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Build a bigger network – better and faster

Study Guide: Week Seven

How to qualify prospects

One of the worst ways to squander your time, effort, and enthusiasm is to try to sponsor people for whom joining you is *not* the right thing for them to do, for the right reasons, right now. It's really a form of **Blowfly Logic**, with a predictable outcome.

Proper qualifying and disqualifying of prospects is a *process*. So it's *controllable*, once you define it properly and create strategies for achieving the right results for the right reasons.

What do "qualify" and "disqualify" mean?

- We *qualify* true prospects – people for whom joining you is the right thing to do, for the right reasons, right now.
- We *disqualify* "suspects" — people who are not suited, not ready, unable, unwilling, uncommitted or just curious.

Why are they so important?

- To have more free time to enjoy our desired lifestyle we need to *work less*. We need to be *more productive*.
- To *earn more* we need to become more profitable. We need to cut cost and wastage to a minimum. So we need to focus on people who are *genuine prospects*.
- We don't have time to waste on people who aren't.

What are the benefits to us?

- We work with positive, productive people who boost our personal and group leverage significantly.
- We can earn more money, in less time, with fewer people — and we can do it in less time, at less cost, with less risk and less waste.
- Our downline people will do *what they see us do*. So the effects quickly become exponential in their growth.

How do we go about it?

- Qualifying and disqualifying is a *controllable process* designed to make finding the right people – for whom joining us is the right thing to do, for all the right reasons, right now – safer, easier, better and smarter.
- Prospects have to reach 8 logical conclusions before they're ready to join our business opportunity, in our support team, with us as their sponsor. So it makes sense to use the 8-stage qualifying funnel (*see the accompanying chart for an example*).
- Those conclusions will tell us where they are in the process *right now* so we can target our approach and presentations precisely to their *immediate* needs.
- The eight conclusions are:
 1. "I need more disposable income."
 2. "I need *residual* income, not just *reciprocal* income."
 3. "I need to be in a business of my own. Another job

won't do it, and property investment and stock and options trading are too risky."

4. "I need a safer, simpler, better and smarter business system than conventional business, though. I need one with no risk, low start-up cost and minimal overhead costs, no employees and no premises that I can build in my spare time."
5. "It needs to be REAL network marketing (not one of the imitations or counterfeits that abound)."
6. "I need to join YOUR business opportunity!"*
7. "I need to join YOUR support team!"*
8. "I need YOU as my sponsor and mentor!"*

(*Because they're the right things to do, for all the right reasons, as explained in the qualifying system tools.)

What resources to we need?

- We need effective, affordable power tools and resources that will lead our prospects through the qualifying process in a logical sequence, with a very high probability of success.
- We need tools and resources that will do a lot of this automatically or semi-automatically *without* undermining the bonding process needed to form a sound relationship between us and our prospects.
- They need to make the qualifying process safer, easier, better and smarter, and easy to duplicate effectively.
- Special Reports, white papers, web sites, multi-media materials, conference call facilities, literature... if it will help the prospect to reach the right conclusions, it should be considered. Company promotional resources will be useful for conclusion #5, but that's only *one* conclusion out of eight!

Most of the resources you'll need will have to be *third-party* tools – or tools you create yourself. (Warning: re-inventing the wheel is *not* an intelligent way for you to work *less* and earn *more*!)

What resources are available to us?

- Books, multi-media and audio/video programs, online systems, autoresponder systems, "lead capture" pages (not always effective because of resistance) and lots more.
- FREE Coaching Online can help qualify them – just by its very existence!
- www.MyPearlMaker.com is a powerful new system that incorporates Fourth Generation principles – like The Oyster Principle – concepts and practices to build solid foundations for productive, profitable teams. (*Very special pricing for Gold Key Club members!*)