



Listing Prompter

Who & Why?

Do you know TWO PEOPLE who fit into any of the below categories? Tick the box provided - you just may be surprised at how many people you know right now who are interested in bettering their life through ADDITIONAL INCOME - and if not - why not ask them whether *they know anyone who ...*

- is cursing their mortgage and interest rates?
- battling to save to buy a home or upgrade their present home?
- hates their job or Profession?
- has little or no chance of bettering their employment?
- earns less than they feel they deserve?
- Is a 'professional' paid by the hour with little or no time to relax, take holidays, or even take a sick day (doctors, lawyers, accounts, self employed in general)?
- doesn't have job security?
- Wants to start a family?
- Has expensive teenagers?
- Wants to give their children a better education?
- Hasn't had a holiday for two or three years?
- Yearns to travel overseas?
- has fantasies about living in a foreign country? (*remember ACN is portable!!!*)
- Is renovating their home?
- Is exhausted from over-work?
- Wants to retire in style - SOON?
- Is saving for a face-lift? Teeth work?
- Would like to dine out at least one night a week on a regular basis?
- Lusts after a ritzy sports car?
- Wants long term financial security?
- Wants to leave a financial legacy of worth to leave to their family?
- Is or have been looking for their own home-based business?

From here on add anything you may think of that you've heard your friends and others say. Make a checklist of all the people you can think of who may fall into any of the above categories. Beside their name write down what you remember about **THEIR NEEDS, THEIR OBJECTIVES**, either in the present or in the future.

Learn the *People Skill of Asking Questions & Listening to Answers.*

Always remember that the person asking the Questions is the person who is in control of the situation. Asking the right Questions, Listening to the answers, Expanding on the answers with more Questions is a *learned* people Skill. It is the Skill that separates the Professional Network Marketer from the Amateur.

Ask Permission to Ask Questions

Try this question before asking your questions – it works!

- ***Peter ... so that I can be sure to keep what I am about to talk about here both interesting and relative to YOUR Needs and YOUR Objectives, may I have your permission to ask you a few questions?***

This one paragraph is so powerful in building RESPECT, and hence ... TRUST! Without TRUST you are nowhere! Without asking permission to ask questions, you can come across like you are interrogating them! Not very effective.

Learn a few lines that you can practice and practice until they become an unconscious part of your vocabulary. Here's some examples for a person you may have just met:

- ***Jeff, this is a real shot in the dark – but I've just started my own business assisting people in creating additional income – you wouldn't happen to know anyone who's currently open and looking to create more money would you? (LISTEN! They will usually either say "Me" – or - "Mmm - yes – I might – can you tell me more?")***
- ***Sure – love to - I'm a little rushed for time right now but do you have the phone on at home Jeff?***

Here's a few more lines when prospecting someone for the business side of ACN - Notice how each question is expanded upon to gather more information. It is also a good idea to take notes right there and then.

- ***How long have you been in the Printing industry Peter?***
- ***Do you like it?***
- ***What do you like about it?***
- ***What don't you like about it?***
- ***What would you like to do if you weren't doing what your doing?***
- ***Why? ... tell me more ...***
- ***What has stopped you doing this up until now?***
- ***If the right idea came along at the right time would you be in the position to take advantage of it?***
- ***Peter, I can't promise anything, and be quite honest with you ... this is a real shot in the dark ... but in LISTENING to YOU, you sound like the kind of person who wouldn't knock back additional stream of meaningful income? (pause for response)... do you have the phone on at home?***

This is the **DISCOVERY PROCESS** (otherwise known as Prospecting). The intention here is to **ASK QUESTIONS, LISTEN** to Answers, Expand on Answers - and finally to get a contact phone number. This is not the time to spew information about our business all over them. If appropriate – you may want to give them a DVD or SFH Magazine. With practice, you will become a true professional in this area of ASKING and LISTENING.

To become effective in this area, one needs to become better than good at sincerely ***Discovering*** and ***Identifying*** the Problems, Needs, and/or Objectives of others. Remember, half the people out there, don't care what you know until they know that you care - the other half don't care that you care until after they know that you know! Take the time to learn your Profession - the LIFESTYLE you will create for yourself, your family and others as a successful Rep is more than worth it!

Learn to LISTEN to People's answers!

Becoming a good Listener is where DISCOVERING PEOPLE'S REAL NEEDS starts! The tendency we all have when we hear someone complaining about shortage of money or time is to jump in and attempt to convince, persuade or sell them on ACN! PRACTISE HOLDING YOUR TONGUE! (If you find it difficult to do this, try focusing on your breath for a while.)

Did you know that over 90% of the people you talk to on a daily basis only want one thing from you?

All they want from you is ... for you to LISTEN to THEM!

Hear them out - without judgement or interruption. You'll find that the longer you learn to LISTEN to people, not only will there be a greater degree of TRUST built between you (which is the very cornerstone of successful Communication and building a massive business), but also, people will tend to give you a barrage of reasons why they should either be in the business to earn money – or on our service to potentially save money. Remember, the steps - first discover, establish, and get agreement on THEIR Needs and/or Objectives prior to attempting to provide them with a SOLUTION (DVD – SFH - > Presentation > Larger Event).

FIND OUT WHAT PEOPLE WANT – THEN SHOW THEM HOW THEY CAN GET THIS WITH OUR BUSINESS SOLUTION.

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The Ten Laws of Human Communication

The Ten Laws of Human Communication

1. It is not what our message does to the listener, but what the listener does with our message, that determines our success as communicators.
2. Listeners usually interpret messages in ways which make them feel comfortable and secure.
3. When people's attitudes are attacked head-on, they are likely to defend those attitudes, and, in the process, to reinforce them.
4. People pay most attention to messages which are relevant to their own circumstances and point of view.
5. People who feel insecure in a relationship are unlikely to be good listeners.
6. People are more likely to listen to us *after* we have listened to them.
7. People are most likely to change in response to a combination of new experience and communication than in response to communication alone.
8. People are more likely to support a change which effects them if they are consulted before the change is made.
9. The message in what is said will be interpreted in the light of how, when, where, and by whom it is said.
10. Lack of self-knowledge and an unwillingness to resolve our own internal conflicts make it harder for us to communicate with other people.