

Sometimes I use a power statement such as: I join venture with a company called Nikken. As a private contractor I assist them in setting up marketing and distribution networks for their Wellness Home Concept.

After either statement I wait for a response from the prospect asking me for additional information such as how I do this or what is the wellness home concept. (Again, this is another area where I can disqualify)

I answer with: The most important thing I do is the development of a Wellness Life Style. A Wellness Life Style is having the time and money to do what you want with your life and the health and longevity to enjoy that life. I use a philosophy known as the 5 Pillars of health to do this. The 5 Pillars of health are; healthy body, mind, family, society and finances. What I do is create plans that help my clients to balance these 5 areas of their lives. (This may be another time for disqualification if they don’t express personal interest in this for themselves.) When they respond with the question, (by the way I now have their interest and permission to present. I have not mentioned products, Nikken in detail or network marketing) How do you do this I reply:

If we look at these 5 areas; Healthy Body, Healthy Mind, Healthy Family, Healthy Society and Healthy Finances, which two are most important to you. After identifying these two areas I ask the following questions for each of the pillars they selected:

1. Why is it important, with additional follow up questions to develop this area?
2. What is their life like when these two areas are working in their life?
3. What is their life like when these two areas are not working in their life?
4. How do they feel when these two areas are working in their life?

I ask additional questions with in each of these categories to really understand where they are coming from.

I then ask which of these two Pillars are most out of balance in their life right now? I follow with the same 4 questions above.

1. Why is it out of balance, with additional follow up questions to develop this area?
2. What would their life be like if these two areas were balanced?
3. What is their life like when these two areas are not working in their life?
4. How would they feel when these two areas are working in their life?

The next two questions and their discussion are the critical questions of this conversation:

What would it take to bring these two areas in to balance with the rest of your life? The answer is always one of two things, time and money.

Next question, **If I could show you away to balance these thing in your life would you be interested?**

What have we done up to this point?

1. Started a conversation.
2. Guided the conversation with questions
3. Listened to the answers.
4. Approached based up on their need and used the 5 pillars of health to develop the need.
5. Asked for permission to present a solution to their specific problem.

I did all of this without discussing product, Nikken or Network Marketing.

I have divided this module into two parts, creating warm market conversations and creating cold market conversations. We will start with warm market, and further divide the warm market segment into warm market you have such a relationship with that you could immediately approach with the business, and those in your warm market that you will need to reestablish and build rapport with.

Let's get started!

Warm Market Conversations – No Business Rapport

Before making contact with anyone, decide in advance where you want to go. In other words, what is your purpose for the call? Do you want an appointment? Do you want to do an ABC call? Would you like them to go to a web site or perhaps listen to an audio or watch a video? Know going into the call what you want your prospect to do.

If you have the rapport with your contact that will enable you to jump right into qualifying them, skip to section...Warm Market with Rapport.

To establish rapport visit with your prospect to find out what is happening in their life. We naturally do this all the time. Either call them on the phone or drop by. Be natural and be genuinely sincere. Don't blow smoke or be patronizing. Use the following formula to help you stay on track, **FORM**.

F – Family

O – Occupation

R – Recreation

M – Motivation

During this conversation resist the urge to talk about yourself. You will also not want to talk about Nikken. It is premature to do so.

Just visit with your prospect just like you would if you happened to bump in to them.

Example:

Hi Bob, how are you. I haven't seen you in a long time. How is Mary? And the kids?

Take time to really find out what is happening with your prospects family. Ask additional questions that reflect your interest in what they are telling you. Make sure you are sincere. Once it is appropriate, move on to the Occupation. *Are you still in the restaurant business?* Continue to ask questions about their work or business environment. Make sure that you are genuinely interested in what they are saying. Continue with the Recreation step. *Do you still play a lot of golf?* And finally move to Motivation. Maybe you know that certain social issues are important to your prospect. Ask about them. *Are you still involved with the Make A Wish Foundation?* **In may not be necessary to go through all four sections. Listen until you hear two areas of dissatisfaction, then begin the transition to Nikken.**

While you are talking, you are listening for areas where they are out of balance, areas where they have discomfort in their lives, where they have a desire for change. People are motivated by two things, gaining pleasure and avoiding pain. By far the strongest motivator is the avoidance of pain. **When you discover the part of your prospects life where there is pain, and then show them how Nikken can put pleasure in the place of the pain, you will have someone ready to join you in this business.**

Examples of pain, or desires for change might be:

Not enough free time.

Not enough Family time.

Not enough money.

Not enough job satisfaction.

