

We're in the "decision making" business.

All we do is get people to make a "YES" decision.

The human mind makes an instant and immediate decision by going through these 5 little questions..

1. Who are you?
2. Can I trust you and believe you?
3. Are you interesting?
4. Yes or No. What's my final decision?
5. If my final decision is "YES," now and only then, give me any details like the name of the company or the presentation.

The final decision comes before the presentation because that's how the human mind works. One thought at a time.

Do the following in the first 10 seconds...BEFORE the name of the company, etc.

1. Rapport, so they trust and believe us
2. Be interesting (ice-breakers)
3. Decision (close)
4. Presentation

(THOSE ARE THE 4 CORE SKILLS!)

They don't make decisions on the videos, the research, or copies of the DNA reports!

The human mind makes decisions based upon past experiences and a bunch of other stuff, but IT'S RIGHT AWAY!

So, when you talk to people, they're going to make up their mind: "YES" or "NO" if they're going to become a distributor or a customer, that quickly!

Remember, 100% of the people are already "Pre-SOLD!"

FOR EXAMPLE..

Do you want to live longer, or die quickly?

DO you want more money in your life, or less money in your life?

Here's where it goes wrong:

100% of the people are "Pre-SOLD!"

We talk to them.. <== where we go wrong

..and They say, "NO!"

Ever see that happen?

We blow it in the first ten seconds, when the decision is made.

HERE'S A WORD-FOR-WORD SCRIPT for people who "don't know anyone!":

First word: "Hi!"

(They say "hi" back)

We say "Hi," they start talking and we create rapport because they will LOVE us.

Who do people like more, people who talk, or people who listen?

It's the people who TALK that totally 'blow it!' So, if you can LISTEN, you're IN!

When they start talking to us, they all have "programs" in their minds. Here's a program that operates for humans..

The program says this: "If I get a chance to talk to somebody new, let me tell them how much I suffer; how hard it is; how difficult my life has been, in the hopes that they will love me more!"

Everybody has this program!

SIDE NOTE: Now, the purpose of business is to solve people's problems. There's no reason for a business to exist, unless it solves problems.

For example, if nobody got hungry, having a restaurant is stupid.

If nobody got sleepy, having a hotel? They'd be bankrupt.

There is no reason for a business to exist, unless people have problems!

If everybody's RICH, we wouldn't have a business.

If everybody's healthy and lived forever, selling vitamins would be pretty tough.

When people complain NOW your radar "SEES" it because you're in business and the purpose of your business is to solve people's problems. We're just going to listen for a problem that they have.

What problems could they have?

- No time with their children
- Hate their job

- Don't earn enough money
- Feel tired in the mornings
- Growing old
- Aches and Pains

People have problems!

So, Step 1 - RAPPORT - You get it like THAT, just by being a LISTENER.

As soon as they take a breath, here's our chance to ask a question, but WE HAVE TO BE QUICK!

QUESTION NUMBER 1:

ASK: Do you have this "problem?" => (Repeat one of the problems they said that you can solve!)

That is rejection free. They realize you've been listening because you repeated a problem BACK to them. That's how rapport is wired - just by repeating back their problem! This also takes care of SENTENCE NUMBER 2, below..

More examples of that first question:

- "So, you feel tired in the mornings, huh?"
- "So, you just don't seem to have enough time with the kids, huh?"
- "So, you hate commuting on the L.A. Freeways, huh?"

QUESTION NUMBER 2: (Remember: Be Interesting!)

Remember: Talking about THEM and their problems is 10 times more interesting to them than benefits of your opportunity, so don't talk about our stuff because that turns on 'sales alarms!' Talk about their problems!

Don't talk about DNA, etc.,. That's for LATER in the Presentation and has NOTHING to do with the decision. The decision right NOW is: "Do they want to feel better, or have more money?"

So, QUESTION NUMBER 2 is: "Do you want to fix it?"

The 2 possible answers are: "YES" or "NO."

AND THIS IS VITALLY IMPORTANT FOR YOU TO REALIZE: At that moment, they made a YES or NO decision if they want to join our business, or buy our product!

If the answer is "NO," we're done. CHANGE THE SUBJECT.

But if the answer is "YES," then and only then would they like to know more! They've already made the "YES" decision. They're sitting on OUR side of the table. They're WITH us, instead of AGAINST us. They're looking for reasons WHY this is going to work, instead of WHY NOT! :)

Here's how this sounds in real life..

Some Examples:

"Do you hate commuting to work?"

"Would it be okay if you could work out of your home, instead?"

"Hey, feeling tired in the morning?"

"Would it be okay if you wake up every morning feeling great?"

"Think dying early is going to be 'inconvenient?'"

"Would it be okay if you could live longer?"

"Hate giving your children to Daycare, paying other people big money to watch them grow up?"

"Would it be okay if you could work out of your home, instead?"

"Tired of feeling underpaid?"

