

CD 2: COMMUNICATION QUALITIES & PHONETIPS

Track 1:

Communication Qualities 1- 3

I'm going to begin your training of being a Professional Inviter with communication. The first step in being a *good* communicator is recognizing those qualities or attributes that good communicators possess. See, when someone doesn't observe the *individual attributes* or *qualities* of a good communicator as separate traits, it's easy to conclude that it's something they're born with, instead of something that is developable.

When you've been in contact with a great communicator, there were some things that you felt from them. By the way, this is different than feeling someone was slick, polished or dynamic. A good communicator causes you to feel things like unique, special, valuable, listened-to.

I'm now going to give you the traits that will cause *your* prospect to feel *those* things from *you*:

Be Interested In The Prospect

The first and foremost quality that is obvious when you've been in contact with a good communicator is that they were genuinely interested in you. It wasn't that they were slick or that they shellacked you with fake attention - they really were interested in you. You saw it in them. Their eyes told you so. They really listened to what you said and they let you know they heard it. They perhaps asked questions to clarify what you said - but not always.

Let me try to give you some examples of being interested in your prospect. You're talking to someone and they say, "I did XYZ." If you're *interested* in this person you will say, "Oh, how long have done XYZ?" "Oh wow - what made you want to start XYZ?" "So where do you want to take XYZ?" "Hmm, well I know someone who might be able to help you take XYZ there."

In contrast, here's what someone does if they are trying to be *interesting*. Notice the difference between *interested* and *interesting*. They're very different. A person says, "I did XYZ." A person trying to be *interesting* says, "Oh yeah? I remember doing XYZ – yeah, I had lots of fun doing XYZ. It's been several years since I did XYZ, but in my heyday I used to do XYZ quite a bit. In fact, I was doing XYZ when I met my wife..."

So a person trying to be *interesting* will take every subject and try to put the spotlight on him or herself. So the first and most important quality of you being a great communicator is that you are *interested* in your prospect. If you really have this one quality down solidly, the rest of the ten qualities seem like they're just an extension of this one.

Do Not Be Distracted By Anything

The second quality that you've probably noticed about a great communicator you've been around is that they weren't distracted by anything. There could have been a fire in the room and this great communicator wasn't distracted by it! Unless you mentioned it to the great communicator, they didn't seem to notice.

Nothing is as annoying to someone as when someone they're talking to is distracted by something going on in the environment. Whether it's a TV that distracts them, or a person walking by, or a person on the phone clicking over on call waiting to see who is calling them – anything other than 100% interest in your prospect is not acceptable. So number two is don't be distracted by *anything* in the environment.

Have A Sincere, Friendly Facial Expression

This third quality means to maintain comfortable eye contact with a sincere, friendly facial expression. This doesn't mean you bore holes through your prospect. Sometimes people will read or hear about the importance of eye contact and they will take this to an extreme that makes the prospect feel intimidated. Just be comfortable with the prospect and maintain comfortable eye contact with sincere, friendly facial expression.

Track 2:**Communication Quality 4****Use The Correct Amount Of Assertiveness**

The fourth quality is that your communication uses the correct *quantity* of assertiveness. "Assert" means, "To put forth boldly or forcefully in an effort to make an opinion known." I'm not just talking about volume, which is loudness of speech. You can assert your opinion about your business or product too much, which causes the prospect to back away from your ideas. You can assert questions too repetitively and cause your prospect to feel interrogated. You can assert not enough and cause the prospect to feel it's not important.

Same with volume – if your prospect can't hear you, your communication is worthless. If you talk really loudly, so that everyone in the restaurant can also hear you, it's too much assertiveness.

If you've ever observed someone who asserts themselves too forcefully, their prospect *physically* backs up. Well, that's obviously *way* too much assertiveness. Why? Because if your intent is to have them adopt your ideas, do *only that* which causes them to see your ideas favorably. If they back away from it, that's going against your intention so it's too much assertiveness. Asserting too much is the major reason why friends and family "hide" from network marketers.

If you were to envision a scale or a ladder, at the top would be, "Your prospect is interested." The next step down would be "Neutral" - the prospect isn't for it nor against it. The next step down would be "Opposition" - the prospect is opposed to the whole business or something in it. The next step down would be "Leaning back" - the prospect is trying to get away from you or what you're saying. And the bottom of the ladder is "Hiding" - the prospect is so opposed or so annoyed with your assertiveness that they hide from you.

You must always have a "third-eye" watching your prospect's reaction to what you're saying. Sometimes a person can be neutral on a subject but the amount of force is so great they get pushed down the ladder to opposition, or leaning back, and not wanting to hear anything more about it.

