

From one Exposure to the next....how to move prospects to the next level

The only reason to have an exposure is to set up another exposure, not to sign them up. The more exposures the more educated that prospect becomes. Change your thoughts from getting that person signed up, to the next exposure. Your follow up call, IS your next exposure.

Question- Were you able to watch the video I sent? You will either get a yes or no. If the answer is no, don't show your displeasure with them for not having watched it. This is a common and big mistake!

Answer for NO- "That's ok I know that life gets busy, when do you think you could watch it for sure, for sure?" (Eric Worre says it works, even though it sounds a little odd)

Set up that time they are going to watch it for sure, for sure and then again the date and time for follow up. (Just like the first time) If it happens again, just repeat the process, they have already set up the appointment with you, so do not worry about asking for a follow up.

Answer for YES- (Don't ask, "What did they think?") You are setting yourself up for rejection. That critical part of that person will come out, needing to sound smart.

Ask them instead, "what did you like best?" This takes it in a positive direction and will give you clues as to what direction they are taking it.

If they say they liked the product best, then you're next exposure will be towards the product. If they say financial freedom, then you will go towards the opportunity.

Next ask them, "on a scale of 1-10, with 1 being zero interest and 10 being ready to get started right away, where are you right now?" Anything over a 1 is good, it means they have some interest. You'll usually get somewhere between a 5 and 6. No matter what number they give you, you will ask them, "How can I help you get to a higher number?" If the answer is very positive and the number is fairly high, you can go directly into the closing process. If it isn't an obvious choice, you just go to another exposure. They might want to try the product, help them get it and

then set up another follow up to see how they are doing? They might want to understand the compensation plan, so set up a time to go over it with them, or send them another exposure (a video on the comp plan).

They might want to talk with their spouse or partner, so send them material for their spouse to see and again set up a follow up- the next exposure.

Whatever it is, you never finish one exposure without setting up the next one, NEVER, if you do it's over! Be professional and in control.

It takes an average of 4-6 exposures to get the average person to join. If you don't understand the only reason for an exposure, is to set up the next exposure, you will put too much pressure on your prospect and on yourselves. In the some will, some won't, so what, remember the 4-6 exposures rule and don't ruin the relationship in that time. Educating and understanding is your job, all the while strengthening the relationship with that person, building trust and a friendship.

For every person that joins on the first exposure, you'll have one that takes 10 exposures. Keep your urgency, but also have patience. Condense exposures for better results.

Posers expose prospects once and then move on.

Amateurs expose several times, but over too much time...the dripping on someone over months

Professionals do those exposures in the shortest time possible...video, another video, 3 way call, presentation, etc...

People are busy, so you need to stack exposures as close as possible, otherwise it's like starting over each time.

Overcoming Questions and Objections....

You are always going to come across questions and objections and many of the times it is because your prospect wants to sound smart, they don't want to seem easy, so they throw out objections to feel better. How you respond is extremely important, if you act defensive you plant a seed of doubt in their minds. If you act offensive you'll chase them away. Remember our goal is education and understanding. It is not to win an argument, it's our job to help blind people see.

When someone brings up a difficult question, or they offer you an objection, all they are really doing is helping you to identify their blind spots. It's helpful to know, so you can assist your prospect in eliminating their objections. Remember and focus more on concepts, tactics come and go, concepts are timeless. Objections usually fall into one of two categories. The first comes from their limiting abilities in themselves, they aren't sure they can be successful at this business. The second is their limiting belief in NWM.

They aren't sure NWM will help them succeed in achieving their goals in life. For both concepts, the answer is empathy. You need to relate to them, let them know you are just like them, you understand how they feel. You had the same doubts, fears, objections, but I overcame them.

Feel/Felt/Found-Empathy

When you are hit with an objection, you say, "I know how you feel, I felt the same way, but here's what I found."

Modify it to your story or to your prospects:

- 1- I don't have the money
- 2- I don't have the time
- 3-It's not my thing
- 4- I'm not a salesperson
- 5- I don't know anyone
- 6- I'm too old or too young or have no experience, etc.

Don't try to sound smart and make them feel bad.

"Like, don't you have a cell phone" or

"Don't you go out to dinner?" or

"Why don't you give up your Star Bucks coffee?"

"You don't have the time, how long are you going to have that reality in your life?"

"For your life to change, YOU must change!"

How would you feel if someone said these things to you? NOT GOOD and would probably make you feel defensive and angry.

A better approach is to tell your story:

If someone says "I don't have the money right now, you can say, "I had the same exact challenge. I couldn't even pay my bills, let alone start a new business.

When I thought about it, I realized if I don't have enough money to pay my bills now, how was I going to change that in the future? I was tired of being behind, tired of scrambling, I wanted more out of life. So you know what I did? I found a way and it was the best decision I ever made. Let me ask you something: If you really felt that this was a chance to take control of your financial future, do you think you could find a way to make it happen? 9 out of 10 times they will agree that they can find a way. Again, forget the words and focus on the concepts. You told them how you understood their pain, you told them you're sorry and that you might have a way to help them resolve it. You related to them, you bonded.

You told them, "We are in the same boat with the same hopes and dreams. If you don't have your own story, use someone else's from the company. You could say," I know what you mean! I have a friend that had that same exact problem and let me tell you their story.

When people have limiting beliefs about NWMing, like is this MLM? Is this one of those things? Is this a pyramid scheme? I'm not interested in MLM, I don't want to bother my friends and how much are you making? Those questions strike fear into most people in our profession. Don't go crazy and get all defensive, it's important to understand where this question comes from. It is usually because they knew someone that had a bad experience with NWM'ing, with no success or they have done it themselves with bad results. They are skeptical of the "get rich quick" notion.

If they ask any of these questions with any type of emotion, then you should know they have had a bad experience themselves. So say to them, "wait a minute, you have a story, what happened, were you involved with NWM'ing at some point?" Then just let them tell you their story, it lets them open up to you about their story.

If they tell you they joined a company and lost their money. Ask them, "what do they think is the reason you didn't have success?" They say, "Well, my friend

talked me into it and I didn't have a lot of time and I thought more people would have joined more quickly, but they didn't." Your reply, "do you think you really gave it a fair shot? Their reply is usually, "no, not really" Your reply, "do you think NWM'ing was the problem or maybe your timing wasn't right?" They will usually reply, "probably the timing wasn't right."

Just remember to ask questions and be friendly through the process. This is a great opportunity to help them get past their blind spot. Again you can relate to them and say that I had the same objections initially and then tell them how you overcame it

If they ask if it is a pyramid scheme? You answer, absolutely not, pyramid schemes are illegal and I would never be involved in something illegal. But yes, this is NWM'ing, do you know anything about it? Again asking questions and waiting for answers....keep asking questions and through this process you will achieve your goal of educating them .

If they say I don't want to bother my friends, this is a little different...

Ask them, "What makes you think you would be bothering your friends?" If you truly believed in the product, would you let your friends know about it?" And if I could show you how we share this product with others without it feeling like sounding like a sales pitch, would that help you?"

The last one, is "How much money are you making?" If you are making good money, this is easy. If you're not, the answer depends on how long you have been involved.

If you are brand new, you can say, "I am new and just getting started. If you have been around for a while, you can say you are only doing this part time, but are really excited about your future." You can also say you are excited to be with this company because you know things weren't going to change unless you changed them. You can also tell them about the people that you do know who are making good money, you could even suggest setting up a phone conversation with those people so they can feel more comfortable about the opportunity.

All this takes practice, but once you have the concepts down, it becomes easy.

You will have these same questions for the rest of your career, so get used to them and once you have them down, the rest is easy!!!