The list goes on and on. Visit with your prospect until you have discovered two areas where they might be out of balance, where they might want change. When you have created rapport, discovered the two areas where they desire change and have created a bond with them you are

ready to move to the next step. You may do this next step on this first contact, or hang up and call them back in a day or so and begin to qualify the prospect. Here is how I like to do the qualifying:

Hi Bob, do you have just a minute? Let them respond! Then use a similar word formula as this. Bob, I have just a minute but I wanted to ask you a question. When we spoke on Tuesday you said that you were unhappy with your position at work and found that you were spending far too much time there. As a result your family life is suffering, is that accurate? (let them respond) If I could show you a way to make a second income from home, which could be worked into the nooks and crannies of your life and could potentially double your income over time... would you give me 45 minutes to give you an overview.

Again, let them respond.

*If they say yes you ask **may I make a suggestion?** When they say yes to may I make a suggestion, continue with - **Why don't we set a time to get together and I will explain everything to you. If you like what you see, we can discuss the next step. If you don't like what you see I'll have no hard feelings what so ever. How does that sound?** It is critical that you learn to use the words that are in bold type. These are key words to help you qualify your prospect, and get them to commit to an appointment.*

If they say no to the request for 45 minutes, or to the may I make a suggestion question, ask **may I ask why?** Don't be defensive; listen very carefully to their response. It will contain the key to unlock their objection, or it will give the information necessary for you to disqualify them and you can now move on.

Let stop and review what we have done to this point.

1. Created a list of warm market names and divided them by who we can contact now, and who we have to build rapport with.
2. We chose to start with the names that we needed to create rapport with.
3. Using FORM, we contacted our prospect, established rapport, found two areas where the prospect had a desire for change. All the while we did not talk about ourselves or about Nikken.
4. Made a second contact and reestablished and confirmed their area of discomfort.
5. Ran the qualifying question by them and set up an appointment to meet. We still have not mentioned what we are doing.

If they ask what it is, you can return with a soft approach, or you can use your power business statement.

Soft Statement: I'm working with a company out of Japan called Nikken. **Have you ever heard of it?** *Let them respond. Resist the urge at this point to say anything more. If they ask what Nikken is say **may I make a suggestion?** Wait for the response and when they give permission, say - **Why don't we set a time to get together and I will explain everything to you. If you like what you see, we can discuss the next step. If you don't like what you see I'll have no hard feelings what so ever. How does that sound?***

If pushed for more information, don't be evasive or defensive, simply respond that you don't have time to get into it on the phone, and besides it is too big to just give them bits and pieces. It would be a disservice to them and to Nikken to not do the presentation the right way. If they continue to push, tell them that ***this sounds like it might not be for you. How about if I cross you off my list for now? In six months or so, when things slow down a little, I will call you back and see if the timing isn't a little better for you.***

Remember you are qualifying them to work with you. You stay in control of the process.

Power Business Statement #1: *I represent a group of entrepreneurs who are assisting a multi-billion dollar International Japanese American Wellness Technology giant to market their high-tech WellnessHome products in North America. I am opening new markets in this area over the next 60 days. I am looking for people to help me accomplish this expansion. I don't know if this will be for you or not, but, based on what you told me on the phone I think I have what you are looking for. Let's get together for 45 minutes and I'll give you an over view of what I am looking for. If you like what you see, great! If not, hey I'll have no hard feelings, how does that sound?*

Power Business Statement # 2: *I am joint venturing with a Japanese American company. I am helping them open marketing and distributions networks for their Wellness Home technology. I am opening new markets in your area in the next 60 days. Based on our discussion of yesterday, you indicated that you were looking for (share back to them what two areas they indicated they wanted change in). I think we can help you get what you want, and I would really like to work with you because, give a sincere compliment.*

Follow with, may I make a suggestion?

Let's get together for 45 minutes and I'll give you an over view of what I am looking for. If you like what you see, great! If not, hey I'll have no hard feelings how does that sound?

If pushed for more information, go back to the suggestions six paragraphs up.

Let stop and review what we have done to this point.

1. Created a list of warm market names and divided them by who we can contact now, and who we have to build rapport with.
2. We chose to start with the names that we needed to create rapport with.
3. Using FORM, we contacted our prospect, established rapport, found two areas where the prospect had a desire for change. All the while we did not talk about ourselves or about Nikken.
4. Made a second contact and reestablished and confirmed their area of discomfort.
5. Ran the qualifying question by them and set up an appointment to meet. We still have not mentioned what we are doing.
6. Answered initial question of what is it?
7. Stayed on track and controlled the flow of the contact.

Now let's do Warm Market - With Rapport

This section assumes that you have good rapport with your prospect already. You probably already know the areas of their lives where they have a desire for change. You have such a relationship that you could call and go right to the qualifying questions.