Again, force does not have to mean volume. People often think of loudness or in-your-face type of things, but a soft question that is objectionable to the

prospect is just as forceful to that prospect than someone screaming. That's why you have to have your third eye watching the effect you're having on the person.

Let me give you an example of this. Let's say that I believe in taking care of the environment; everything from maintaining the correct tire air pressure in my automobile because it saves fuel, to recycling every piece of paper that enters my house, to taking military showers. A military shower, by the way, is when you turn the water on just long enough to get wet, then you soap yourself up and then turn on the water just long enough to rinse the soap. This is to conserve water. Okay, so you get the picture of my opinion on taking care of the environment.

Let's say that my mother comes to visit me and she throws plastic in the garbage instead of the recycling bin. The incorrect quantity of assertiveness would be, "Mom, what the hell are you doing? That goes in the recycle basket – don't you recycle plastic? Good grief! Whose responsibility do you think it is to take care of the planet? How much landfill space do you think Earth has?"

See, that would be too much assertiveness. That's pushing my opinions on my mom instead of sharing it or educating her just enough so that she takes an interest in it. The example I gave would make my mom not want to hear a *thing* about taking care of the environment. Even if I asked in a quiet voice, "Mom, don't you take care of the environment?" that would still make my mom feel bad. But if I said, "Oh, Mom, I was reading an interesting article about landfills and how Earth is really getting damaged by all the plastic that goes into the landfills – so I decided to start recycling. So could you please put that orange juice jug in the recycling bin over there?" See how different that is? That allows someone to become *aware* of something.

In network marketing I see this often. Networkers make fun of people who have a job. Networkers who get into nutrition look at people who smoke as if they're the devil. This is too much assertiveness and does *not* achieve the desired result. The correct amount of assertiveness educates or shares the concept or idea without making the prospect feel like they're getting a lecture or being preached to – or that they did anything wrong. Let them come to *that* conclusion on their own.

Track 3:**Communication Qualities 5 - 6****Communicate Easily**

The fifth communication quality is to communicate easily – no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating. This is the quality that most people think is the mark of a good communicator – and it is part of it, but it's only one of the qualities.

You've probably heard that, "It's 10% *what* you say and 90% *how* you say it." Well, the "How you say it" part hasn't ever really ever been defined in this industry before. It's all the other qualities I've mentioned here or will mention.

When you communicate with your prospect, try not to have tension or strain. Where might this tension or strain come from? It might come from your fear that they're not going to accept what you say. It might come from not being prepared, so you're not sure what information you *should* present – that can cause tension or strain in the conversation.

Also, don't sound fake or sound like you've rehearsed what you're saying. This is *such* a turn-off for people. People sound fake when they use a lot of fluff words like awesome, incredible, unbelievable, fabulous, wonderful, special, state-of-the-art – you get the idea? These types of adjectives demonstrate a clear bias on your part. I'm not suggesting you be a boring communicator - by all means, be excited. But you don't have to use fluff and puff words to describe your excitement, as they normally indicate a cover-up of real content. If you're excited you can say why you're excited. You're not excited because it's totally awesome! You're not excited because the products are special – you're excited because the products have given you the energy you had back in high school! Say that!

Make Sure Your Body Doesn't Distract The Prospect

The sixth quality is to not have your appearance and bodily scent distract the prospect. Now, I know this may be controversial - but it's a very big part of communication. There was a survey done at the end of a very large trade show. People who were walking out of the trade show were asked a series of questions about the trade show.

Think about the money companies invest in trade shows – the rental of the booth costs a lot of money, the travel, the display materials, the employees and sales reps. With all that expense, to the question, “What’s the number one reason you didn’t buy today?” – guess what the answer was? “The sales rep’s bad breath.” The prospects didn’t say the number one reason they didn’t buy was because of a poor presentation or that the event wasn’t exciting or anything else – the number one reason was bad breath!

This also goes for perfume and cologne. You may think your perfume makes you smell like a flower – but to some you smell like bug spray. You may even get compliments from some people – that doesn’t mean *your* specific prospect is going to love it. A person who wears perfume typically puts a dab on and over time their nose becomes less sensitive to it. Then they put two dabs, then three - and pretty soon you can smell the person coming *in* the room; not when they’ve walked past, but when they *enter* the room. If this scent is something that the prospect doesn’t like, they will be backing up, trying to get away from you. The main point here is whether it distracts the prospect.

