



21 MOST COMMONLY ASKED QUESTIONS:

The Psychology of Prospecting

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21 of The Most Commonly Asked Questions

1. What's this about?
2. Just cut to the chase!
3. How much does this cost?
4. Is this legal?
5. Is this a pyramid scheme?
6. Where can I document this?
7. Is this going to cost me anything?
8. How much money have you made?
9. How long have you been in the business?
10. Are you a member of the Better Business Bureau?
11. Show me copies of your checks.
12. Can you finance me?
13. Why should I do this?
14. I don't have the money/time.
15. I need to think about it.

16. I need to talk to my wife, fireman, and dogcatcher.
(Translation: someone else who is just as broke as I am).

17. Email or text it to me.

18. I'm too old, young, busy, handicapped, on welfare
etc.

19. I've been burned.

20. These things never work-Is this MLM?

21. Where can I check you out? (I want your resume.)

#1: “What’s this about?”

Sometimes your prospects say this abrasively and rudely, sometimes they just say it calmly, as a question. I’ll give you several variations of ways you can respond.

When someone says,

Q: “What’s this about?”

You can answer with,

A: “Quite simply, this is about me looking for good, quality people who are looking for a way to change the quality of their life. Is that you?”

Pause there and take the air out of the conversation, you’re simply waiting for a yes or no. Prospecting is about collecting decisions. The beautiful thing about Network Marketing and Direct Sales is you have the opportunity to pick and choose who you want to work with.

It’s okay to let someone go that may be abrasive or rude to you up front. I have heard men say this to women when they think they can intimidate them, so ladies, don’t be intimidated by this A – type personality. Often this is someone whose time is very valuable and they may not even mean to be rude but can come off this way.

Q: “So what’s this about?”

A: “This is about me looking for good quality people whose requirements and desires qualify for my time.” That is one good answer.

A: “This is about me looking for a few good people who want to change the quality of their health and wealth...” or any variation of it.

Your reply should just be a soft, subtle comeback and you don’t want to be abrasive, because as I always say, two fools arguing is just two fools arguing.

#2: “Just cut to the chase.”

This also usually comes from the A - type personality who appears to be busy. I often like this and a good way to answer is by saying, “Good, so you’re someone who’s very determined.” Even now, when someone says to me, “Just cut to the chase,” I don’t take it as a negative. This is usually a doer, a driver, usually looking at their watch, and this can be a good sign, not necessarily a bad sign. I usually refer to this type of person by first name.

A: “Great, Jim, you’re someone whose time is very valuable. I’m glad you said that, so we’ll get right into it.”

A: “Great, Mary, you sound like the kind of person I’m looking for, someone who’s busy and successful. I’ll cut to the chase right now.”

Now, if this person continues to persist and interrupt you, you have to ask yourself, is this someone I want to work with? If it’s not, all you have to do is say these three words: “Jim, GAP --- grab a pen. Here’s the website, if you like what you see, call me.”

When I was prospecting in Network Marketing, I was always looking for a reason to disqualify people because my theory was if I could get enough no’s I definitely could find enough yes’s. If someone is rude or abrasive, they’re not going to qualify for your time.

#3: “How much does this cost?”

If someone asks you at the end of a presentation or after they’ve been through a system and didn’t hear the information, they may have missed it and you want to clarify that.

You might answer, “Which part of how much it costs didn’t you hear?” or “How much does what cost?”

However, if someone cuts you off mid - sentence in your first 15 – 30 seconds with this question, it can really throw you, so after a period of time, I came up with a very good answer for this when asked abrasively:

Q: “How much does this cost?”

A: “For you, nothing.” Silence.

That person is always going to say:

Q: “What do you mean?”

In my experience, I have found that people who interrupt me in the first 15 - 30 seconds and ask how much it costs are more concerned with cost than they are with value.

A: “With that in mind, I’m going to go ahead and let you go. I’m looking for people who want to at least hear what I have to say and don’t cut me off in mid - sentence. Here’s the website, if you like what you see, call me back. Thanks.”

The reality of it is, if you tell them right here that it costs \$300, most of them are going to tell you it costs too much. If you tell them it costs \$30, most of them are going to tell you it costs too little. You want people who are looking for value, not cost, so please understand – how you handle the question “How much does it cost?” depends on when they ask.

Always be in a position to be reading people.

#4: “Is this legal?”

I loved this objection! My response was: “Absolutely this is legal. Do you see an opportunity here?”

Pause to see what kind of answer you receive.

