



LEARNING YOUR LINES Could Mean An Absolute Fortune!

Hi Leaders! ... You asked for it!

We've collated a powerful bunch of the most effective 'lines and phrases' available! Find a few that you feel comfortable with - they work! Our thanks to Tim Sales, and the other professionals who contributed to this article.

To assist your Mindset

Avoid these phrases

I recently became involved
I'd like to get you involved
Are you looking for a business opportunity

I think you would love this
You would be good at this
New business opportunity
Are you interested
I want you to...
I want
You should
'Get' some people
Sign up
You need
What if I told you...

Invite to Presentation: Avoid

Come to a meeting

Instead ... use these

I'm working on a project
I'm looking for the right person
Do you keep your eyes open for expansion/diversification?
It may or may not be for you
This might be lucrative for us
Business idea or project
You might want to see this
You might want to or you might benefit from
I though you might want to know
Is there any reason you would want
Involve/enrol some people
Register your interest
I don't suppose you'd...
What if you knew...

Instead ... use

We're having a get together.

Meet some other members of the team.

A handful of (entrepreneurial thinking) associates and I are getting together Wednesday at 7pm ... If I could get you into that meeting ... would you like to sit in for 30mins?

Previous bad experience with network marketing

This is a conversation:

You: "So you really had a bad experience? What specifically was it that made it a bad experience?"

Listen closely to what they say and what they don't say. Your tone should be concern, not "fix-it". What I listen for is whom are they blaming. Did the company fail them? Did the Upline fail them? Did he/she fail themselves?

You: "Do you believe that time makes a difference?"
Them: "What are you talking about?"
You: "Have you ever witnessed an entire industry change because of a single item like the Internet or a new kind of Desktop Publishing?"
Them: "Yes of course."
You: "Well I've seen this same kind of large change/paradigm shift happen to the network marketing industry."

Just because someone has a bad relationship with a husband or wife, doesn't mean the entire male or female race is bad. Make sure the object of what you're choosing to dislike is the right object. The industry of Network Marketing is really powerful, and effective.

You: "Do me a favour, can you forget for 30 minutes that you ever knew anything about it? I want to expose you to a business which could very likely deliver to you the very thing you're looking for – but I need you to be open. I also know you aren't the type to make judgements on antiquated information – you make decisions based on facts. If we could arrange a 30min interview to give you more information, I believe you won't regret it. OK by you?"

Them: "Yes."

Power Phrases/Questions

"Do you keep your eyes open to making money in areas outside of _____?"
(Law, education, medicine, etc)

"I'm working with a company that is perfectly positioned to capitalise on..."

"I can't make you any promises, but there is a possibility for a huge residual income ..."

"I need to get some information in front of you..." (Conference Call)

"For the right amount of money, would you be interested in sitting down and discussing... ?"

"How much money would a second business have to make you for you to be interested?"

"Is there any reason you'd ever consider a business outside of..."

"On a scale from 1 to 10, how open minded are you?"

"This thing is going to happen with our without you, the only question is who will participate and profit?"

"You can either watch us make money or join us in making money – your call, we're friends either way"

"I'm not sure if there's a fit here, but..."

"Would you be open minded to hear about a business if it could potentially add substantially to your income, without jeopardising what you do now?"

"Do you keep your eyes open for expansion and diversification?"

"Do you keep your eyes open to making money in areas outside of what you currently do?"

"I can't make you any promises, but from my vantage point the financials look good on this project I'm working on. Perhaps we should make the time to bring you up to speed on it. Are you available...?"

"For the right amount of money, will you take control of your time and carve out 30 minutes to learn how to..."

"Is there any reason you'd ever consider a business outside of..."

"I need to get some educational materials in front of you... let's meet .. (what's your address/email?)"

"I'm working with a business venture..."

"This may be in your interest to learn more about."

"Ever think of owning your own business? What stopped you? What if...?"

"I'm working with a company that is actually (not theoretically) retiring busy people 15 to 20 years early."

Does that sound like something that might interest you, or not really?"

"I want you to get on a conference call tonight to listen to some quick details. It starts at 9pm. Does that work for you?"

Them: "Yes"

You: "Great, I'll call you just before 9pm so I can hook you onto the call. What number should I call at 8:57? Thanks. Talk to you then. Bye" (Or, email/Fax Conference Call Number & 1-9)

- "We've got to meet so I can run something very exciting past you" (Close friend - After Qualifying Discovery Questions)

- "Are you near a fax machine? Does it make sense to fax you an Overview, and I'll ring you back to go through it when you have it in front of you?"

- "I've finally found something that we can work together on! What are you doing right now?" (Local-Drop in)

- "I'd like you to meet a business colleague of mine. Let me pull her in on the call – " (Edify)

- "Does it make sense to sit down and discuss this?"