This also goes for dress. Dress professionally. Ladies, if you have a beautiful body that you like to show off, great – but I don’t recommend it with prospects. Your body may get more of their attention than your business. The reason you’re *there* is to be interested in them – not to have them be interested in your body.

Now I know what everyone thinks of when I say that; “But people buy *you* - not the business or the product.” This is very true. But what *about you* do they buy? In network marketing they buy your ability to help them get what they need and want – as it relates to your business or product. If you have a beautiful body and they join the business because they like looking at it, you will have a heck of a time trying to keep them focused on the business. When you’ve concluded your business for the day and you want to dress up sexily and wear perfume – great! But keep business and personal separate.

Your dress code should be appropriate for the situation and others present. In my business I work with health clubs – it’s not appropriate to wear a suit, or even dress clothes for that matter. Nice shorts and a polo shirt gets the best results. When we work in doctors’ offices we dress professionally, but not in suits. In business presentations, suits work the best. The golden rule is: Dress as nicely as the most nicely-dressed guest.

Track 4:**Communication Qualities 7 - 10****Tell The Truth**

The seventh quality is to *tell the truth*. I know it should go without saying, but I have to say it because it is a communication quality, and it's a major problem in our industry, and it needs to be cleaned up. If you don't know what your upline earns, don't say what you think it is. If through the grapevine you've heard it's "X" amount, don't repeat that! Say nothing you don't know is absolutely true.

The other part of truth is keep your word once given. If you say you will be at a meeting at 6:45 – be there. No excuses, just be there. If you say you're going to help someone – help them. Keep your word. If for some reason you're unable to keep your word, make it up to the person. Do something that makes it up to them.

Know What You're Talking About

The eighth quality is know what you're talking about. You need to have a clear understanding of what you're communicating. Prospects really appreciate and admire those who know their business and give exact truthful answers. It doesn't mean you have to be a master about nutrition to explain to someone why they need to take supplements. You'll hear what it sounds like when you hear my live calls a little later.

Communicate At The Prospect's Level

The ninth quality to being a good communicator is that you need to *use words that your prospect understands*. I mentioned this earlier, but I want to explain it a little more here because people who are great communicators possess this trait. If you use a group of esoteric terms (the word esoteric means "Intended for or understood by only a particular group") - so, if you use esoteric terms that your prospect doesn't know, you're going to have partial or no communication.

An example of this – and, gosh I've heard it so many times! - might be that in describing how a person makes money with your program, you use acronyms or words or symbols that are not common everyday words. Like, let's say you say to the prospect or even the new distributor, "Once you qualify as an LP2, you'll get an extra 10%, and then when you achieve Diamond or Double Backflip level, you'll get five more percent on your fifth level of everyone who is an Eagle in your group." It's ridiculous to hear this sometimes! It completely alienates your prospect and new person.

You have to communicate with words that are in the prospect's vocabulary. If you really think about it, a dictionary merely describes an unknown word with words already in a person's vocabulary. That's the reason there are different levels of dictionaries – children's dictionary, collegiate dictionaries, medical dictionaries and so forth.

Vocabulary – what does the word "Vocabulary" mean? One definition is "All the words of a language." That would be good if everyone knew all words, and all their definitions - but they don't. The second definition of the word "Vocabulary" is "The sum of words used by, understood by, or at the command of a particular person." That's a much better definition for what we're discussing here.

So where did you get your current vocabulary? As brought up earlier, the only place you could have gotten your vocabulary is from things you've heard or things you've read. It does you no good to create your own words because no one knows what they mean - except you.

This is not to imply that you get good communication skills by having a larger vocabulary alone. It's part of it, but not the whole package. A larger vocabulary allows you to communicate to a larger audience. It gives you diversity. Let's suppose you knew the entire English vocabulary. You could then carry on a conversation with anyone on any subject - until you ran into someone who spoke Spanish. Then you have no communication again. You learn all the words of the Spanish language and then you could communicate to anyone in Spanish also.

What point am I trying to make here? Two points, actually. One is I'm driving home your understanding that communication is not something one is born

with. Every person had to learn the definitions of all the words in their vocabulary. And the other point I'm making here is that you can communicate with people only to the degree that you know the same vocabulary they do. If you knew all the words of a language, its value would only be known by the one other fellow who knew all the words.