Example:

Hello John, this is Dennis. Hey listen, I'm calling to ask you a quick question... do you have a minute? Let them respond. Continue with I'm working on a very interesting business project that you may also find attractive. My question is... would you be receptive to looking at a business venture outside of what you're doing now? Let them answer. If they say no, thank them for their time and hang up. If they say yes, move to May I make a suggestion...? Follow as suggested above.

Another example might be Hello John, this Dennis. Do you have a minute? I'm working on a business project. I'm joint venturing with a company out of Japan. I am helping them set up marketing and distribution networks through out North America. I am opening up a market in your area, and I thought of you. Based on past discussions, you indicated that you were looking for (share back to them what two areas they indicated they wanted change in). I think we can help you get what you want, and I would really like to work with you because, give a sincere compliment.

Let them respond and follow with *May I make a suggestion?*

Important points to remember.

1. Don't say anything until you review your names list with your sponsor or upline.
2. Develop your list strategy, i.e. whom to call now and whom to build rapport with.
3. Establish rapport by just being yourself. Use FORM to help if you need to.
4. Once you have identified their areas where they would like change to happen, end the contact.
5. Within 24 to 48 hours, reestablish contact and use the Soft Business Statement or the Power Business Statement. Remember to use the qualifying words. Create your own **If I could...Would you** word formulas.
6. Remember your objective. What are you trying to accomplish with your call/contact:
 - An appointment for 1 on 1 presentation
 - An appointment to give third-party presentation such as web site, three-way call, video, conference call, etc.
 - Third party/referrals requests

FOR THE COLD MARKET OR 3rd PARTY APPROACH:

Greeting

Hello Chris this is Dennis ...the reason I'm calling is to ask for a small favor... do you have just a minute for me to tell you what it is?

I'm working on a business project and need a couple of people with some special qualification...

Who do you know that has either ...some business experience, some leadership qualities or is strongly motivated by money... and may be open to an attractive business venture?

If they don't know or can't think of any, or does not raise their own hand...

Who do you know that...feels he/she is not being paid what he/she is worth...or is not spending enough free time with his/her family...or perhaps someone who is not completely happy with the kind of work he/.she is doing?

If they raise their own hand say

You? I thought you were happy where you were. Why would you be interested in this?

They will now tell you all that you need to know so that you can turn around and show how a Nikken Business can help them achieve all that they want.

Next step

May I make a suggestion...?

Why don't we set a time to get together and I will explain everything to you. If you like what you see, we can discuss the next step. If you don't like what you see I'll have no hard feelings what so ever.

How does that sound?

Let's leave the Warm Market and look at the Cold Market

Cold Market Contacts

Remember, industry statistics are that you only get 1 out of 250 cold contacts to join you in the business. There is no guarantee that this person, once a distributor, will be one of your leaders. If we look at the rule of thirds, we need 12 new distributors to get 4 leaders. If we choose the Cold Market you would have to make 3000 contacts to sponsor 12 distributors to get 4 leaders. It is indeed a **cold** way to build your business.

What we need is a way to move a cold market contact to a warm market contact. We can do this by using the three-foot rule, creating conversations and qualifying questions.

The first step in working the cold market is being able to answer the question what do you do? You can spend a lot of time setting up the conversation so that at some point the contact asks you what you do. The door is now open. If you handle it right you get the appointment. If you are not comfortable in your response, you don't get the appointment.

In the 17 Secrets of the Master Prospector, John Kalench took a whole chapter to discuss the benefits of having a very brief "commercial" on what it is that you do. This one idea can make a tremendous difference in the effectiveness of your prospecting.

We all excitedly wait for someone to ask us what we do, and then stumble over the delivery. Part of it stems from our "belief" system in Network Marketing, and part of it comes from not knowing for sure what to say.

John called this an SOB, or a Statement of Benefit. Another word might be a hook. It is something you say that causes the contact to ask you more questions.

Positioning and posture are extremely important. What you say in the initial moments of meeting, and how you say it determines your positioning and posture. You want to be confident without being over bearing.

Imagine that you have 10 seconds to answer the question and create enough interest to get them to ask for more information.

Here are some examples of using an SOB.

Soft Approach

*Well Dennis, what do you do? **I teach people how to develop a personal wellness lifestyle.** What is a wellness life style? **Do you know how people today are struggling trying to have time for their families and at the same time meet the demands of work and still have time for themselves?** Let them respond
Well, what I do is I teach people how to balance those areas of their lives.*

*Well Dennis, what do you do? **Do you know how most people today seem to be too busy to enjoy their families, or spend quality time with them?** Let them respond. **Well, what I do is help people set up an additional income stream so they can own their own lives.***

Power Approach

*Well Dennis, what do you do? **I'm joint venturing with a company out of Japan. I am helping them set up marketing and distribution networks for their wellness home technologies. I locate people who want time in their lives and help them set a plan to get it.***

*Well Dennis, what do you do. **I represent a group of entrepreneurs who are assisting a multi-billion dollar Japanese American wellness giant to market their wellness home technology in North America. I look for sharp people who are looking for more time to spend doing the things they enjoy in their lives.***

I prefer the softer approach for the three-foot rule contacts. The power statements can then be used during your first appointment with your new contact.

