

# The Secret Language of Prospects

*No matter what you think you hear them saying, if this isn't what you're hearing, one thing's certain... they won't be buying!*

John Counsel

**E**very prospect who crosses your doorstep has one thing in common with every other prospect. They ALL speak this little-known language.

No matter what they *appear* to be saying to you, this is what they're *actually* saying. So if they're not buying from you, you're almost certainly not hearing what they're saying to you.

## Why can't we hear them say it?

Simple. Like their *Real* reasons for buying (see article), there's too much emotional risk to them in just using plain English. So they mask those *Real* reasons with *Right* reasons.

You'll never hear them use these words. But they're there just the same, loud and clear as a bell for those sellers astute enough to recognise and understand them. And *act* on them.

The easiest way to recognise the Secret Language of Prospects is to recognise that every single prospect you'll ever encounter is speaking it, every single time. *There will never be a time when they don't.*

But if you forget this crucial fact, there's a simple way to sound the alarm. Warning bells should begin ringing every time they say "no" or "not yet" to your offer.

They may not say those precise words, either. The easiest way to recognise this is that they're *not yet* saying "yes" to you.

## Just what is the Secret Language?

They're saying *these* three things to you, every time:

1. I *want* to obtain *the benefits* of what you're offering (or I wouldn't be talking to you!).

BUT...

2. I want YOU to make it *safer, easier, better* and *smarter* for ME to buy from YOU than to buy from *anyone else*.

AND...

2. I want YOU to make it *safer, easier, better* and *smarter* for ME to buy from YOU than to *keep my money*.

Lock this into your memory bank. Never forget it. Write it down. Put it where it will remind you when you're about to talk to prospects.

## Why safer?

Because they aren't born in control, and they don't come with an instruction manual, most people spend the bulk of their waking time and effort in Emotional Risk Management mode.

In other words, without even being aware of it, they try to avoid, reduce, eliminate or prevent emotional risk. So if they're worried about what a seller might do TO them, most prospects won't be interested in hearing what that seller can do FOR them. They'll be too busy trying to find ways to minimise that risk. They won't be listening to what you're telling them. They'll be frantically trying to find a way to politely say "no" to you.

So "*safer*" is first cab off the rank, always. Ignore this fact at your peril.

## Why easier?

Because human beings are creatures of *habit*, we act like water when confronted with decisions of any kind. We go for the line of least resistance.

If what you're trying to get them to do requires a change of behaviour, or some degree of discipline, in order to enjoy the benefits—or even to get to say "yes" to your offer—they're unlikely to buy from you.

If you can show them an easier

way to say "yes" and enjoy the benefits, you're more than halfway there.

## Why better?

Unless you can show them that they'll be *measurably better off* when they buy from you, they won't buy.

If you're selling basically the same product as your competitor, at much the same price, you have to find more benefits to attach to those products, or you have to add more benefits from buying from you instead of others.

## Why smarter?

Demonstrate the advantages they'll enjoy by dealing with you and they'll soon realise that buying from you is not only smarter... *others will see them as smarter for doing so.*

If your prospect hasn't yet said "yes" to you, you haven't yet made it safer, easier, better or smarter for them to buy from you than from anyone else or to keep their money. Keep going.

## Did you notice?

Nowhere in the Secret Language of Prospects does the word "cheaper" appear. Price only becomes an issue when all other factors are equal.

They never are!

Remember... the only thing dumber than *allowing* price to be the issue in a sale is *making* it the issue.

Think. Be creative. Innovate.

Find more benefits for your products or services. Reduce any possible perceived risks from dealing with you. Find ways to add value to your products and services.

Give them information. Give them guarantees, free trials, easy payment plans and other forms of risk reversal.

# FREE Coaching!

Any distributor. Any company. Any team. Anywhere.  
No catches. No hidden agenda. No kidding!

Uh? Free coaching? For anyone, with any company, anywhere? And no catches or hidden agenda? Yeah... right!

## It's true! Here's why.

When it's done properly, network marketing is the most enlightened, effective, ethical and egalitarian form of free enterprise. But there's the dilemma: *when it's done properly!*

The Law of Success is simple – but it's unchangeable and unforgiving:

“Do *only* the right things for *only* the right reasons.”

You either *know* the right things to do, and the right reasons for doing them, or you don't. And anything else means obeying the Law of *Failure*, which says:

“Do the *wrong* things for the right reasons, the right things for the *wrong* reasons or the *wrong* things for the *wrong* reasons.”

## It should be a no-brainer

It's pretty basic logic that you can't achieve *success* by obeying the Law of *Failure*, right? Yet 98% of people in network marketing are trying to do just that, repeatedly. It's not because they're stupid. They just *don't know* the right things to do to succeed, or the right reasons for doing them. It's simple *ignorance*.

## Guessing doesn't work

At best, you only have a 50:50 chance of being right if there are just two choices. That's rarely true. If you *think* there are only two choices, it's because you can't see the others – and each extra choice slashes your chances of being right dramatically... *especially when you can't see them!*

## Doing what everyone else does won't work either

When 98% don't know the right things to do or the right reasons for doing them, doing what everyone else does is a surefire recipe for *failure!* (Besides, the chances are that you're all following someone who took a guess in the first place!)

## Can you see the *real* problem?

Network marketing is the most enlightened, effective, ethical and egalitarian form of free enterprise *only when it's done properly*



— doing *only* the right things for *only* the right reasons!

Can you see why even the most *seemingly* successful leaders eventually fail, despite years of what *appears* to be spectacular success? Too often, their success is built on the failure of thousands of hopeful, part-time distributors.

As the much-delayed consequences of their own ignorance begin coming home to roost, these leaders too often discover that they're having to work harder than ever, just to keep new people coming in the front door to make up for those falling out the back door!

You cannot build your own success on a foundation of other peoples' failure, any more than you can build your own happiness on a foundation of other peoples' misery. Sooner or later, your structure *must* collapse when the fatally-flawed foundations disintegrate beneath you.

All it takes is time.

## So why do we do it free of charge?

We take the view that whatever's good for network marketers in general has to be good for our own people in particular. When the standard of conduct and the level of success of network marketers in general are measurably higher, it's easier to sell our products and find people who want to share what we have to offer them

in terms of better income and lifestyle.

In other words, to be blunt about it, if fewer people are peeing in the pool, swimming in it will be a lot safer and more enjoyable for all of us!

## What do we offer?

We *know* the right things to do to succeed. Even more important, we *know* the right reasons for doing them. (You're going to be shocked – *then excited!* – by the difference this knowledge can make to *your* success.) You'll enjoy FREE access to our *exclusive* knowledge base and LIVE training. You'll receive our FREE twice-monthly newsletter. You'll have FREE access to our LIVE discussions by both voice and text chat. You'll be able to *safely* refer your people to our coaching and training resources. And you'll be better equipped and able to begin achieving the kind of success you always *knew* could be yours... if only you knew the *right things* to do and the *right reasons* for doing them!

## Still not sure?

Join us for a FREE on-line seminar, LIVE. There's no need to register, and no pressure or hype.

For more information, visit our web site...

[www.FREEcoachingonline.com](http://www.FREEcoachingonline.com)

Another service from The Profit Clinic MLM Help Centre. Live on-line sessions require a PC and Internet access.