Most of the time you will never use more than about 10% of the vocabulary of a language because that's what most people know. And for you to be a good communicator you *must*, I repeat, you *must* only use words that the person you're communicating with knows – otherwise that person will walk away from you, or hang up the phone on you, or fail the class that you're teaching! And don't think for a second that people will say they don't know something - even if you ask them if they understand. They won't tell you they don't understand. This is something our society has taught us is wrong to do. It's the craziest thing I've ever observed! A person not knowing something will pretend to know something so they don't seem dumb – but they *are* dumb on that word or subject, and will forever stay that way because they would rather appear smart and be *dumb*, than be smart by asking, "What does that mean?" So don't use words people don't know. If you need to use a new word, only use words to *define* that new word that your prospect already knows.

Have The Intention To Make The Person's Life Better

In inviting and selling - and anything, really - your intention needs to be focused on the correct thing. The definition of the word intention is: "An aim that guides action." You could flip that around and also say that all actions (meaning in the past) were preceded by an intention.

If your intention is correct, then your actions will be correct. When it comes to inviting someone to look at your network marketing business, your intention prior to the call (and during, and as long as you know the person) should be to make someone's life better. If that is your aim, truly your aim, then everything you do will be towards *that*. And it will be obvious to the prospect. If your aim is to make money, then everything you do will be towards that. And that will be obvious to the prospect also.

Recently I was working with a lady who had been working to get a large client. Everything was going well, and then the client revealed that someone else was also trying to get his account. This freaked her out. She suddenly went from the aim to make the client's life better to the aim to beat out the competition. That became her dominant thought. I told her to go write down every negative thought she was having. Then, from the intention of making the client's life better, work out how *she* would make the client's life better; write every bit of it down on paper.

See, you have to work it out completely *in your mind*. Otherwise you will clog it up and stop it. Once completely worked out in your mind, then you can create it. I don't want to go too deeply into this, because *Professional Inviter* is about the mechanics of inviting. But just so you understand my example, it isn't very difficult to see that everything needs to be worked on first in one's mind before it can be created. Just try to turn off this audio without thinking about it first. It's impossible. Why? Because everything must be created mentally first, before you can make it happen.

So my point in Tip #10 is to make sure your intention is worked out and focused on the correct thing. And the correct intention is to make someone's life better. When you listen to my live calls you're going to perhaps wonder why I don't get the objections that you get. Sometimes you can say the same *things* that I say, but you get much different responses. If before your call you put in your mind that you really want to help this person, and that you really *can* help this person, and that you really *will* help this person – your calls will go much better than if you were thinking about making money.

Show me someone who is focused on making money and I'll show you a tired, worn-out, broke person because they're trying to receive before they give. And I'm not suggesting this person isn't working their fool head off trying to make money. I'm clearly stating that they won't be *able* to because they're focused on the *receive* side of the equation, instead of the *service* side of the equation. This universe is rigged that you give, then receive. People think that by working hard they're giving – nope! Not until someone's life is better do you get paid for your hard work.

- ★ Alright, we have just concluded the section on communication traits. How I recommend you learn this is look at the card that is in your *Professional Inviter* package and review each of these traits about once per day, and notice when you do each trait correctly versus when you do it incorrectly. Awareness of something comes first. *Then* you learn it. So just you *looking* at it and becoming more *aware* of it will cause you to change.

Track 5: General Phone Tips 1 - 5

Now let's move into a few general tips about making calls. Most of these tips can also apply to being face-to-face with a prospect. By now you can probably tell what I'm doing with my training. I take a very broad approach like, what is business, what is communication? Then I narrow it down into the traits of a good communicator. The next step, which we're about to go into, is general tips when making phone calls. Then we'll get *very* specific.

Tip #1:

Always sound upbeat and positive on the phone, but never overly-enthusiastic to the point where you sound fake. People hear this expression of, "Catch on fire with enthusiasm and people will come from miles to watch you burn." This sometimes gives people the wrong idea of how to act. Be enthusiastic and excited, but don't be fake.

Tip #2:

Don't be surprised by an answering machine. You need to rehearse leaving messages. Use your home phone to call your cell phone and leave a message. Do this several times. You may think you sound completely normal when you leave a message, but when you listen to yourself leaving a message you may be surprised.

Tip #3:

If your prospect isn't curious when they get off the phone with you, you have nothing. Curiosity is what you want to leave them with on the first call.

Tip #4:

When setting appointments for meetings - whether they're one-on-ones, hotel meetings, or residential meetings - confirm your meeting the night before or the morning of the appointment. Don't ever *not* confirm the appointment because you're afraid they will cancel if you call to confirm. It's better if they cancel on the phone than you showing up expecting them and they're not there.

