

Start Listening to Your Prospects

By Dr. Joe Rubino

You are proud to be associated with your wonderful company. You believe in your products. They're unique and everyone needs them. And your opportunity is simply life-changing! If your prospect knew what you know, he or she would jump in without hesitation.

In your enthusiasm to share everything you know about your company, products and opportunity, you dump a truckload of information on your unsuspecting prospects in the hope that something will be of interest and impress them enough to take action.

Then Mr. Prospect tells you, "Thanks, but I'm not interested."

What? They can't be serious. Ah! They must not have enough information to make an intelligent decision. Perhaps, you need to mention about the rare and exotic ingredients in the formula or maybe tell them all about the exciting seminar you just attended. Or you can tell them about your revolutionary compensation plan that pays double eagle commanders all the way to infinity!

"You're saying, Mr. Prospect, you're still not interested? How can that be?"

If you are like most new, excited distributors, you have probably played out the above scenario on at least a few occasions. In your rush to convince your prospects that they absolutely must join you, you forget to listen to them, discover their needs and desires and look to see how your company, products and opportunity might impact their lives.

You must first listen to them in order to create an opening for them to want to listen to what you have to share.

If this critical "listening" was missing, Mr. or Mrs. Prospect likely tuned you out. They were off in the Bahamas, thinking about the million things on their minds that day while you were rambling on and on about 101 things important to you...things that they could care less about at this point!

So, how do you get your prospect's attention and have a conversation that effectively generates interest and opens up rich possibilities?

Your prospect must first get to know you, like you and trust you before you can hope to be heard. Be a friend. Show them that you care about them and are interested in more than just getting them to do something you want them to do!

Get their permission to ask them a few questions in order to get to know them better.

Your questions can be about their family, where they live, their occupation and their passions, hobbies and things they enjoy doing in their spare time. You can remember these four areas as FLOP (family, live, occupation, passion).

Simply say something like, "Sally, before I share a bit about our company, products and opportunity, would it be ok if I ask you a few questions to get to know you better so that I might learn how what we have to offer might be a fit for you?"

"Great! Please tell me a little bit about yourself, where you live or where you are from, a little about your family and what you do for a living."

Ask additional questions as your prospect offers information about who they are and what's important to them. Discover where the "pain" is in their lives, those things that are not working or may be missing.

Perhaps it's not enough money to realize their life goals and dreams. Maybe it's not enough time to spend with their family or do those things they love to do. Maybe they are tired of their job and are looking for a change to a more rewarding and stimulating lifestyle. Use every opportunity to deepen the relationship and develop the rapport with them.

Then share a little about your company, products and opportunity as it relates to those things they told you were important to them or missing in their lives.

Stop frequently to ask questions and get their feedback. If you are doing more than 50 percent of the talking, a red flag should go up for you! Any time you catch yourself monopolizing the conversation, take a breather and ask a question that gets them sharing again.

Speak your commitment to them and to their success, should they decide to join you in partnership.

They must have absolutely no doubt that you are or will be successful and if they join you and follow your lead, they will as well. Your tone must be confident and enthusiastic.

Your posture can never be pushy, arrogant or argumentative. Give up your right to make your prospects do anything and simply look for a way to contribute to their lives.

Make a request that brings your prospect closer to taking some action that supports their interests.

Perhaps it might be to listen to a conference call, review a package, attend a meeting, speak with your sponsor or purchase some products. The request must clearly be in the prospect's best interest and never self-serving, otherwise your prospect will have little motivation to comply with it.

When you have built a solid foundation of trust and respect by listening to where your prospect's life can be enriched by your products and opportunity, they will naturally be attracted to you and to what you have to offer.