"Would it be okay if you could be paid what you're worth?"

Notice there is a pattern, here! "Do you have this problem? Do you want to fix it"

ChaChing! ChaChing! ... and it's over!

HINT: There's a LOT more to it.

If you started with "Would you be interested in...? The back of your prospect's mind thinks, "Oh no! Salesperson approaching.. Run! ..Hide my wallet!.."

These 5 words, "I just got involved with..." do the SAME thing.

Human beings make decisions just on word sequences just that quickly! By using BETTER "first 5 words," we wouldn't kill ourselves on demand!

USE THESE 5 WORDS INSTEAD...

"Would it be okay if I gave you 5 words that work?"

"Would it be okay if these 5 words got people to say "YES," immediately?"

"Would it be okay if I said these 5 words and people just started nodding "YES" in agreement even before I said work number 6?"

"Would it be okay if..." are the 5 'magic words!'

"Would it be okay if you had an extra paycheck?"

"Would it be okay if you could fire the boss?"

"Would it be okay if you could stay home with your children and still get a full-time paycheck?"

"Would it be okay if you worked 3 weeks out of the month and got paid for 4?"

"Would it be okay if you had a one-week holiday every month?"

"Would it be okay if you had a 6-month holiday, twice a year?"

"Would it be okay if you never had to show up for work, again?"

"Would it be okay if you feel great every morning?"

"Would it be okay if you feel like you're 16 years old all over again, but with better judgement?"

See how QUICK the "YES" decision is?

So, the SECOND QUESTION where we go for the close, which 5 words do you think you want to start it with, EVERY TIME? :)

"WOULD IT BE OKAY IF..." will give us the biggest chance for success!

"So, you hate commuting to work?"

"YES!"

"Would it be okay if you could work out of your home, instead?"

"YEAH!"

"Do you find growing old really hurts?"

"Oh, it really hurts!"

"Would it be okay if you could slow it down?"

"YEAH!"

"Tired of feeling tired in the afternoon?"

"YES"

"Would it be okay if you had energy all day long?"

"YEAH!"

Now, here's how long it takes to CREATE RAPPORT, BE THE MOST INTERESTING PERSON IN THE WORLD (with an ice-breaker), and CLOSE! ... 5 Seconds!

With NO rejection, even if you're SHY, you can do your entire job in 5 seconds!

We can join a business and hope to be "lucky," or we could take it seriously and learn the hardcore skills of doing the business, starting with the FOUR (4) Core Skills!

The Presentation becomes easy. They've already made a "YES DECISION." They're looking for reasons WHY, versus why not.

ANOTHER EXAMPLE:

"So Tom, you find growing old really hurts?"

"Oh YES, aches and pains every morning!"

"Would it be okay if you stop that and start feeling younger?"

"YES! I'm all in! So, how does that work?"

"Well, you take a special supplement every day and feel like a million dollars!"

"Oh Ya?" what makes them so special?"

"They're based on your DNA. This is not one-size-fits-all. It's made for your body, so your body works!"

"Oh, but aren't those kind of expensive?"

The amateur would hem and haw. We want to be a pro, here.

The PRO would say something like this..

"Well, the company wanted to make a cheaper version, but they knew it wouldn't work and they didn't want to rip you off." So, let's get you some now!"

"Woah, woah, woah! What if I want to stop?"

"You can stop taking them anytime you want to die early! Don't worry about it!" (LOL)



The bottom line is this... It's NOT a "Hard Presentation." All we have to do is get a decision. That's our job. We can get the decision almost instantly.

#### FOUR (4) Core Skills...

1. **RAPPORT:** Creating trust and belief in our prospects. If our prospects don't believe the good things we say, we are dead. Our companies could offer the best plan in the world, but if there is no trust or belief, our prospects won't engage. Fortunately, this only takes a few seconds to do. But if we don't know how to do it, we will have frustrating careers.

2. **BREAKING THE ICE. BEING INTERESTING:** Learning creative ice breakers to turn social conversations and chit-chat into conversations about our business. We don't want to look like greedy or sleazy salespeople. Instead, we want to guide people with problems to our solutions. This removes that icky feeling that we have when we plead with people to look at our company video, or review our literature.

3. **CLOSING:** Learning how to close our prospects. We don't take closing lessons in school, so there is no way we can understand the process of how our prospects make their decisions. We have to learn this new skill so that we are effective when we talk to people. When we don't know this skill, closing will create fear and rejection. That is a bad combination.

4. **PRESENTATION:** Understanding when and how to do a presentation. Regrettably, we feel presentations should be given like they were given in the 1960s. In the old days, salespeople were taught to talk AT people, tell them to hold their questions until the end, and to unload unlimited information in the hopes that this would convince prospects to buy or join. Modern brain science shows us that this is the perfect way to repel people. Yes, what we thought worked actually pushes people away. We need to learn the new methods of presenting.

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