

ERIC WORRE'S FOUR QUESTION CLOSE

Eric Worre, Author of *"Go Pro: 7 Steps to Becoming a Network Marketing Professional"* describes the four questions he asks to help a prospect make a decision to become involved with your company. These four "closing" questions should be used after your prospect has reviewed information on your business opportunity, or at the end of a business briefing. Eric was able to create a fortune in network marketing by using these following four simple questions...

QUESTION #1...

Associate: "Based on everything you've seen here today, if you were to start part-time, how much money would you need to earn per month to make this business worth your time?"

Prospect: "I'd need at least \$1,000 a month."

QUESTION #2...

Associate: "How many hours per week could you realistically give the business to develop that income?"

Prospect: "I could put in 10 to 15 hours a week."

QUESTION #3...

Associate: "How many months would you be willing to give the business to reach that income level?"

Prospect: "I would be willing to give it five or six months."

QUESTION #4...

Associate: "If I could show you how to develop a \$1,000 monthly income working about 10 hours per week for four months, would there be anything else you would need to know before you get started?"*

Prospect: "If you could show me that, I would be ready to get started."

These four questions are effective. Practice them! The more you use these questions...the more comfortable and natural they will become for you to ask of a prospect. These four simple questions have the ability to increase your closing average.

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