



LESSON #2 - PROSPECTING

HOW TO PROSPECT

This is definitely one of the most important skills you should develop

Before we get into it, lets think about a few things.

If you planted a maize/corn plant today will you be able to eat from the plant tomorrow?

If you went to university to study a degree and got your books today, could you write the exam and get your degree tomorrow?

So why do we think we can talk to someone today and earn a decent income by tomorrow.

The prospecting process is like nurturing a crop, you plant seeds today, you water, weed, fertilize and look after the plants till they are big and strong, then when they have the corn on the crop and they are ready for harvesting you pick them and then eat them.

The prospecting process is like studying for a degree/diploma you register, you get the books, you go to class, you study and when the time comes you write the exam. You wait and then they let you know that you have passed and got your degree/diploma this could be a 4 to 7-year process.

1. Prospecting is a process and the first part of that is making friends. (which you learned the keys to in lesson #1).
2. When prospecting you are actually educating the friends you have made, about your business opportunity. This is a gradual process, could be four to six exposures. (an exposure is each time you ask them questions about them and their family, and maybe drop a seed or two about the opportunity)

3. The professionals build trust with people they meet and are able to transfer the belief they have about their opportunity. Their objective is to educate their prospect on what they have to offer and then let the prospect decide if it is something they **want to do**.
4. Again, I must emphasize we are not trying to make the sale, yes you would love them to join. BUT our GOAL is **education** and **understanding**.
5. We want people to know what we have and how it can benefit their lives.
6. I need you to get to the point where you believe you want them to join, **because it will change their life**. NOT because it will change your life.
7. When you get to this point it becomes easy and there is no stress, because it doesn't matter to you either way.
8. If you make Network Marketing about you, you will survive but if you make it about others you will thrive.
9. So, you have made friends, you have been like a concerned consultant asking all the right questions to see if your opportunity can help them.
10. They like, respect and trust you. It's time to start talking about your opportunity.
11. I think that I should tell you at this point in time, you **don't** actually want everyone you meet to join.
12. There are some people that are going to drain you (negative people), so when you meet these people, you make friends you understand that this is a very negative person. They are even negative about the weather, you must ask yourself if they are going to be an asset to your team.
13. Many network marketing professionals have found that they spend 80% of their time trying to get these negative people motivated to take some action.
14. You want to focus most of your time and energy on people that want to take action and make change. Not negative people.
15. So, you need to be choosy about who you want in your team, yes you will still end up with a few people that drain you. But you will learn how to cope with them.
16. So, you start with the **are you OPEN** question.
17. Here is an example: "hey I just started in this new business, I'm only doing it part time at the moment to make some extra money, and hey I wanted

- to see if you were open to taking a look at what it's all about, if you are GREAT and if you're NOT no big deal. **(It is important to use the word OPEN and not the word interested)**. No one wants to NOT be OPEN.
18. Know when your friend has said YES, they are OPEN to taking a look at your business opportunity it does not mean that want to join.
 19. This is where the understanding and education process starts.
 20. You do not want to drown them with information, this will switch them off for life. No one wants to hear about how each product is made and how many vitamins are in it.
 21. The best place to start would be with the **benefits that you believe would be most important to (them) your friend/prospect.**
 22. So, let's say she has three children at primary school and you know she is really worried about the level of education they are receiving.
 23. You say well, you know this new business I have just started in? There main focus is on helping schools generate a sustainable income to make sure every child in South Africa a great education.
 24. So, while the parents are helping to sponsor the education they can start earning a second income themselves.
 25. These funds will be used to make the schools secure and safe, pay for sports coaches and sports equipment, music teachers and music instruments, computer rooms and libraries and to start introducing performance bonuses for teachers.
 26. This is about helping improve the quality of education for every child in SA.
 27. Do you think this is something you would be OPEN to? YES
 28. The company offers training on the business opportunity to all their customers, but they really want to help people earn and educate them on the four sources of income every person should have.
 29. They teach their customers how to take advantage of some great tax breaks, do you know just by earning a small monthly commission through the company, you could claim most of your tax back from SARS.
 30. These tax breaks alone could improve your quality of life.
 31. As we said earlier you really don't want to do a brain dump on them.

