

# FREE Coaching Online

Build a bigger network – better and faster

## Study Guide: Week Six

### How to approach people

Before going out to find people who might (or might not) be interested in our products or income opportunity, we need to “have our ducks in a row” or we can end up feeling desperate, out of control or stupid.

Think carefully about the process, the steps in that process, the barriers at each step, the keys needed for each barrier, and the actions that will turn those keys.

#### Review last week’s topic – finding!

- WHO are they?
- WHAT are they looking for? (They want satisfaction of rational needs, emotional fulfilment or gratification of their physical appetites.) *Be specific!*
- WHERE are they?
- HOW can we reach them?
- HOW can we get them to *come to us*?
- People who understand **commitment**. (*Determination, dedication, discipline – all three circles!*)
- People who are **teachable and willing to learn**.
- People for whom this is the **right thing**, for the **right reasons, right now**.

#### What’s the most effective approach?

- It will depend on *them – not us*.
- If we handle it right, *they’ll tell us what they want*.
- The **Fulfilment Spiral** is our blueprint/road map.
- Identify their fears. (Fears reveal *needs*, remember?)
- The **Seven Hole System!**
- What’s the **FIRST level of perceived risk** for prospects?
- Listen for *the Secret Language of Prospects!*
- How can we **empower** them, right from the start? (To remove *fear*, remove *all risk!*)
- **Win-win** is the *only* approach with balance and integrity. *Everything else is really lose-lose!*
- Relax. You have only **ONE** objective — *plant the irritant inside the oyster’s shell!*

#### What’s the PROCESS?

- **The Oyster Principle**
  - Open the oyster for the right reason (to plant an irritant, *not to find a pearl!*)
  - Any pearls you find are a bonus! *They have nothing whatever to do with you or your prospecting ability!*
  - Plant the irritants/seed.
  - Close the oyster and put it back in the water.
  - WAIT for the oyster to *come to you* with the pearl.

- **The Bow and Arrow Principle**
  - Pull back – an *empowerment*, not a retreat!
  - Get the facts. Ask questions. (The 7-Hole System.)
  - Allow them to answer!
- **The Rocket Principle**
  - Ready... FIRE!... Aim
  - Proper follow-through. (Don’t withhold help or information from a prospect.) No pushy or manipulative tactics. Be patient and consistent. This is about YOU, not them.
- **The Supposition Principle**
  - It can be as important *not to be misunderstood* as it is to be understood, so give equal time to *both*.
- **The Purpose of Contacts**
  - The **ONLY** objective of *every* point of contact is to *sell the NEXT point of contact*.
  - Do it in stages. It’s a *process*, remember?

#### What should I say? How should I say it?

- **Be yourself**. Natural. Sincere. Be genuinely interested in them and who they are. *You can’t fake sincerity.*
- **Forget scripts** — they’re risky unless they’re very simple and brief and don’t try to corner the prospect into a fixed response. (See Kim Klaver’s book *“If My Product’s So Great, How Come I Can’t Sell It?”*)
  - Your prospect doesn’t have a copy of your script.
  - When they don’t follow the script, *you don’t have the control needed to handle the situation*.
  - ‘Control’ means control of **the process**, *not* control of *the prospect*. (Trying to control other people is just a death wish waiting to come true. It will.)
- Focus on planting the seed or irritant. It’s about *why* and *how* you say it, not *what* you say.
- Focus on *selling the next point of contact*. What will it be?
  - Visit your web site.
  - Attend a 2-on-1 meeting with your sponsor.
  - Participate in a 3-way phone call or on-line call.
  - Attend a business presentation.
  - Read a book, brochure or booklet, watch a video or listen to an audio presentation.
  - Try some products for a couple of days.
- Never forget — if you can plant the seed or irritant, *you can’t lose!* All it takes now is time.
- Their response says everything about *them* and nothing whatever about *you*.

#### Next week: How to qualify/disqualify them