
FRONT COVER:

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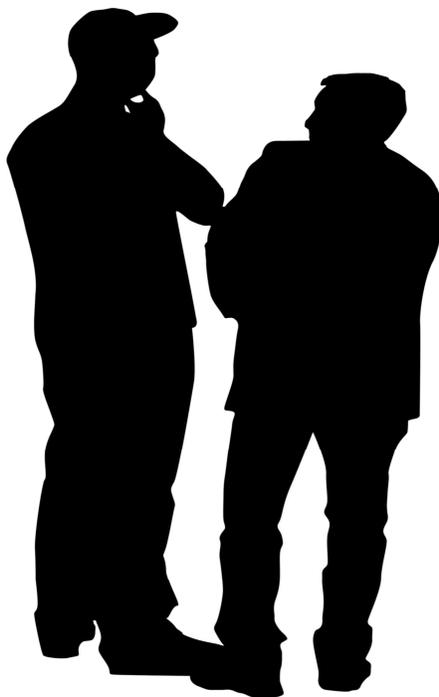
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Foreword

Have you ever felt uneasy or inarticulate when speaking to a prospect? You recognize the moment of truth is upon you . . . it's time to recruit this fresh prospect -- but how?

With practice this procedure will be easy. For now, abide by these steps to making headway in conversations with prospects.



Talking To A Prospect

Tactics On Dealing With People Wisely In Network Marketing.

Chapter 1:

Know Your Target Market

Synopsis

The opening move of having potent conversations with prospects goes on before you meet the candidate. If you've expertise in your market, tap into your insider knowledge. Otherwise explore what motivates them.

Interview some people in your market by asking: What is working well for you today?

What are your top 3 hardships?

What are the 3 things you want most?

What are you learning about today?

What is missing for you?

Tailor your services to supply solutions based on their answers. Practice discussing a bulleted list of particular benefits that you offer them. Never discuss vague concepts like helping them accomplish goals and fulfill their dreams. These have no selling power.

The 1st Steps

The most successful small businesses realize that only a limited number of individuals will purchase their product or service or sign on. The task then becomes ascertaining, as closely as possible, precisely who those individuals are, and 'targeting' the business's marketing efforts and dollars towards them.

You, too, may build a better, stronger business, by identifying and serving a specific customer group – your target market.

Among the first things you have to do is to refine your product or service so that you're not attempting to be 'all things to all individuals.' Become a specialist!

Following, you need to comprehend that individuals purchase products or services or sign on for 3 basic reasons:

- ▶ To meet basic needs.
- ▶ To resolve issues.
- ▶ To make themselves feel great.

You'll need to ascertain which of those categories your product or service is the solution to, and be geared up to market it accordingly.

Your product or service might fit more than one category, also.

The following step in producing an effective marketing technique is to home in on your target market.

First of all, is your product international or national in range? Or is it more probable that you'll sell it primarily in your own area or community?

Let's suppose that your primary market is local or regional, and that you live in an area with a population of 35,000 individuals. The first things you'll have to do is research the 'demographics' of your area, and divide it into market sections:

- ▶ Age: youngsters, teens, young, middle, aged
- ▶ Sex: male, female
- ▶ Education: senior high, college, university
- ▶ Revenue: low, medium, high
- ▶ Marital status: single, married, split up
- ▶ Ethnic and/or spiritual background
- ▶ Family life cycle: recently married, married for years, with or without youngsters.

This data ought to be available to you through your local town hall, library, or Chamber of Commerce – and the more detail you may get, the better.

Following, you have to segment the market as much as conceivable utilizing 'psychographics' as your guide:

- ▶ Life-style: conservative, exciting, trendy, frugal
- ▶ Socio-economic class: lower, middle, upper

- ▶ Belief: easily led or opinionated
- ▶ Actions and interests: sports, fitness, shopping, books
- ▶ Mental attitude and beliefs: environmentalist, security conscious.

If you are a business-to-business company, you'll likewise have to consider the sorts of industries available to you, and their number of employees, yearly sales volume, location, and company stability. Additionally, you may wish to find out how they buy: seasonally, locally, only in volume, who makes the choices? It's crucial to note that businesses, unlike individuals, purchase products or services for 3 reasons only: to better revenue, to sustain the status quo, or to minimize expenses. If you fill one or more of these corporate needs, you might have found a target market.