- "Let me get some information to you, here's my card, if you're serious about what you've been talking about here, send me an email so that I can get you in front of some more information. OK by you?"

- "Great question! You need to talk to (Coach/Mentor - Name) – She's the person who has all the detailed info! She's amazing! She's one of the key people in the company's global expansion programme. Are you open enough to go to the next step here? ... Great. I'll check her schedule and get back to you - What's a good time for you to spend a few minutes on the phone with her?"

- "If there was a proven way for you to earn twice the amount of income that you're earning here, for half the hours, would you be open enough to make a time to sit down for 30mins and discuss it further?" ... or, here's my personal favourite:

"How much money would a 2ND business have to make you before you'd be interested in taking some time out of your schedule to find out more?"

Posture, and dealing with rude people.

Occasionally people will act condescending towards you. (Especially if you're working within the 'cooler-warmer' market). Posture is critical. However it does not mean that you act like a jerk. There's a thin line between posture and jerk. Learn it. It's in your best interest to be good at it.

"I get the feeling you think I'm selling you something? Look, I'm not trying to be a wise guy, but we need to meet so you can check me out, and I can check you out and see if we want to work together. I'm about to invest an enormous amount of time into training someone. I've got just as much at risk as you. Let's just mutually respect one another's position, meet and see if we want to take it to the next level. Is that fair?"

(This is very effective at flushing out the tire kickers.)

Referrals.

Most people blow getting referrals because they say way too much. The best way to get referrals is to not go into any details about it. Just use something simple like:

- I'm working on a project in the telecommunications industry.
- Who do you know who's into telecommunications?
- Who wants to free up their time?
- Who do you know who's looking to retire earlier than most, has a high work ethic? And is Coachable?
- Who do you know who is desperately searching for another stream of income?
- Who do you know who hates their job or business?

"I need your help. You know a lot of people. I'm currently working on a large project and need to find one or two good people to help me. Can I give you a 30 second overview about this project and the profile of the person I'm looking for to see if you can help me locate the right people?"

"John, I need your help. Who's talked to you who maybe open and looking for an:

- "Alternative income stream?"
- "Who comes to mind that's looking for a career move?"
- "Who's tired of being in traffic?"
- "Who do you know who hates their boss?"
- "Who do you know that likes to work real hard, get the job done so they can go play?"
- "How about someone really motivated by money and willing to do what ever it takes to succeed?"
- "Quick question: Have you ever thought of doing anything else?"

This last question is very important. Sometimes when I've asked for referrals they say

"Hey, how about me?" Very important how you handle this! Don't do what most everyone does. Don't fall for it!

Let me be very clear here –

If they throw it out to you that they're interested don't get derailed. Keep asking for referrals.

Example:

Referrer: "What about me, I might be interested?"

You: "You! No way, you're too busy." "Who else do you know that's interested in ?"

If they try to bring it back to themselves again, deflect again.

You: "Why would you be interested in doing this? You love your job!"

Them: "No I don't"

You: "Well I'd love to work with you, but it's straight commission. I didn't think you'd do that?" "How much time could you put in to a new project, it will probably take a couple of hours a day. Can you do that?"

Praise a character trait that he has.

You: "Well _____, with how hard you're willing to work on something you've certainly got an advantage."

You: "When would you like to get together and discuss this in more detail?"

Note: Normally when I meet someone I will decide whether I would rather get referrals (or Customer

Only) or ask him/her to look at the business. If I decide that I want referrals, I'll use what I described above and I'll work the referrals.

If I'm able to sponsor/recruit someone from his referrals I will call the person who gave me the referrals and say something like this.

"Mark, I wanted to thank you for the referrals you gave me. One of the peoples' names you gave me was Nick. It looks like Nick and I may be working together. To show thanks, I can do one of two things:

A) I can take you to dinner – on me.

B) I can cut you in on a residual income. You decide."

Obviously a whole bunch of questions are about to hit you. I will normally tack on the back of one of their questions, "Mark, you're on page 5 and I'm one page 1 here. Here's what I'll do. I'm going to give you a couple of websites to go to and check out. (www.acninc.com - www.acn.co.nz - www.nzalliance.com). Take a look through these tonight and I'll give you a call tomorrow to take you to the next if it resonates. Sound OK by you?

How To Invite Referral Prospect

Introduce yourself "Yes, is Sandy in please? Hello Sandy, this is (*your name*). I don't believe you and I have ever met, but (*referral name*) said I should talk to you. (*Referral Name*) said you were sharp, and always open to ways of creating more streams of income --- Is that correct?

Ask Permission to ask questions (if you do not, you may come across like an interrogation)

"So that I can keep everything relative and interesting to what you maybe looking for thee, would you mind if I asked you a few quick questions Sandy?"