At this point you may be able to go right to the **May I make a suggestion? Why don't we set a time...** statement? If not you will want to go into the qualifying questions.

To do the qualifying questions you need to create an exchange of information. After getting the contacts attention with **Do you know How...? What I do is...?** Turn the questions back to your contact. Use FORM to get to know them. Here is an example:

I met someone while having my car serviced. We visited a little and got to the place that I know that they work for a retail store and they asked me what I do. I have given them the

above approach and now I want to qualify them. I will ask questions like what is written below:

So, Bill how long have you worked for XYZ store? How did you come to get started? I'll bet your job is real interesting. Does this job allow you to spend time with you family like you would like to? What does your wife think about what you do? Ask these questions in a comfortable relaxed way. Listen to the answer before you ask the next question.

Using the FORM method, visit with them until you hear two areas where they are dissatisfied with their life. Once you have the areas of dissatisfaction, play it back to them and use the qualifying questions.

Bill, as we have been taking, I hear you saying that your work does not bring you a lot of satisfaction, and you really would like to spend more time with your family. Am I accurate? Bill, if I could show you a way to enjoy what you do and at the same time have the time and money to spend enjoying your family, would you give me 45 minutes to give you an overview of what we are doing? Let them respond. If they say yes, move to May I make a suggestion? Why don't we set a time...

Let's stop and review what we have done so far

1. If we are in a cold market situation, we need to capture the attention of the new contact and get them to ask us what we do.
2. We need to create a conversation to uncover dissatisfactions
3. Play the dissatisfactions back to your contact and offer a solution with the qualifying questions.

When working the cold market you want to be in the mindset of attracting people to you. There are key things to remember that will attract contacts to you. **1. Be a problem solver.** **2. Ask questions** and **3. Listen!** All together it becomes asking questions to generate a conversation, listen for problems then show how our business can solve those problems.

Let's wrap this section up with how to create conversations in the cold market when you have to initiate the contact.

Cold Casual Contact

When you discover someone that you would like to contact for the business, look for something that you can *sincerely* give him or her a compliment.

- Give them a compliment

- Say what you liked about what it was you complimented them on.
- Ask a question about it

Next, listen for or create areas of dissatisfaction.

Create a conversation using the FORM.

If they ask what you do use the formulas discussed above, then move to the qualifying questions. If they don't ask, move to the qualifying questions based on their area of dissatisfaction.

Example:

Hi, my name is Dennis, what's yours. That is a really nice Hawaiian Shirt. I really like the way the colors change when you move. Where did you get it? Do they have other colors available? You have great taste in clothes. What do you do? How long have you been doing...? I'll bet doing that is really exciting? Have you ever thought of doing something else? Do you have a family? Again, ask these questions in a comfortable relaxed way. Listen to the answer before you ask the next question.

Don't be invasive, but be sincerely interested in the contact. When you have two areas of dissatisfaction, move to the qualifying questions. If it is not appropriate to move to the qualifying question then get their card and follow up later.

Cold Product Contact

This seems to be the areas of greatest challenge to people in our business. How do we take a person with an obvious physical challenge and get to the point of the qualifying question for the business.

Example:

You are standing in line at the bank. The person in front of you is in obvious discomfort.

Wow, you look like you really hurt. *Let them respond.* **Did you injure your back?** *Let them respond.* **How did you hurt you back?** *Let them respond.* **How does it affect your work?** *Let them respond.* **Have you ever thought of doing something else?** *Let them respond.* Now, tell your 1 minute product testimony and move to the qualifying questions. **I know how you feel. I hurt my back once. It has affected everything I do, since it happened. I was to the point that I could hardly do anything. At one point I was hospitalized for 6 weeks with my back problem. You know, I might be able to help you. I found something that really helped my back discomfort. I have set up a joint venture with the company and now work from my home. Let me ask you a question? If I could show you a way to reduce or eliminate that discomfort and also show you away you could create a significant part time income in the process, would you give me 45 minutes to show you.** *Let them respond.* **May I make a suggestion? Why don't we set a time...**

The key here is to develop conversations with everyone you meet. Have no obvious vested interest in the outcome of the conversation. Converse until you hear the two areas of dissatisfaction, **then begin the transition to Nikken.** What I see happen far to often is the new consultant makes the transition way to early and then has to deal with objections. Become an expert in transitions and the timing of the transition and you will recruit far more people.

Now you have several examples of how to create conversation. Practice them and create your own. Remember the key words, keep them short and have fun.

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