By now you ought to have a picture coming forth of who you think your 'ideal' lead is ... or who you wish it to be. Depending upon the nature of your business, you may even be able to write a description of your lead. "My target lead is a middle-class woman in her middle years who's married and has youngsters, and is environmentally conscious and physically fit." Based on the numbers you exposed in your research, above, you might even know, for instance, that there are about 9000 of those potential leads in your area! It might well be that 3000 of them are already loyal to a rival, but that still leaves 6000 who aren't, or who haven't yet bought the product from anybody. Do the research!

Lots of times prospective leads don't know about your company, or can't tell the difference between your company and others. It's your job, once you

recognize who your best leads are, to 'target' the group that you've identified – even if you have rivalry.

Additionally, you might decide, utilizing the example above, that you'd likewise like to extend your target market to include women a bit older. If you go back to the basic reasons why individuals buy goods or services or sign on, and may find ways to target your efforts to that age bracket, you might be successful in capturing a greater share of the market!

On the other hand, what if you 'narrowed down' your product or service and then researched your target market, only to find that there are likely less than 75 individuals who will be interested in what you have?

First off, if those 75 are corporate leads who will spend 100s on your product or service yearly, then you've nothing to fear. But if those 75 are only going to produce 10 people who like your product or service – then you have to go 'back to the drawing board' of designing your business and possibly determining a wider target market – but at least you're armed with all the data you need to begin again, or go in another direction.

Really – there's a market, and a target market, for everything.

If you don't think so, think about snuggies?

Chapter 2:

Demonstrate Confidence

Synopsis

A great way to start your internal preparation is with a stock of your capabilities. That means connecting with your strengths as well as your failings. You'll find it really empowering to discover, and list out, what you have to provide. It's likewise a great idea to know what your short- and long-term goals are.

As well you need to understand communication, both spoken and unspoken.



Some Insight

A easy exercise that will help you answer these questions will likewise help you have a look inside yourself and start to consider what you want "more of" and what you want "less of" in your life. Individuals commonly perform at a higher level if they're satisfied with what they do.

It's a fact: people are pulled to self-confident individuals. The reason is that it signals a high status. And we all know that people are highly attracted to status. The significant thing here is that nearly 90 % of your approach-success depends upon your body language, your tone and timing.

That means you have to dominate those areas first. Only a strong and lucid body language may demonstrate confidence. But what does "strong and lucid body language" mean? It implies that you:

- 1) Stand up straight.
- 2) Smile. You're alpha, but you also need to demonstrate you're friendly.
- 3) Keep your shoulders and head up
- 4) Don't lean against the wall. A strong person doesn't need protection.
- 5) Don't hold anything in front of your chest.
- 6) Always speak loud and clear.
- 7) Lean back. You're the one getting information. Never lean in.
- 8) Take up room. Live big.
- 9) Take your hands of your pockets. Rather than looking cool it looks like you're insecure.
- 10) Move slowly. Never pause. Take your time.

- 11) Speak slowly. Your voice is a mighty weapon.
- 12) Look individuals straight in the face.
- 13) Don't touch your face.
- 14) Don't use stupid hand gestures.
- 15) Know how your body language resonates.

You may be surprised at how your phrasing may imply either confidence or insecurity. Many people version politeness with insecurity. They use words such as if, might, could, and maybe in an effort to be polite when those words frequently ring of insecurity.

Rather, choose words that send signals of confidence: when, will, would, and certainly. It's crucial that people get the sense that you believe in yourself. After all, if you don't, why should they? The following illustrations contrast insecure and confident styles:

Insecure: If I don't hear from you, I'll call to see if we may meet.

Confident: I'll call you next week to see when we may meet.

Insecure: I hope that you'll find my business suitable for you.

Confident: I'm confident that I can help you.

Insecure: I may be a good choice for you.

Confident: I'm the one for you.

Insecure: Hopefully we may get together to talk.

Confident: Let's meet to talk.

Insecure: maybe I might meet with you.

Confident: I'd like to get together with you.

Insecure: perhaps sometime next week we might find the time to meet.

Confident: Next week is a great time for me to meet with you.

Get the point? If you're tempted to use a word or phrase that rings of insecurity, resist and opt for the confident manner.