What kind of experience do you have? (*Listen to them without interruption*) .. (See Discovery/Buffer Call)

Much of my business focus is in the area of _____, if I could show you a business model that wouldn't jeopardise your current situation, and just may provide you with some options ... would you be open to hearing about it?"

If the answer is no, (*I doubt it, this script is effective*) ask, "who do you know that is looking?" (Finish with your Customer Line).

If the answer is yes, then say "I would like to meet up ... I have Tuesday morning at 10am or Wed at noon, which would be best for you?" Or... if at a distance, ... "I would like to get some more information in front of you. Could you give me your email address/fax there? ... I'll email you a simple presentation and call you back to go through it with you" ... etc. etc.

If you have an approved website ... "I will email you a link to my business site – sound OK for you? What's a good time to call you tomorrow? ... Morning or afternoon?"

No Computer? "Rather than take up your time on the phone, can I send you all the details on a DVD? I will then call you to answer you questions etc. etc ... is that OK with you?"

OR ...

"Hello, _____, this is _____ (*Referral person*) recommended I call you. (*Referral name*) said you're a good person to talk to about _____ . I have something you might have an interest in. May I ask you a

question? (Yes) If I could show you a way to profit from your knowledge in the marketing industry, that wouldn't interfere with your current situation would you say the timing is good or bad for you? Or is your mindset one that says "true opportunity waits on no one?"

Here's another great tool that may help in creating a script in front of your eyes!
<http://www.mlmu.com/lesson/warmcalling0a.shtml>

What do you do for a living?

This is THE QUESTION which WILL ALWAYS come back to you, (IF you are doing this process right).

As you become better and better at ASKING QUESTIONS, and asking the RIGHT QUESTIONS, the conversation will get to a point where the person you are LISTENING to will begin to feel a little self conscious about giving all of this information – and if you've been genuine in the process they will nearly always turn to you and ask ... "**What do you do?**"

Knowing how to answer this question when it arrives is absolutely critical! Get it right, and it could mean thousands of new people/customers coming into your network! It IS worth the practice! If you are fearful, defensive, or apologetic, the encounter can be distressing. If we are confident, prepared, practiced and courteous, we can arouse curiosity, which can lead to very positive relationships.

First, there are at least 4 kinds of people to whom we can "tailor" a response. Those 4 kinds are:

1. **SAVINGS ORIENTED**
2. **INCOME OR MONEY ORIENTED**
3. **TIME FREEDOM ORIENTED**
4. **THOSE PROMPTED BY CONTRIBUTION**

Some sample responses to these 4 categories are:

1) SAVINGS ORIENTATED:

"I'm involved with a massive telecommunications company that offers very competitive rates and can assist people to save money on their phone bill - and at the same time provides better customer service with a REAL person on the end of the phone - You don't happen to know anyone who may be currently open to the idea of maybe saving some money on their home phone do you?"

"I show people how to put money they can save on their telecom bills to better use."

"I represent a very successful 14yr old Telecommunications Company that's just launching into NZ in May. Our goal is to assist people in saving some money on their phone account with more competitive rates and give them better Customer Service with a real person on the other end of the phone ... has someone approached you about this yet."

"I'm in direct sales – telecommunications – I assist people in getting competitive rates on their telecom bills with real people at customer service ... you don't happen to know anyone not happy with their customer service with their present provider do you?."

2) INCOME or MONEY ORIENTATED

Third Party – Non-threatening approach ...

"There's a massive 14 year old telecommunications company just launched here in NZ and is going head to head with the 2 larger companies here. Their goal is to offer incredibly competitive rates together with better customer service with 'real people' on the end of the phone(!)"

There looks like there could be a real window of opportunity here for entrepreneurial thinking people to create some excellent ongoing income over the next 2-3 years ... you wouldn't happen to know of anyone who's currently open and looking to earn more income ... would you?"

"I help people retire sooner. You wouldn't happen to know anyone who's seriously open and looking to create more income right now ... would you?"

"I help people get free from having to earn money on a daily basis so that they can get on with what they REALLY want to do with their life. You wouldn't happen to know anyone who's seriously open and looking to create more income right now would you?"

"I help people take control of their finances. You wouldn't happen to know anyone who seriously open and looking to create more income right now would you?"

"I help people solve their money problems in the comfort of their own homes. You wouldn't happen to know anyone who's seriously open and looking to create more income right now from home would you?"

"I show people how to a create stream of residual income. You wouldn't happen to know anyone who's seriously open and looking to create more income right now would you?"

"I teach people how to socialise, travel, and get paid for that. You wouldn't happen to know anyone who's into getting more time or money for travelling or Socialising would you?"

"I'm a Professional Networker partnered with a Highly successful telecommunications company that just opened in Australia. We assist ..."

