

# FREE Coaching Online

Build a bigger network – better and faster

## Study Guide: Week Eight

### How to connect with prospects

The ability to “connect” with your prospects is one of the most crucial skills you’ll ever use in building your network marketing business. It builds respect, anticipation, confidence and trust in you. These form powerful emotional bonds between you and your prospects.

Like proper qualifying and disqualifying of prospects, connecting – or bonding – is a *process*. So it’s *controllable*, once you define it properly and create strategies for achieving the right results for the right reasons. It can be learned, so it can also be taught. That makes it highly duplicable!

This is the Oyster Principle in action, creating pearls.

#### Is connecting the same thing as bonding?

- The two are different aspects of the same process. Connecting is the *cause*, bonding is the *effect* – the *result*.
- The Oyster Principle says to always *focus on the process* – then the result will take care of itself, remember?

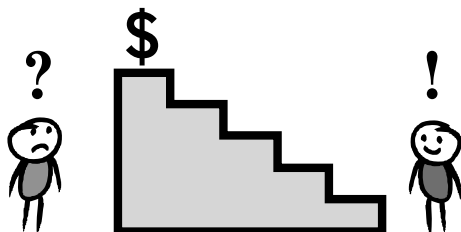
#### How do we connect with our prospects?

- It’s a product of respect, confidence and trust, which are, in turn, external effects of personal integrity. See Relationships in Network Marketing (*disable pop-up blockers*) at [www.profitclinic.com/MLM/relationships](http://www.profitclinic.com/MLM/relationships)
- We have to show our integrity by practical example. People judge us by what we *do* more than by what we *say*. (Actions reveal what words conceal.)
- We have to show them a more accurate and reliable perspective – a better way to view the situation. This is all we can ever do, together with teaching them new skills. It’s the basis of all teaching, selling and persuading.

#### How do we change their perspective?

- First, we have to recognise that they have an inaccurate perspective because their viewing the situation from a position that doesn’t allow them to see it as it really is.
- We have to understand that they trust what they can see. They don’t question their position. They accept it. They question *everything else* because of what they see.

Example:



Here’s your prospect on the left. They see the path to success as a sheer, vertical wall – too high to jump and

impossible to climb. And there’s you, on the right, seeing the path as a series of manageable steps.

Which is the more accurate perspective? (*Yours*.)

Which is more real? (*Both – you believe what you can see.*)

Trying to explain to your prospect that *their* viewpoint is misleading from where *you’re* standing is pointless. They have a very powerful *emotional investment* in what they can see in front of them. As far as they’re concerned, you can’t see what they see.

YOU have to make the first move. Without losing your own, accurate perspective, stand beside them and agree that, if you were standing in their shoes, you’d feel just as they do... but why don’t they come over to where you were standing, where they’ll see a more accurate view?

This is Stage 2 of the **Fulfilment Spiral** at work: creating **hope** (*motive*) through **empathy** (*the key to hope*) by showing them that you can see their flawed perspective without losing sight of your own, accurate perspective (*the action that unlocks the key*).

It’s also these power principles in action...

— the **Bow and Arrow Principle**

— the **Principle of Keys**

— the **Winning Perspective**

— the **Supposition Principle**

- Stage 2 of the Fulfilment Spiral (page 8 of the **Workbook**) is about overcoming the prospect’s fear (Stage 1) so that they can stop looking over their shoulder the whole time – for fear of being shafted or stabbed in the back – and focus forward to Stage 3: Desire. This gets their attention – and all the benefits set out in the first paragraph above!
- Now you can build a clear and compelling **vision** (*the key to desire*) for them of the benefits they can experience if they meet the required conditions, and how they’ll feel about what they experience – the **promise of fulfilment** (*the action that turns the key*).

Are you beginning to see how integrated and synergistic the concept of **Fourth Generation Thinking™** really is? How this fully *integrated* approach allows you to demonstrate your own *integrity*?

Yes, they share the same origin – **integrity** is the degree to which your motives, attitudes and behaviour are fully **integrated** with your principles, values and standards to make you safer, easier, better and smarter to deal with... and creating respect, admiration, confidence and trust.