Showing sincerity may be a tricky thing. You need to utilize words and phrases that imply sincerity without you sounding artificial. These 7 tips will help you express sincerity:

1. It's all right to begin a few sentences with I, but don't overdo it. A conversation that becomes too I-focused, is apt to draw a response like, "I, I, I! Doesn't this guy ever consider anybody except himself?"
2. Utilize concrete terminology. Refer to particulars you've learned, research or may version from your own experience. If appropriate, utilize precise numbers, names, and places rather than generalities. For instance, "I can envision a ten percent growth in sales" is much better than "I can envision sales growth in your business."

3. Speak specifically to the prospects goals, challenges, mission statement, or anything that's relevant to the company. For instance, "I'd like to be a part of opening your eyes to what you can accomplish."
4. Use the prospects name.
5. If you have a humorous tone throughout, break that tone from time to time with a comment like "Seriously, I know I can ..." or "Joking aside, there are several issues"
6. Utilize an assertive (but not aggressive) tone in your closing that lets the person know you're sincere about wanting them to sign on. For instance, "I'll contact you next week to follow up on this proposal."
7. Say thanks in a simple and honest way toward the end. Let your potential prospect know that you appreciate her attention.

Chapter 3:

The Right Questions

Synopsis

When you've introduced yourself, ask your prospect meaningful open-ended questions. Reply briefly with gratitude for them, validation for their feelings, and endorsement for their thoughts. If you begin by asking what is working well in their lives, their hardships will arise by nature.

Remember -- they're able to resolve their own issues. Resist the temptation to make suggestions unless they ask you directly. Listen and reply with understanding. Let them have the floor. Be curious.

When it's your turn to talk, be concisely enthusiastic about what you do. Weave in a short success story or two about your customers (no names) that relates to the challenges your prospect has just told you about.

Do It The Right Way

We require data from others daily. Techniques we utilize to gather that data may have great impact on both its quality and quantity. Open-ended questions are not only friendlier, but they get the desired result-data- more quickly and are easier on the individual answering.

Curiously, many individuals don't know why open-ended questions are better or how to ask them, yet they may be the easiest part of conversation imaginable.

Understand the difference. An open-ended question calls for an answer greater than a single word or two. A closed-ended question may be answered with a simple "Yes," "No," or additional really simple answer. For instance, if you wish to know what happened after you left the party, you may ask,

"Did you talk to Bob?" or

"Did Susan leave with John?" or

"Did they finish all the bubbly?"

Open ended questions are, you may simply ask "What happened after I left?" Chances are you'll hear what you wish to know somewhere in your answer. If not, you may follow that up with another open-ended question, "What happened with Susan and Jim?"

Let's say you wish to know why a date was cancelled. Was it something you had said or done? Did someone get sick? Did somebody with a pressing need call? You could ask any of these particular, closed-ended questions or the very simple and open, "Why did you cancel our date?"

If the answer was vague or too general, my next open-ended question may be just slightly less open-ended.

Me: "Why did you cancel our date?"

You: "I wasn't feeling well."

Me: "Oh? I hope you're feeling better now. What was wrong?"

After you've asked your open-ended question(s) and haven't gotten the particular information you want, it's now effective and acceptable to ask more particular questions like, "What happened to the bubbly?" A major mistake individuals make is to start with particulars, which wastes a lot of time. End with particulars, if essential.

Follow up with "Why?" or "How?" A different technique that may help you get particular information and a lengthier answer is to ask a closed-ended question followed up with "Why?" or "How?"

For instance, if I wish to know whether I might find a class useful, I may ask someone who took it.

Me: "Did you like that Sociology class?"

Him: "Nope."

Me: "Why not?"

Him: "Oh, well, it was a lot of reading and theory without much practical application, for one thing."

Be narrow and then open. If you're fighting to get the individual to open up with broad open questions, attempt narrowing the questions first and then make them broader after getting them into the conversation.

Illustration of this would be when talking to your youngsters after school and you ask, "What happened today?" "Nothing" is the response. Go to something like, "What assignment were you assigned?" Likely you'll get an answer and from this start opening up the question further.

Listen! Occasionally we're guilty of formulating the next question without attentiveness to the answer to the first. You miss excellent opportunities for follow-up questions if you do this! Make an effort to listen to the reply you asked for!

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