Tip #5:

Early in the prospecting cycle, you want to get as much of the prospect's contact information as possible. It may be more difficult to get it later. I met with an attorney to interview him as to whether I wanted to take on his services. I went to his office and was escorted into the conference room. He came in and shook my hand with a lot of enthusiasm. We talked about 10 minutes about what I needed - but, before he gave me his hourly fees, or the cost of his retainer, or anything that might cause me to shy away, he just said, with confidence, "I can help you." He slid a notepad over to me and said, "Do me a favor, Tim. Put all your contact information down here. I'm going to get a cup of coffee - you want anything?"

I'll never forget that. It was so smooth, so perfectly stated. When I wrote all my information down, I *wanted* him to have a way to contact me. I have now incorporated it into *my* business practices. But don't ask for more contact information until you've earned it. The example I just gave you was perfect for *this* setting. An example of what I frequently do is when I'm going to meet someone, I'll give my cell phone number and ask them for theirs.

Track 6:
General Phone Tips 6 - 10**Tip #6:**

Whoever is asking the questions is controlling the conversation. If you don't end in a question, your prospect *will*. And then you're sidetracked from delivering your key message. So always be the one asking questions. Later I will give you the procedures to ensure you're controlling the conversation - but it's a good tip to always be the one asking questions.

Tip #7:

The more you say, the more you're *required* to say. This is a trap *many* people fall into. Where I've seen this really trap myself and others is with product sales.

Tip #8:

Never sell what they won't buy! As you'll hear in the Qualifying section, you find out what a person needs, wants or doesn't want. Once you find that out - keep using that. That is what they will buy! Your company may have some fantastic qualities; like being debt free, like having global patents, being traded on the New York Stock Exchange, being the fastest-growing company on the Inc 500 list - that's all just blah-blah stuff. You don't know if your prospect will buy those concepts. If your prospect tells you that he wants to work from home, and he wants to not have a boss anymore - he will buy that!

Let's suppose you buy some leads of people who've indicated they want to work from home. During the qualifying section you say, "Bob, let's suppose you found the perfect business to work from home - what would that business look like?" Now, whatever he says you must write down. Because these are the things he will buy! You have to listen very carefully because whatever he says is *gold*. As you will hear, you might have to ask a couple of questions to get to the answer you're looking for.

When someone goes to the hardware store and asks for a drill bit – do they really need a drill bit? No, they need a hole. The smart hardware salesperson will ask enough questions to get the full information before they make a recommendation. Like, “How big of a hole do you need? How deep do you need the hole? What material are you drilling through?” *Only sell what they will buy.*

Tip #9:

Don't carry baggage from one call to the next. I've done it and seen it. You call someone and they jump into how network marketing is a pyramid. Then you go to call number two actually *defending* network marketing. In that example, you're coming from the intention of defending network marketing instead of the intention to make their life better. Each prospect is unique, and you have to ensure that *you* are unique on every call.

Also, don't adopt your prospect's beliefs and views. Many times you will hear your prospect tell you, “I'm not a natural salesperson,” or, “I wasn't wired that way,” or, “Those don't work,” or a million other things prospects will say. If you're going to be successful you can't buy into their ideas. I have a name for all those excuses by the way - it's called “Bugs.” I'll tell you more about that later.

Tip #10:

- ★ Observe. Fully observe what's going on around you. Listen and/or look attentively to what's happening. Let's say that you're talking to someone and you hear a baby in the background. Now, you know they're probably distracted by what's going on. So, simply say, “Is that your baby I hear?” When they say yes – perhaps they even apologize - say, “Boy or girl? What's his/her name?” Then ask, “Do you need to put the phone down and handle anything?” This will do more for establishing a good relationship than just about anything else you can say.

Track 7:**General Phone Tips 11 - 13****Tip #11:**

If you answer the phone and a prospect is on the other end and you didn't expect it – don't let the surprise of it throw you. You can say something like, "Hold on just a second while I get back to my desk." Get everything situated and return to the call. If they're returning your call and you have their resume, you can say, "Hold on a second while I get your resume in front of me." To stammer around is unprofessional.

Tip #12:

Are you inviting for business or product? One of the first decisions you need to make is whether you're calling to promote the product or the business. My opinion – which is backed by statistics - is you can do *either* - just not both at the same time.

- ★ When you invite someone to look at your product and then *around the same time* (and that's a key part of it) tell them they can make money with it – I've not seen this work well. I'll tell you when I *do* bring it up: After they've been a happy customer for a month or more; at the point where they place a second order, I ask them if they know anyone who would like to receive the same benefits as they have received. After they've given me a referral, and that referral wants to buy the product, before I place that order I will then call my customer and bring up the discussion that I can either take them to dinner and thank them or give them a commission - which do they prefer? This works the best.