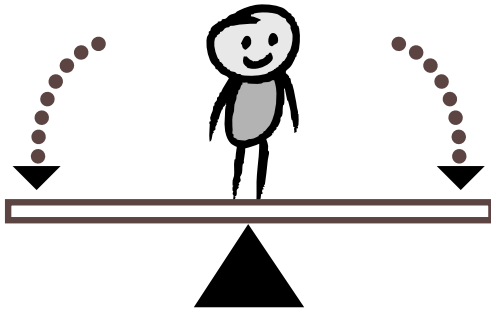
This is precisely how we connect – and bond – with our prospects... by having uncompromised integrity. We do *only* the right things for *only* the right reasons.

#### How do we go about it?

- It’s one thing to know *what* to do and *why* to do it (right

things for right reasons). It's another thing completely to know HOW to do it.

- There's a skill we need to master that allows us to control the connecting and bonding process – **tilting the seesaw**.



It's a skill most of us learn before we start school. If we stand above the fulcrum – the point of balance – on a seesaw, we can control which end is up or down, or bring both ends into perfect balance so it's safe for the person at either end to get on or off. No-one's at risk of being hurt. Or we can give either – or both – ends a fright if we choose!

We don't even have to move to one end or the other. In fact, it's not necessary to even move our feet. We just shift our weight in either direction and we tip the balance. We tilt the seesaw.

This is how we shift people's perspectives, so that what they first saw as safe – usually through habit or other forms of familiarity – suddenly become risky to them, and what seemed risky suddenly seems safe.

#### Example 1:

Here's a simple, two-minute presentation script I use in one of my businesses to do two vital things...

1. **Grab the prospect's attention** by spelling out their own fear (of me and my products) right up front. But notice how I do it in a way that doesn't threaten the prospect in any way, so they don't become defensive – and start looking for ways to say “no” or, worse still, “yes-meaning-no”!

(Send an email to [yes-meaning-no@aweber.com](mailto:yes-meaning-no@aweber.com) for a detailed explanation by autoresponder.)

2. **Flip their perspective 180°** – and, by automatic chain reaction, their attitude and behaviour – so that their own familiar, “safe” Brand X products no longer seem so safe, and my unfamiliar, “risky” Brand Y products are a whole lot safer for them.

I take two products with me for this presentation:

- **Brand Y** – my company's all purpose cleaner, a concentrate in a 1 litre plastic bottle. Cost: \$11.50.
- **Brand X** – a 500 mL spray bottle of a popular super-market brand all purpose cleaner. Cost: \$2.75

*Important: I do not use a product that belongs to the prospect. I don't want to risk them feeling that I'm ridiculing or criticising their personal choice of brand.*

I place the two products side-by-side on the table or bench,

with cards showing their respective prices, and turn to the prospect – I'll call her Sue.

*Me: Sue, I don't know about you, but whenever someone came to my home to try to sell me products I knew nothing about, like this one (Brand Y), I always used to think to myself “listen... if this product is so good, how come I can't just buy it at the store?”*

Okay – notice the psychology at work here:

1. I'm speaking in the past – what I *used* to think. The unspoken message here is that I no longer think or feel that way. (Obviously – I'm now the one trying to get Sue to try a products she knows nothing about!)
2. I've said – *out loud* – what Sue is probably thinking to herself. Suddenly, without warning, I've grabbed her undivided attention. I've shown her that I understand *her* perspective without losing sight of my own. The silent message is clearly that I was *wrong* when I used to think what Sue is currently thinking, or I wouldn't be here. Something obviously changed my mind.
3. By talking about how *I* used to feel, instead of how *Sue* probably feels, what I'm saying is non-threatening to her. I've made *myself* the person in focus, not her.
4. Remember: the first level of perceived risk for the prospect is *the seller* and the seller's *motive*. “Why are you here and why are you trying to get me to buy this?”

I'm simply removing any risk that Sue sees in me.