When people ask this, you want to be able to give them some credibility factors. If your company is publicly traded, state that. If your company has been in business for two, five, ten years, let them know that.

If you are listed with the Better Business Bureau, Dunn & Bradstreet, if you are privately held, debt-free, these are things you can use for credibility. If you have a website, send people to the website, but understand you are not in the begging or convincing business.

#5: "Is this a pyramid?"

When people ask this question, this is an indication that they don't know much about the industry of network marketing and direct sales and may have heard negative stories.

A: Exactly what do you mean by a **pyramid**?

Now your prospect explains to you what he/she believes a pyramid is.

A: Is this the kind of opportunity you have been seeking?

Most likely they will say no.

A: Great! Because that is absolutely not what we do! Are you in a position to take a closer look at our products, services and opportunity?

Pause to see what kind of answer you receive.

#6: "Where can I document this?"

A: "Great question, Tom, we have a website that will give you all the information required for you to make an intelligent decision. I can send you a video link and I can give you the home office number of our company. I'll get this information to you, so you can run it by your CPA."

This person is usually really asking, "Please prove it" or "I want to make sure that this will work for me." You can also three - way dial this kind of person in to someone else.

#7: “Is this going to cost me anything?”

That’s almost the same as #3. Let’s identify what kind of person this is. How many restaurants have ever been opened with no money? How many businesses have ever been started without venture capital? Is this someone who is going to qualify for your time? More than likely, not. Don’t engage this kind of conversation.

#8: “How much money have you made?”

Now this is a baited question, especially if you're brand new. If you are new and you say, “None yet, but I'm really excited!!” most people are going to say, “When you've made money, call me back,” with a prove-it-to-me kind of attitude. Here's one of the answers I came up with when I was brand new that may assist you.

A: “Jim, the real question isn't how much money I've made, but how much money you are going to make when you get started?” Silence. That is turning a question into a question. Don't ever overstate how much you've made or project to make. You want to be careful stating how much you've made, because you never know when there's a regulator on the other end of the line attempting to bait you. Also, never fax or email checks you've made to someone else.

Be honest – if you're doing well, just say:

A: “I'm enjoying five-figure results from the comfort of my home.” Don't oversell this and so people think they'll get started and instantly going to hit the lottery. Most people in America have a lottery mentality to begin with. Be in a position to under - promise and over - deliver.

#9: “How long have you been in business?”

Clarify this question.

A: “Are you talking about myself personally or our company? I personally have been with our company for two and a half years and am doing quite well. Our company’s been in business for five years. When do you want to start making money?”

#10: “Are you a member of the Better Business Bureau?”

This is another one I always loved. Please understand that the Better Business Bureau is not a bunch of do-gooders out to save the world from all the bad businesses. It is a for - profit organization that businesses can join. Routinely, it means that you have some credibility, but there are many bad businesses in the BBB as well as many great businesses. Usually, the person asking this doesn't know a lot about business. Address the question, yes we are, no we're not. If someone wobbles on the fact that you're not listed or don't even know, don't give it a lot of credibility.

Always be in the position to say, “I don't know but I can find the answer for you if it's important.” One of the things I would say is, “If we're not listed, would that keep you from getting started? If we are listed, does that mean you're ready to sign up now?”

#11: “Show me copies of your checks.”

Absolutely not. I would never show people copies of my checks. And by the way, what I made didn't mean others were going to make the same thing. They could make more or they could make less. I didn't do that and it's not wise for you to do that either. It can be viewed as enticement by an attorney general, so you definitely don't want to put yourself in that position. Don't ever email checks or screen shot your checks. Don't ever show checks.

#12: “Can you finance me?”

I’ve seen many people do this with disastrous results. First of all, if your prospect or new distributor doesn’t have anything invested in their future, how committed do you think they’re going to be? Have you ever loaned money to one of your relatives? What usually happens? Typically, when you loan your money out, you might as well be in the ‘giving money away business’ and the same thing happens in networking. If you give your money away, the recipient usually doesn’t appreciate it. Networking is a business about desire. Anyone who said that to me I’d let go.

A: “No, I’m not in the financing business, I don’t do loans. What I do is share my time with people who have desire and want to share the quality of their lives. If you want this badly enough, John, you’ll find a way to purchase our product, and enroll in our company. When you’re serious and not curious give me a call, have a great day, thanks for your time, bye.”

Alternatively, I would say something like this:

A: “John, I’m not in the financing business, and networking isn’t for everyone. We have tremendous products and services with our company, but it may not be the right time for you. Here’s our website, here’s my phone number, etc.”