32. So, you may say, well I am in a bit of a hurry shall we catch up again tomorrow?
33. You have told her some of the benefits, you now need to see if she was serious when she said she was open.
34. You will know when she is interested. Because she will want to talk to you and she is excited to find out more about this business opportunity.
35. Next Day, Hi, Jane how are you doing this morning. Fine, I need to ask you more about that business opportunity.
36. The beauty about this method is that you don't spend hours telling them about all the benefits, rewards and the compensation plan and then get rejected.
37. You have only told them one or two of the benefits and if they say "NO", you have lost nothing.
38. You are still friends and they will come back to ask you more in a few months' time when they realize that it is a real opportunity.

The EMOTIONS attached to PROSPECTING:

You must remember that you are helping people understand and you are educating them. You **MUST** take everything as a learning experience, if you can do this you will master your emotions and have many people wanting to work with you.

There are no Good or Bad experiences only learning experiences.

There are no YES or NO experiences only learning experiences.

You need to accept that your offer is not for everyone yet and accept that some people will take longer to understand the opportunity. YOU cannot get angry with people that are not ready.

If you do, do they will never talk to you again even if they really need to.

Always talk BENEFITS by Tanya Aliza

Find something that is very important to them, that you know this opportunity will solve.

Here are a few typical benefits that will work in 95% of the situations you may find yourself in.

- 1. Sponsor a better education for your children**
- 2. Financial security**
- 3. Earn enough so your spouse can stay at home (if they have a spouse)**
- 4. To get out of debt (if they are in debt)**
- 5. Time freedom**
- 6. To fire your boss (if you hate your job)**
- 7. More time with your kids and family**
- 8. More time to do other activities or hobbies you love**
- 9. More disposable income**
- 10. Start a project to help others, you have been dreaming about for years.**
- 11. More vacation time**
- 12. The money you need to take that vacation**

Here are some questions you may ask your prospect. By Tanya Aliza

- 1 What do you do for a living?
- 2 How long have you been doing that? (their job)
- 3 Do you love what you do? (their job)
- 4 Is there anything you don't love about it? (their job)
- 5 What's your long term plan?
- 6 What's your plan to accomplish that? (their long term plan)
- 7 Oh! You don't have a plan? Would you like to see one? (long term plan)
- 8 You know, I was in a spot where I had some goals and I didn't have a plan either. I'm actually working with a mentor of mine that's been great

- with helping me plan to achieve my goals. Would you like to learn about a plan that might help you with your long term goals.
- 9 (insert compliment) Have you ever thought about being an entrepreneur (have your own part time business)
- 10 Let's say that time and money weren't factors that we had to think about. What would you be doing right now?
- 11 (Insert compliment) Would you be open to learning more about possibly working together part time? If it doesn't interfere with you current business/job?
- 12 What's your passion?
- 13 Do you have any family vacations planned for the year? Most prospects will say they don't have the time or the money for a vacation. (you need to listen carefully at this point to see how your opportunity can help them).
- 14 I am looking for a few good people, that want to change and improve their quality of life. People that might be open to a side project and making some extra money, do you know anyone that would be interested?

This indirect approach is great and most often the prospect will ask what it is for themselves then you add #15 below.

- 15 Are you open to making some extra money right now? Why would you want to make extra money?
- 16 Do you have any children or family you are looking after?
- 17 Telling stories about other people that have changed their life and spend more time with their children and family.
- 18 My mentor told me to keep my eyes open for sharp people and we have been talking for a few minutes and I have to say (insert a genuine compliment), would you be open to a opportunity and making some extra money if it didn't interfere with what you are already doing?

This is great for introducing people to your sponsor. It also takes the pressure off you in the prospecting process. Some people have a much easier time being that connector and if you're working with a team that will help you with presentations this is really powerful.

- 19 If you could have your perfect day, what would it look like?
- 20 Have you ever wondered how to make money online/Facebook/Instagram from your smart phone?

From Dale Carnegie's book – **"How to win friends and influence people."**
Most People Trying to Win others to their way of thinking do too much talking themselves. Let the other person talk themselves into it.