*Me: So let me show you, very quickly, why my product can never be available in stores, okay?*

If you were in the cleaning products aisle of the supermarket and you came across these two products standing side-by-side on the shelf, at these prices, which one do you think *most people* would choose?

Okay – let's analyse the psychology at work here, too:

1. I've asked Sue which product *she* thinks *other people* would choose – *not her!* She's not at risk, because it's not *her* choice that's under scrutiny here.
2. I've set up the bare FACTS of this situation: two products at very different prices. These facts won't change – only *Sue's perspective* on them and *her feelings* toward them will change as a result of this short presentation. Let's continue...

*Sue: Brand X*

*Me: That's right – it's less than a quarter of the price of my product.*

One important point here: if Sue seems hesitant to answer – she may be afraid of making a fool of herself by saying the wrong thing – then I answer for her...

*Me: If it were me making that choice, I'd have chosen Brand X – it's less than a quarter of the price of this product (Brand Y), so it's still much cheaper.*

But we have to allow for the fact that Brand X is

only 500 mL – only *half* the size of *my* product. So we need to make it TWO bottles of Brand X for a fair comparison.

Okay... so that's \$11.50 for one litre of *my* product and \$5.50 for one litre of Brand X.

Now which one do you think most people would choose from the supermarket shelf, Sue?

Sue: Brand X – it's still only half the price.

Me: Absolutely correct! But what I haven't told you yet is that *my* product is a *concentrate*. One *capful* is equal to 500 mL of Brand X. In other words, we'd need FIFTY bottles of Brand X to give us the same volume as *my* product!

So we're *really* saying "which is the better buy? My product for \$11.50... or 50 bottles of Brand X at \$137.50?"

Okay – this is a crisis point for Sue, so I need to act fast to ease her panic. I haven't just tilted the seesaw on her, I've shot her up into the air so suddenly that she's feeling insecure and vulnerable. I now have to put another vital principle to work here: [The Supposition Principle](#), which says "it's as important not to be misunderstood as it is to be understood, so give equal time to both." So I'm going to ease her emotional turmoil with rational facts, in an objective, business manner.

Me: Now that sounds *ridiculous*... how can the price be so much lower for my product? It's *less than ten percent* of the cost of Brand X when we compare them accurately.

The reason is quite simple – and it's the reason why *my* product can *never* be found on your supermarket shelf, Sue. *Not ever!*

Notice the psychology at work now...

1. *I've* made the declaration that the price difference seems ridiculous, and emphasised how much more economical my product is than Brand X (*not* how much more expensive Brand X is – this is important, because I want to focus Sue's attention on the benefits of my product, not the disadvantages of Brand X).
2. I've quickly turned the attention to an explanation of objective, factual information – a safety net and handrail for Sue to steady herself and ease her fear.

Me: For a start, the traditional retail distribution system means that Brand X products have to be shipped from the manufacturer to a national distributor's central warehouse. Then they're shipped to regional distribution centres, then to your local supermarket or retail outlet. And then *you* have to travel to the supermarket and lug home *50 times* as much plastic and water for the same result!

*My* products, on the other hand, are shipped directly to me by the manufacturer, and then I deliver them to you. Or you can become a preferred customer, where you order directly from

the manufacturer and they're delivered to your door, with *no* costly middlemen at all.

In other words, Sue, not only does Brand X need fifty times as much plastic packaging and fifty times as much water, but it has to be shipped and handled three times as much. So that's 150 times as much processing, 150 times as much manufacturing by-products and pollution, 150 times as much handling and 150 times as much freight – with costs and profits being added at every stage of the process.

It's not *the manufacturer* who's inflating the retail price of Brand X... it's the bloated, inefficient distribution system needed to get it to the supermarket shelf for you to drive over and deliver to your home!

And that's the reason why my product can never be found on the supermarket shelf, Sue. Even if we printed all this on the pack, who has the time or inclination to stand there and read it in the middle of shopping? And there's no way we could afford to employ someone to stand in the cleaning products aisle of every supermarket to explain this to everyone going past. If my products ever appears on the shelf, it will be watered-down and over-priced, just like Brand X, to suit that distribution system.