If you're inviting for your product, find out from your upline a proven way to introduce the product to prospects. If you don't find a proven way – create it. My opening statement during the Qualifying step for product sales is I always ask a question such as, "John, do you take vitamin supplements?" If he says, "No," I ask, "What's the number one reason you don't?" If he says "Yes," I ask, "What's the number one reason you take them?" This gets me into the conversation.

Let's suppose John says, "Yeah, I take them to fill the holes in my diet." So my next comment might be, "Good reason for taking them." I then want to find out how this prospect decides what supplements to take. With these few questions I'm able to determine if John is a prospect. And I've not exposed my product, or that I'm representing a product.

If you invite your prospect to look at your business, you obviously have to tell him or her what the product is. But do not get heavily into product discussions. I've seen many times that the discussion heads into "heavy ingredient" questions. I've found that it's best to keep the product discussion general when you talk to someone about the business.

Let me give you an example of what I mean by "general." I will talk about the trends in skincare or the trends in supplementation - not specifics. Something like, "Consumers spent X number of dollars last year buying supplements." A lot of times people want to try to impress their prospects by using big words to show they're smart - but all you do is confuse the heck out of him and then have *him* think he has to become a biochemist to succeed.

Tip #13:

Know what you're inviting someone to do. When it comes to inviting for network marketing, what do you specifically invite your prospect to do? Now, I'm going to give you my recommendation, but you should always ask your upline what system he or she is using.

By "system" I mean what sequence of steps you put a prospect through to get them to be interested in your business or product. It might be to listen to a recorded message, followed by a video, followed by an invitation to come to a business meeting. Or it might be to ask them to review some information on the Internet, followed by a phone call. Whatever it is that you do, it's important that the sequence flows smoothly, logically, and that it work.

It's not that you should be rigid and fixed when you call your prospect, but since you're calling them you need to be the one with direction.

If, when you look upline to find which system works the best, and several uplines are using different systems, you're going to have to do some research

and find the one that works the best. Not by what people say, but by actual statistics. If you've not figured it out by now, you need to learn to cut through the "air statements" like, "I sponsored a ton of people using this system." And also look out for the upline who is making a lot of money, but the reason they're making a lot of money is because of someone in his or her organization's efforts. There is a very famous person in network marketing; when he gives his system – it's *not* what made his money. There are two people in his downline that represent 95% of his income who are not using his system. Now, to his credit, his system *did* find those two people. But those two people got the 200,000 other people.

The system that I've found to be most successful is to first send something that explains network marketing *by itself*. The reason 90% of your prospects say no has to do with the industry of network marketing – not your company or the products. If you don't handle the network marketing issue right away, you will be handling it for the life of the distributor – if they *become* a distributor! The other way I've seen this go is that you sponsor them, but they're really not in.

I was in Australia a while back and after a presentation an elderly lady came up to me and said, "I've been in this industry for over 28 years and I've never really done it aggressively, because I viewed the industry as slightly unethical. But the way you just described the industry, I can now see how ethical it really is. Thank you. You've changed everything."

Now, as happy as I was, and am, that I was able to help her, it saddens me that someone wasted 28 years because they misunderstood this industry. I tell you this so that you realize that sometimes people get in - but that does not mean they fully understand it. They may always have a foot hanging back – they just can't quite drop the other foot into the business. This of course really messes up one's intention. It's hard to have the intention of making someone's life better if you feel you're doing something unethical.

Track 8:

Handle The MLM Concept Up Front

- ★ So you *must* handle the network marketing issue right up front. With this approach you're giving them a full understanding of the industry first.

There are two systems broadly being taught today:

1. Covertly hiding the network marketing issue.
2. Full disclosure. By that I mean – people get tired of hiding the issue so they just come right out and say that it's network marketing.

The problem with full disclosure is that most people have *heard* of network marketing but only a handful of people fully know what it is. Oh, they've got their perceptions of what they think it is; they may have even been in network marketing - but most people's knowledge is incomplete.

The full disclosure method requires you to handle their issues on the subject *right then*, which can take a lot of doing! So much doing that I personally *won't* do it. Because now you've got a prospect who *thinks* they know what network marketing is, based on an experience or hearsay - but they really don't. So they will make a decision *not* to participate because they *think* they know what it is. Also, it's very difficult on duplication when you put this "full disclosure" method into your inviting system. I've rarely seen it work. It's just *too difficult* for a new person.