#13: “Why should I do this?”

My answer to this was always,

A: “You shouldn’t, because if you’re asking me why, you shouldn’t be doing this. You have to know in your heart that you can do this. I’m not in the begging or convincing business.”

Why questions don’t qualify for your time. You’re looking for people who ask how they can do this, not why they should do this.

#14: “I don’t have the time or money.”

A great way to handle this one is the simple takeaway. Q: “I don’t have the time or money.” A: “You are absolutely correct.” Silence. The prospect always says:

Q: “What do you mean?”

A: “I simply agree with the fact you just stated. If this is the case, then the timing isn’t right for you right now. Here’s our website, here’s my number...”

Often they’ll respond, “Hey, wait a minute...” The takeaway is one of your most powerful tools.

#15: “I need to think about it.”

In my experience, when someone uses the word need, they’re not going to. “I need to lose weight; I need to get a new wife, husband, life.”

It’s a weak sort of word. Usually this person is looking for a way to blow you off. How do you handle this?

Q: “Gee Jeff, I need to think about it.” My simple response:

A: “Why?” or Specifically what is it that’s holding you back from making a decision?

Routinely, your prospect will say,

Q: “Well, I don’t make these kinds of decisions overnight.”

One response is,

A: “Why didn’t you tell me you want to review the information?”

Or simply,

A: “Great, when you’ve made a decision about your future, give me a call, thanks for your time, have a great day, bye.”

Who got the no here? The person who wants to think about it, I didn’t.

#16: “I need to talk to my spouse.”

Once again, I always asked why. It's often the case that someone very serious will say, “I want my wife/husband to review the same information I have seen.” I have had many, many couples look at information together, especially after one already looked at it and got excited. Those are usually people who have a commitment or interest in changing the quality of their life. However, though there are exceptions to all rules, most people who just say, “I need to think about it” or “I need to talk to my wife/husband” are giving you a very simple blow off.

#17: “Just send me an email or text.”

This is a classic way to blow you off. Though it can be successful, usually it's not because when you email or text something out, you have to call and call to track that person down, and when you reach them they've routinely not reviewed the information. There will be exceptions, but with most people, the way they say this usually indicates they're blowing you off. There are people who say, email or text it to me.

-how do you respond to that?

Refer them to your website with all the necessary information for making a decision. Ask the prospect when they would be able to review the information. Set an appointment for a follow up. If they say they will get back with you, don't put too much effort into this person.

#18: “I’m too old/too young/too busy/too handicapped.”

All great excuses, and they’re absolutely correct. Each is a way to avoid going through the two R’s – Risk for Reward. When someone uses excuses like these, they don’t qualify for your time. I’ve had people they can’t do this because they don’t want to disrupt their social security check.

Great reason. Agree with them, thank them, and let them go.

#19: “I’ve been burned before.”

More than likely, people who say this didn’t give any effort to a business they thought would be like the lottery. However there are companies that go out of business and people can get burned in the process. You have to determine which category they fall into.

I would say,

A: “Would that keep you from looking at an opportunity to change the quality of your life?”

See how they answer. “Well, no,” or “Maybe.” A: “Here’s the website, grab a pen...”

#20: “Is this MLM or Network Marketing

My answer was simply: “Absolutely. Have you ever been successful in the industry?”

Q: “Well no, I tried those things.”

A: “Great, are you open to changing the quality of your life or are your thoughts shut down to ever starting a business from the comfort of your home?”

If their response is something like, “Well, if this is multi-level marketing, I don’t want any part of it,” it’s time once more to say, “Great, thanks for your time, have a great day, bye.”

#21: “Where can I check you out?”

There are several variations of this. Many people will say this just to see if you're credible, so give them options for due diligence.

Is it:

Q: “Jeff, I’d like to do some research and find out a little more about your company. Where can I check you out?”

Or is it more from this sort of suspicious and challenging stance –

Q: “Where can I check you out to see if you’re legitimate?” A: “Are you talking about me or my company?”

Q: “Well, both.”

A: “Great, I’ll give you every opportunity to check me out. By the way, how do I check you out? I’d like to have you fax me your resume, your boss’s name and six or seven references to see if you’re credible enough to work with my company and my team.”

Don’t be rude with your prospects, but do establish the proper posture to set yourself up for success. Don’t be afraid or intimidated by people. Learn to be great at listening to what people are saying, how they are saying it, and discern what their message tells you about whether to spend more time with them or not. Aim to become a professional sorter, not an amateur salesperson.

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