There are other advantages to my products, too... I can help you get the best results because I'm a trained consultant. And if you're not happy with those results, you're protected by our 100% money-back guarantee of satisfaction. I'll take care of it right away. Try getting any of *that* from the traditional system... everyone passes the buck and no-one offers any help or advice except the manufacturer.

So tell me, Sue... now that you know all this, which one do *you* believe offers the best value?

It's not hard to guess what Sue's answer is likely to be. But if she's still hesitant or unsure, I introduce her to a penetrating insight called the Three Criteria of Excellence (they're the same as the Three Criteria of Fulfilment in the Fulfilment Spiral, but that name is pretty meaningless to a prospect for my products.)

Example 2:

Me: Have you ever heard of the Three Criteria of Excellence, Sue?

Sue: No... what are they?

Me: They're used in business as a way of measuring excellence – in products and services, even in company organisations and service levels.

The three criteria are...

SAFETY – which means there's little or no risk involved for anyone, especially you. You won't lose your money, your health, your reputation,

your friends, your social standing, your assets or your good looks! (*I say it with a grin.*)

EFFICACY – which means it does what it says it will do. It keeps its promises. It *works*.

And VALUE – which means that the benefits you gain are much greater than all of the conditions you have to meet in order to enjoy them. That includes the first condition – the price.

The sad truth is that, when it comes to products like these, most people consider themselves lucky if they get even *two* out of three.

In other words, if the product's safe and it works, it costs the earth.

If it's safe and cheap, it doesn't work very well.

Or, if it works and it's cheap, it's not very safe.

Our products come with a *written guarantee* that you'll enjoy *three out of three* of the Three Criteria of Excellence, Sue.

If you ran all the products you currently use through that test, how many do you think would deliver three out of three?

Again, the conclusion for Sue is quite predictable.

#### Example 3:

I also use another simple, scientific technique to tilt the seesaw in favour of my products.

I use a water hardness test kit – a packet of test strips that change colour when wet according to the hardness of the water they're testing. You then compare the result with the colour patches on the packet to determine the precise condition of the local water.

*Me:* Sue, before I leave these products with you to try for a couple of days, let's test your water supply so we can calibrate these products to deliver the best results for you. We can't do it by guesswork. We have to do it scientifically. Is it okay if we do that? It takes less than two minutes and won't make any mess.

We move to the kitchen sink or the laundry with the water hardness test kit. I then ask Sue to turn on the water and hand her the test strip to wet it.

*Me:* Okay... now leave the strip for 30 seconds and watch it change colour. Then we can compare it to these colour patches on the envelope and we'll know exactly the condition of your water supply. That'll tell us exactly how much of each product to use for the best results.

I show her on the product packs how much to use of each product to suit her water supply.

What this simple procedure does is tilt the seesaw in favour of my products and against the products she's already using – which now, after the test strip changes colour in front of her eyes, will seem a lot less safe than my products.

The main difference here is that she now has factual knowledge about my products and how to use them, and no real factual knowledge about any Brand X products! Her perspective will change 180°.

None of these techniques and skills are difficult or complicated. but they're all designed to do one thing, and one thing only... to give Sue a more accurate and reliable perspective so that she sees me – and my products – as *safer, easier, better* and *smarter* for her.

Remember the Secret Language of Prospects?

"I want to experience the benefits you're offering, and feel the same as you do, BUT...

I expect YOU to make it safer, easier, better and smarter for ME to buy from YOU than to buy from anyone else, AND...

I expect YOU to make it safer, easier, better and smarter for ME to buy from YOU than to keep my money!"

If you're not hearing *yes-meaning-yes*, you're really hearing...

"YOU haven't yet made it *safer, easier, better* and *smarter* for ME to buy from YOU!"

#### What resources do we need?

- Knowledge of how prospects think, feel and act.
- Understand the Fulfilment Spiral.
- Understand the Oyster Principle.
- Learn and master the skill of Tilting the Seesaw.