And of course, I don't recommend you hide it because when you try to sneak around network marketing, something triggers distrust in the prospect's mind and they feel something isn't right. If they get that thought, there's very little you can do to change their mind about you.

I also don't recommend you run out there and go straight to inviting to your company. An example of this would be, "I just got involved in a company that..." and then you say whatever. First off, I *never* recommend you use the words, "I just got involved." That draws objections – and a *lot* of them! But the reason I don't recommend inviting straight to the company is because eventually you will need to mention network marketing - and they will feel baited and switched. And people *do not* like that!

You may think that you can get your prospect all excited about your company and the strength of that excitement will overpower their negativity about network marketing. Doesn't happen!

By the way, this is not just a telephone inviting issue. It's also an issue when you send your prospect to a website that's about the company and products and somewhere on the site it mentions network marketing or it shows the compensation plan, but never fully handles all the objections and misunderstandings that most people have about the industry. This is a big no-no.

For the network marketing explanation, I've seen that the explanation is better coming from a credible third party source, meaning that it's not a company tool with a company logo - but coming from a person *not* associated with your company. When it's a company tool, skeptical prospects often think, "Oh, well, they're just saying all that because they want to make money off me." When it comes from a credible third party source, it says much more.

What I recommend you use to expose network marketing to your prospects is *Brilliant Compensation*®. Now, that might seem self-serving because I created *Brilliant Compensation*®. But, please listen on. What caused me to make the *Brilliant Compensation*® video was that one of my new distributors, Donna, got started. We sat down and did a goal session and she told me all that she wanted. With tears in her eyes, she told me her purpose for doing the business and why she was *going* to make this work. She wanted to purchase a piece of property that had been in her family for generations, but her mom had lost it and she wanted to buy it back for her mom while her mom was still living.

A few days after this discussion, Donna wouldn't return my phone calls. When I finally reached her, after some probing she told me that her brother-in-law had told her that she had gotten into something that would cause her to lose all her friends.

I knew that if I had been there, I could have handled that objection because of my own experience. I didn't have six friends in the whole world when I came into network marketing. But since, I've made *thousands* of friends. So when I got off the phone with her, I decided to create a tool that would be so powerful and so effective that *anyone* could hand it to *anyone* and say, "Don't shoot holes in me - shoot holes in this," - "This" meaning the tool.

That was the birth of *Brilliant Compensation*® - which has now become the industry's standard explanation. It's been used in court cases to prove the

legitimacy of network marketing companies all over the world and it's been used to educate governments about the industry.

In one case in Europe, a network marketing company was in court and it was looking like they were not going to survive it. Some of the distributors convinced the company to have the attorney show the *Brilliant Compensation*® video in court. What they told me was that the video saved the company.

The reason it's valuable for *you* is because it educates about network marketing, but doesn't sell a particular company. Even if the prospect thinks they understand network marketing, they've probably not seen it with a Harvard-educated professor explaining why it's a legitimate and thriving industry. The prospect watches the video from an *educational* view, instead of watching it with their guard up. This is not a minor issue. So much so, even when I'm prospecting, I send them the video. Now, don't you think that if anyone could explain network marketing to a prospect, I could? But I won't! – because of this credible third party issue.

Track 9:

Brilliant Compensation*® & *What The Wealthy Buy

The other main reason I use *Brilliant Compensation*® before I explain my business is that I need the prospect to know how to *evaluate* the information I'm going to share with them about my company. Most people don't know how to evaluate a business. When that's the case, they are viewing what you're telling them as something like, "Oh, I'm going to be selling vitamins." Well that's the limited view from someone who doesn't know how to evaluate a business. So *Brilliant Compensation*® teaches your prospect how to *evaluate* what you're about to tell them about your company.

Now all that is great, but the real reason that you should use it is because it works! I and a frontline person sponsored over 200 people in two months using it before I would release it to be sold.

Just last month there was a leader in a well-known company who contacted me and said that they were currently using a system that was working pretty well but had heard about and wanted to test *Brilliant Compensation*®. This leader had

been taking prospects who filled out a contact form over the Internet and sending them an information packet about the company, and was getting one out of 40 who would pursue looking at her business further. She tested using *Brilliant Compensation*[®] and her statistics went to one out of 12! From one out of 40 to one out of 12 – that's a 333% increase rate of interested prospects. Not only that; the prospect knows it's network marketing – and they're interested! That makes them *super* qualified!

The video really works. I can't tell you how many hundreds of people have either emailed me, told my staff, or told me that they wouldn't be in the industry if it hadn't have been for *Brilliant Compensation*[®]. So, I tell you this for *your* benefit and *your* interest - you *should* be using it.

