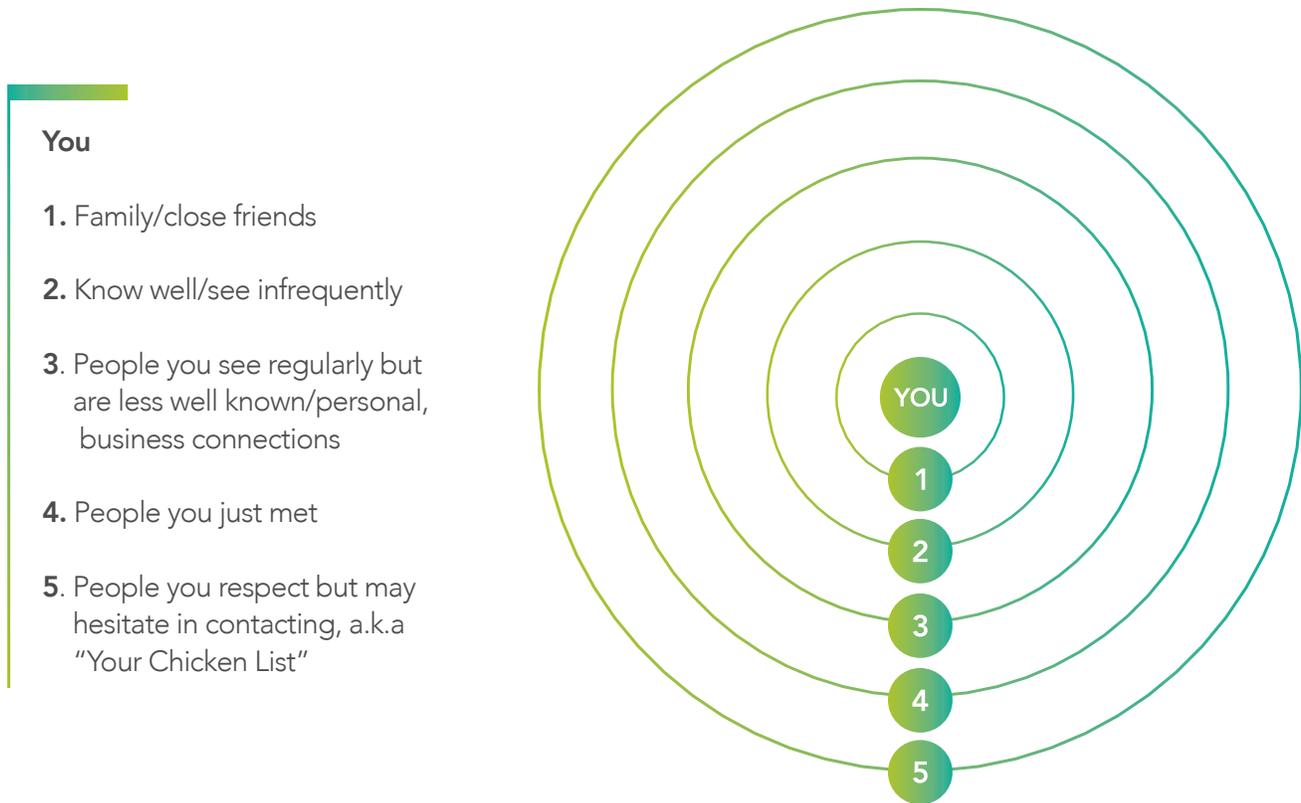


## HAVING NATURAL AND COMFORTABLE CONVERSATIONS WITH THE PEOPLE ON YOUR CONTACT LIST

We all have differing levels of familiarity with the people on our lists. Paying attention to how you normally speak with each level will improve your comfort level and increase your success ratio.



### HERE ARE SOME LANGUAGE IDEAS FOR EACH LEVEL:

#### 1. Level One

Family and close friends: Confirm they are home or when they will be there. "Hey (family/best friend), are you home or on the way? Great! Put on the coffee; I will be there in 15 minutes." At the meeting, you can relate something you know about your friend/family member and ask a qualifying question. "Hey, Sis, you know how you've always wanted \_\_\_\_\_ (money for kids' education, freedom to pursue your charity work, your own car, etc.), if I could show you a way to get \_\_\_\_\_, would you give it serious consideration?" Next, use a tool, i.e., "My Life, My Terms" or whatever your active support team recommends to present the answer and collect their decision.

#### 2. Level Two

Extended family, friend of friends, business acquaintances, a neighbor you'd ask a favor/feedback from. We will call this section "favor and feedback." "Hi \_\_\_\_\_. I'm calling to ask a favor. I know you've got your own

business, and from what John tells me, you're doing well. I've just started something part-time myself, and I need to get the word out and show as many people as I can what I'm doing. Would it be okay if I stopped by to see you for twenty minutes in the next day or two?" Again, use the tool and collect a decision. For the group of people you are a little closer to, you could simply say, "I've started a new business and I'm really excited about it. How soon can I stop by and show you what I'm doing? There will be some real benefits in it for you."

### 3. Level Three

The Development Level. Contains the people in your life you encounter on a regular basis but are not close enough to relationship-wise to be included in your first two levels, i.e., local business owners, other parents at school, people you regularly see and acknowledge on your daily activities, neighbors you smile at but don't really speak to, waitresses at favorite restaurants, grocery store clerks. This is a group of people for whom the first two levels would be uncomfortable since you need to get to know them better and build a closer relationship by asking questions that would prompt them to want to know you more. People tend to want to reciprocate, over time, when you ask about their health, where they plan to go on vacation, how their job is going, etc. Remember to relax and ask in a genuinely curious way, like "How are things going at work?" "What is keeping you busy in retirement?" "What kind of sports are your kids into?" etc. Over time, the urge will build to ask you questions in return. Remember that level three is a bit like gardening and planting seeds; take your time, enjoy yourself and remember to "water" the relationship. The concerns they reveal along the way could well be the opening to offering a solution. Let's say you found out the person was concerned about paying for college for their children and they finally got around to asking what it is you do. This could be where the "Everybody knows.... Some people...." technique would be effective. "Everybody knows college is really expensive and good schools cost even more (state two generally known and accepted facts). Some people have found out how to help their kids graduate without loans or debt (offer ONE bit of data for the solution)." If they do not immediately ask how to do that, you could add, "If you'd like to know how, let me know." Can you imagine how much more fun it will be to have people ask you for a presentation? Remember, you must listen for where they need a solution.

### 4. Level Four

Opportunity knocks. These kinds of relationships are when you do not have time to build relationship as you may only see them once, such as a tradesman in your home, a delivery person, a cashier at a shop or a bartender at a bar you don't often visit. Since you don't have much time, you must be prepared. There are 3 basic parts leading up to your offer:

#### 1. Talk with them about their work.

- Wow, it's busy in here tonight, isn't it?
- So, do you just do the evening shift?
- Is this a part-time or full-time gig for you?
- Do you enjoy your work?

#### 2. Compliment them simply and sincerely.

- Your personality seems perfect for what you do.
- It's always good to be served by someone with a smile on their face.
- You really seem to know what you're doing.
- So, how long would it take me to get as good as you are at your job?

### 3. