



WINNER



SERIES

HOW TO TALK TO PEOPLE

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HOW TO TALK TO PEOPLE

STEP 1

BE IN URGENCY

It's a psychological thing, but people are generally more drawn to someone who seems busy and active. If you approach each call or conversation with a sense of urgency, you'll notice your invitations are shorter, with fewer questions, and people will respect your time more.

Here are some “In a hurry” script examples:

For warm market prospects:

- “I don’t have a lot of time to talk, but it was really important I reach you”
- “I have a million things going on, but I’m glad I caught you”
- “I’m running out the door, but I needed to talk to you real quick”

For cold market prospects:

- “Now isn’t the time to get into this and I have to go, but...”
- “I’d have to run, but...”

Get the message? Set the tone with some urgency.

STEP2

GIVE COMPLIMENT TO PROSPECT

This is very important. Giving a genuine compliment, and you must be heartfelt, opens the door to genuine communication and makes the prospect more receptive to what you have to say.

Here are some sample compliment scripts:

For warm market prospects:

- *“You’ve been wildly successful and I’ve always respected the way you’ve done business.”*
- *“You’ve always been so supportive of me and I appreciate that so much.”*
- *“You’re one of the most connected people I know and I’ve always admired that about you.”*
- *“You’re the most (or one of the most) important person/people in my life and I really trust your instincts.”*
- *“You have an amazing mind for business and can see things other people don’t see.”*
- *“I was thinking... who are the sharpest people I know? And I thought of you.”*
- *“You’re one of the most positive and energetic people I’ve ever met.”*

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- *“Some people are very closed minded which limits their opportunities but I’ve always admired the fact that you’re open to looking at new things.”*
- *“I need someone to and the holes in something I’m looking at and absolutely nothing gets past you.”*
- *“You’re one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness/minded/Financially intelligent/etc.) people I know and I’ve always respected that about you.”*
- *“You’re one of the smartest people I know and I really trust your Mudgment. “*
- *“For as long as I’ve known you I’ve thought you were the best at what you do.”*

For cold market prospects:

- *“You’ve given me/us some of the best services I’ve/we’ve ever received.”*
- *“You are super sharp. &an I ask what you do for a living?”*
- *“You’ve made _____ a fantastic experience.”*

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it

STEP 3

MAKE THE INVITATION

In this situation, one approach does not fit all. I've listed Direct Approaches, which you'll use when discussing an opportunity with someone directly. There are also Indirect Approaches, which you'll use when seeking help or advice, and Super Indirect Approaches, which you'll use to inquire if people know others who might be interested.

Many people approach all their prospects directly, often saying something like, "I've found a way to get rich, and let me tell you all about it." But really, who gets excited about that unless they're hearing it from a millionaire?

As you progress in your Network Marketing career, you'll find that you use the indirect and super indirect approaches more frequently. However, direct approaches still hold their importance.

Direct Approach Scripts:

(and remember, you've already done step 1 and step 2)

For warm market:

When you told me _____ were you serious or were you kidding around? (wait for an answer). Great! I think I've found a way for you to achieve it/solve the problem/make that happen/etc." (This is for situations where you know an area of their dissatisfaction.)

"I think I've found a way for us to really boost our Income"

"I found something you really need to see"

"I'm launching a new business and I really want you to take a look at it"

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“When I thought of the people who could make an absolute fortune with a business I’ve found I thought of you”

“Are you still looking for a Move (or a different Move?). I’ve found a way for both of us to start a great business without all the risks.”

“If I told you there was a way to increase your Income without Risk and you’re doing right now would you be interested?”

I’ve teamed up with a company that is opening/expanding business in the _____area”

“I’ve found something exciting and you’re one of the very first people I’ve called”

“When I thought of Tuality people that I’d really enjoy working with I thought of you would you be open to hearing what I’m doing?”

“Let me ask you something... Would you be open to increasing your income?”

“Let me ask you a question off the record. If there were a business you could start working part-time from your home that could replace your full-time income would that interest you?”

“As you know I’ve been a (insert occupation) but because of (negative factors) I’ve decided to diversify my income. After considering my options I’ve identified the very best way to make it happen.”

“I found an exciting business and together I think we could do something special 1 + 1 might add up to 10 ”

I’ve used this one with great success “This is the call you’ve been waiting for your whole life”.

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For cold market:

“Have you ever thought of increase your income?”

“Do you keep your career options open?”

“Do you plan on doing what you’re doing now for the rest of your career?”

You can follow any of these cold market scripts or any variation with the following “I have something that might interest you. Now’s not the time to get into it but...”

Indirect Scripts

The Indirect Approach is another powerful tool for helping people overcome their initial resistance and grasp their opportunity. It's particularly useful when you're just starting, as it involves asking people for help or guidance.

I used this approach extensively and with great success when I first started out. Because of my lack of credibility at age 20, I couldn't achieve much success with a Direct Approach. So, I learned to downplay myself and play up to the prospect's ego. It worked incredibly well, and I still use it from time to time today.

For warm market

“I’ve started a new business and I’m scared to death before I get going I need to practice on someone friendly. would you mind if I practised on you?”

“I’m thinking about getting started with a business I can run from my home would you help me check it out and see if it’s for real?”

I found a business I’m really excited about but what do I know? You have so much e[experience would you look at it for me if I made it easy and let me know if you think I’m making the right move?”

“A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance would you be willing to do that for me if I made it simple?”

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For negative and cynical people “I’ve started a business and really need someone to help me poke holes in it. Is anything getting past you would you be willing to examine it for me?”

For cold market

I’ve found this approach doesn’t work very well because it doesn’t really make sense for you to show this much respect for someone you’ve just met. Direct and Super Indirect work best for cold markets.

Super Indirect Scripts

Super-Indirect Approaches are incredibly powerful and work on various psychological levels. This networking approach involves asking the prospect if they know someone else who might benefit from your business. I use this approach all the time with great success.

For warm market

“The business I’m in clearly isn’t for you but I wanted to ask whom you know that is ambitious money motivated and would be excited about the idea of adding more income to their lives?”

“Who do you know that might be looking for a strong business they could run from their home?”

“Who do you know that might be looking for a strong business they could run from their home?”

***“Do you know any sharp people who live in _____
Yes? great Would I get their name and contact number if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.”***

“Do you know anyone involved in a serious Job search?”

“I work with a company that’s expanding in our area and I’m looking for some sharp people who might be interested in some additional cash flow. Do you know anyone who might fit that description?”

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In most cases, they're going to ask you for more information before they give you any names. Behind that request will be curiosity and intrigue, thinking this might be for them, but they're not going to admit that to you yet. When they ask you for more information first, respond like this: "That makes sense. You'll want to know about it before you refer some of your contacts." Then move to step 4.

For cold market

The cold market is exactly the same as the warm market for 6uper Indirect just use the scripts above or any variation that's comfortable for you.

STEP 4

IF I _____, WOULD YOU _____?

You're not going to offer your 3rd party tool unless they agree to do something in return. This has been my secret weapon for a very long time.

Let me offer you some examples:

“If I gave you a Booklet that laid out all the information in a very professional way, Would You watch it?”

“If I sent you a video that described the business Would You listen to it?”

“If I gave you a magazine (or some other prospecting printed piece) Would YOU read it?”

“If I gave you a link to an online presentation that explained everything Would You click on it and watch it?”

If You have done first 3 Steps Properly then Answer will be Yes

If they ask for more information first, respond with, "I understand that you want more information, but all of what you're looking for is on the website, Video, or in the printed piece or link. The fastest way for you to really understand what I'm talking about will be to review that material. So, if I gave it to you, would you review it?"

If they say no and won't review it, thank them for their time and move on. Also, review step 1 - 3 to see what you could have done better. Do not still give it to them.

STEP 5

GET A TIME COMMITMENT

“When do you think you could watch the Video for sure?”

“When do you think you could listen to the Presentation Video for sure?”

“When do you think you could read the magazine for sure?”

“When do you think you could watch the link for sure?”

Don't suggest a time for them. Ask the question and have them give you the time. If it's not definitive, like "I'll try to do it sometime," then tell them, "I don't want to waste your time or mine. So why don't we try to lock in a time you'll have seen it for sure?"

The key is to get them to say Yes a second time ☐

Saying yes to step 4 is not a commitment ☐

STEP 6

CONFIRM

If they tell you they will watch the Video by Tuesday night your response should be:

“so, if I called you Wednesday morning you’ll have seen it for sure right?”

If they say they will listen to the presentation by Thursday morning your response should be:

“ So if I called you sometime on Thursday you’ll have listened to it for sure right?”

If they say they will watch the link by 1st July your response should be:

“so if I called you on 2nd July, you’ll have watched it for sure right?”

The key to step 6 is they’ve now said 3 times that they’ll follow through and they’ve done it all by themselves. They’ve set a real appointment with you for the future.

STEP 7

GET A TIME AND NUMBER

“What’s the best number and time for me to call?”

Now they’ve said yes 4 times and the chances they’ll follow through have been increased from less than 10% to over 80%

Note ☐ Please put this appointment in a place you won’t forget.

STEP 8

GET OFF THE PHONE

Remember, you're in a hurry, right? The best thing is to say something like

"Great We'll talk then Gotta run

So those are those steps with tons of the hottest scripts in MLM on what to say. Now let's put it all together by showing you some examples.

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