The other thing people think – and I thought the same thing for a while - is that there is nothing more powerful than sitting down with your prospect and explaining network marketing to them.

Nothing will discourage you more than trying to explain network marketing to people and have them look at you like you're doing something unprofessional. I have a lot of experience with this one. I prefer to use the movie first because it's more professional than I can be.

There are many different formats of *Brilliant Compensation*[®] you can use. It's available in the original version on VHS video in the United States, as well as PAL format for Europe and Australia. *Brilliant Compensation*[®] is also available on DVD and CD-ROM. There's also a shortened version on VHS called the Abridged Version but, per sales statistics, the long version is preferred over the short version 4 to 1. The longer version is just plain more effective.

And *Brilliant Compensation*[®] is also available in an online version which uses animated characters that allows it to be downloaded easily over the Internet. So all you have to do is send someone to a web page and have them click on a link to view it.

You may think that sending out videos is expensive. No, that's not expensive. You go spend an hour with a prospect showing them your information and they tell you, "Well, I like what you've shown me but I don't like network marketing." That's expensive! A reusable presentation with a Harvard-educated professor showing your prospects network marketing is an asset - not

an expense! And the online version is an absolute bargain! It's only 15 cents for your prospect to learn the truth about network marketing.

A guy from Australia was prospecting into Europe and sent over 180 prospects to the online presentation within a two-week period of time. He told me that if he didn't calculate the time savings – if all he did was calculate the exact *cost* savings, from no shipping, no traveling, no brochures, no international phone expense – it saved him \$5,100 dollars in the first two weeks of using the online presentation.

- ★ Another thing that you can use to invite your prospect to look at is another animated online presentation called *What the Wealthy Buy on Payday*, which does *not* mention network marketing. It's designed to introduce a person to business – in general. Again, it does *not* mention network marketing. I use this presentation two ways. One is to break the ice with someone. If I've met someone while running errands or on an airplane and we exchange email addresses, I will send them *What the Wealthy Buy* to break the ice about business with them. The other way I use this is to open a person up *to* business – such as a blue-collar worker who has never been exposed to business. I recommend you use it as well.

Track 10: Inviting Formula Introduction

Alright – let's get into the specifics of how to invite your prospects. In this section, we're going to take the largeness of the subject of inviting and chop it up into six smaller parts you can learn. I've named it the *Inviting Formula* - and it's the foundation of all communication to prospects.

Most people are not aware of this formula. Even the very great salespeople who *use* it are not ever aware that they use it. When very effective communicators talk to someone, whether they're inviting that someone on a date, inviting family over for dinner, or inviting a prospect to buy something or look at their business - their communication (meaning what they say and ask) follows a "natural flow" or "formula" from one part and then *smoothly, almost without detection*, to the next. They move smoothly and confidently through each part of the formula. This is *not* about selling what a person doesn't want, it's *not* manipulation – it's just a natural transition from one step to the next.

The remaining study in this training package is based on this formula. There is no subject more important in the business of network marketing than *this* subject. Therefore this formula must be fully known and practiced. Earlier when I talked about mastering one subject, *this* is the subject I was referring to.

I'm going to cycle through this formula two times. The first time through, I'm going to just give you each step of the formula so you can visualize the whole thing. Then I'll go back through it again and discuss each step in detail, giving you **live call examples (📞)**. For the formula, I've used words that most people know - but don't assume you understand the formula because you know what the words mean. For example, the word "qualify" typically means "To find out if your prospect can afford your product." But *my* meaning of the word is "Find out what your prospect needs, wants or doesn't want" - which is *very* different.

This is important to you because of what you want to achieve at each step of the formula. If you don't fully understand it you will make the mistake of trying to move to the next part of the formula with your prospect without him or her being ready. This will result in a poor outcome.

So visualize a prospect you're talking to. The first thing you would do is Greet them; then you would Qualify them; then (if they qualified) you would Invite them to look at something; then you would handle any Questions and Objections they bring up; then you would Close them into Action and hang up the phone, or if you were with them, you would leave them; and then you would Follow Up with them by re-contacting them.

So Greet, Qualify, Invite, Handle Questions and Objections, Close to Action and Follow Up. That's the formula. To the degree that you know and apply this formula is the degree of success you will attain. When you combine the Communication Qualities with the formula, you have an unstoppable combination - and that's the reason people who are good communicators have so much success! Let's jump into each part of the formula now.

NOTES:

A series of horizontal lines provided for taking notes.