3) TIME FREEDOM ORIENTATED

"I help people get to where they want to go financially, so they can spend more time doing what they REALLY want to do with their lives.' ... You don't happen to know anyone who may be currently looking to add on some meaningful income right now do you?"

"I have a business where I help people achieve their objectives and/or vision in life in record time." ... You don't happen to know anyone who may be currently looking and open to the idea of adding on some meaningful income so that they can free up their time to right now do you?"

"I help people grab hold of their dreams. You don't happen to know anyone who may be currently looking and open to the idea of adding on some meaningful income right now do you?"

"I help people to develop their own business from home so that they can get to choose whether they want to remain in their job. You don't happen to know anyone who may be currently looking and open to the idea of adding on some meaningful income right now do you?"

"I teach people how to believe in themselves."

"I show people how to dream again."

"I help equip people with the tools to become financially free. You don't happen to know anyone who may be currently looking and open to the idea of adding on some meaningful additional income right now do you?"

"I help people gain the freedom they have always dreamed about."

"I have a business assisting people develop their own home-based business so that they can create more money and free up their time."

4) THOSE PROMPTED BY CONTRIBUTION

"I show people how to become philanthropists."

"I show people how to make a real difference in the world."

"I show people how to move beyond money to meaning."

"I work in an area that can assist people generate residual income which they can contribute to the causes they believe in."

"I help people define their mission and purpose in life...and then give them a financial vehicle to fund their mission. Have you discovered yours yet?"

The idea is to formulate a "response" that is totally honest, completely you, and that ends with either curiosity, or a question that will keep the conversation going in the direction that you would like. When a person asks for more information, then it is time to say, "I really don't have time to go into it here and now, but if you give me your email address I can send you a link to my website which will give you more info. Once you have been through my site you can give me a call if you are open to the next step ... does that sound OK by you? (Yes) ... Do you have a business card?"

As soon as you begin to get interest? , 'back off' (and if you're a new Rep ... PASS to the expert).

Defer until a time can be made for a complete discovery interview and presentation. This could be a 121, a 221, a PBR, a 3-way call, or a larger regional meeting depending on the circumstance.

Let me encourage you to print out the suggested responses above, play with them, put elements together until you have a great response that is 'you', that is honest, and that will create curiosity.

Then, practice your response with your spouse or partner. If you find your lines are working, then, use them. If you are finding that they are NOT working, be flexible, change them – get some advise on this from those who have been in the industry a while.

When this first step is put together, it is amazing to see how much fun it creates, and how smoothly and efficiently business grows.

Remember, practice makes perfect.

=====

My all time favourite? (especially if I'm in a fun mood and I am speaking to an Analytical Personality Style ... Pssst ... It took me a weeks practice to learn this off pat!)

"What do you do Josh?"

"Well .. as YOU would be aware John – it's inflation that kills a lot of the high income earners these days ... I have a business where I assist professional and non-professional people create an residual income which is directly related to the inflationary trend."

The looks I get after saying this line are VERY amusing! Most of the time they will just go "Huh?" Only once have I got the response ...

"That's sounds interesting ... How do you do that?"

"I'd love to stop and talk about it ... however, ... my time's a little short right now ... are you serious? ... Do you have the phone on at home?"

I always end EVERY conversation with ...

'Are you serious? (Yes) ... Do you have the phone on at home?'

Get the number ... don't do your BUFFER CALL immediately ... have some fun ... wait a few days ... YOU CAN DO IT! - ENJOY the PROCESS!

I have mentioned this following one above. It is my most favourite paragraph that I use over and over ... and over again. I encourage you to learn this off by heart until it is a part of you – You can use this to answer any question that comes at you ... especially when someone asks you ... "What do you do for a living?" or .. "What is it?"

It's POWERFUL and IT WORKS! There is only one thing you need to do with this ... PRACTICE!!!! PRACTICE!!!! PRACTICE!!!! PRACTICE!!!!

Here it is ... cut it out and practice it until you don't have to 'think' about what to say!

"There's a massive private telecommunication company just about to open in NZ – it's going head to head with the major two companies here with a goal of offering better rates and better Customer Service than what people are now getting. There looks like there could be an excellent window of opportunity for entrepreneurial-thinking people to create some serious residual/ongoing income over the next few years... you don't happen to know anyone who's 'open and looking' ... doesn't mind working ... and is serious about earning more money in the coming year or two ... do you?"

This stuff works!
IF ... YOU WORK IT.

If you treat your business and professional SERIOUSLY ... it will provide SERIOUS INCOME. FOREVER! Just focus on doing the fundamentals – over and over ... and over again ... and ... have FUN! Hoping some of this resonates and helps you in building your empire!

Cheers!
Josh B-C ... Living with Vision and PASSION!