

MAKE PROSPECTING EASY

Five Things You Should Never Say To A Prospect

By Monte Taylor



Be a “painter of the truth” for people!

One of the objections you often hear when prospecting is “*I just don’t want to sell.*” or, “*I’m not very good at selling people anything.*”

One of the more commonly taught responses is (and I groan when I hear it) “*Don’t worry, this product sells itself.*” Or worse, “*You don’t have to sell ...just share the products or the opportunity.*”

Please allow me to apologize now, because I used to say both of these to prospects myself – until I learned they simply aren’t true. Let’s focus on one “no-no” at a time:

#1. “This product (or service) sells itself.”

This may sound reasonable at first, but unless you’re offering a proven cure for baldness (or cancer) it’s a tremendous exaggeration. Think about it. If your company’s product or service does in fact sell itself, then why does the company need you? Why is the company paying distributors bonuses and commissions?

Couldn’t the company simply launch an e-commerce website and let the product “sell itself” – and save all those wasted commissions and bonuses?

Of course it could! You are needed because the company is looking for you to help them tell their unique story. **The product does not sell itself!**

Try this instead: “*Mary, our [product] has an intriguing story; particularly of how it’s helping people. Of course, our product doesn’t sell itself, but it does a great job of reselling itself again and again to satisfied customers. Our repeat sales are part of the reason why we’re able to enjoy ongoing and continuing residual income.*”

Then use one of your company tools (for example: streaming video, audio, print) to help explain the product benefits.

It’s also appropriate to share one or two of the benefits you’ve experienced personally. Of course,

if you’re representing a health related product, don’t make health claims.

#2. “You don’t have to sell ...just share the products or the opportunity.”

I’ve discovered that many people who are afraid of selling, are just as likely to be afraid of “sharing” because it still feels like they’re setting themselves up for rejection, which is their real fear. (There’s an entire chapter on how to deal with this specific challenge in the book, **Objections Handled! 101 Scripts For Network Marketers – Learn To Say The Right Thing To Every Prospect.** Available on Amazon)

In the meantime, try this instead: “*John, rather than trying to sell people, I’ve learned to focus on “inviting” people to review one or more of our streaming videos, audios or brochures. Our company has outstanding presentation tools that do most of the “selling.” We’ll also show you the secret of how to offer a compelling invitation.*”

This may seem like splitting hairs. To me (and I believe to most people), learning how to “invite” is much easier and more fun than learning how to “share.” I’m just saying.

#3. “Our business is sooo... easy.”

This statement is utter poppycock. If network marketing was easy, then everyone would be doing it ... and everyone would be making six-figure incomes. True professionals don’t make declarations like these, or if they do (in my humble opinion) they should stop spreading the manure.

Try this instead: “*Sue, I’m not sure what you’re looking for in your life, but I’d love to learn more. If you’re open to something that’s fascinating, doesn’t require employees or a huge cash investment yet is fun and financially liberating, you may want to take a look at our business and decide for yourself. Sue, our business may not be easy, but it is so worth it. You deserve to see what this is all about.*”

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#4. “You don’t need much (or any) time to do this business.”

This statement skirts the truth and most people are skeptical when they hear it. What’s important is first learn how time the person “could invest” building a business if they thought it would be worthwhile.

Try this instead: “*Jim, how much “part-time” time could you “free up” each week to invest towards a truly worthy income project?*”

If the prospect responds with at least 5-10 hours a week, then you can offer this question.

“*Jim, if I can show you how you can use the 5-10 part-time hours you have each week to build a real business, with real cash flow, would you like to know about the next steps?*”

Five to ten hours of **focused time**, each and every week, over time, is enough to build some real cash flow. Of course, there are hundreds of industry stories how people built extraordinary businesses part time, but typically over several years. Be straightforward with your prospect and help him or her manage their expectations. That’s what real professionals do. Later on, with a little bit of success, they can make a decision on how much additional time they may want to invest to create even better results.

#5. Why don’t you give the business a try for a couple of months and see how it goes?

Sorry, but this is NOT a realistic business recommendation. It is roughly equivalent to this idea: “*Why don’t we try marriage for a couple of months and see how it goes?*”

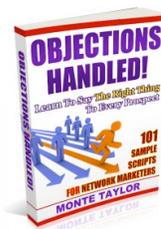
One of the principal reasons that well-intentioned people fail in our industry is **quitting too soon**. Any time you launch a new distributor, it’s extremely important to have a discussion about giving their business reasonable time for duplication to take place and reasonable time to develop income momentum. I believe “reasonable time” is one to three years, minimum! Stop exaggerating

By the way, the people you truly want to attract – and do business with – will be greatly attracted to your sincerity, character and integrity.

Be a painter of the truth for people!

About the Author: Monte Taylor is a serial entrepreneur, author, coach and business consultant and the former CEO of two network marketing companies. As a devoted network marketing advocate for over 25 years, he has built successful teams in the field as an independent distributor. Monte received his Master's degree in business administration from the Crummer School of Business at Rollins College and holds Master's level certificates in Executive and Business Coaching.

Monte’s mission: “To encourage and empower entrepreneurs and help them deliver their unique value to the world!”



His best-selling books include, *Objections Handled – 101 Scripts for Network Marketers – Learn To Say The Right Things To Every Prospect*

Profit With Leads – The #1 Easy-To-Learn, Simple Non Selling System for

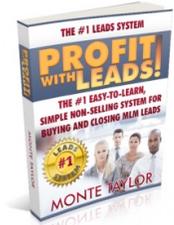
Buying And Closing MLM Leads.

Both books are available on

Amazon.com. You can access

Monte's popular audio blog, “*Make*

Prospecting Easy” at: www.montetaylor.com



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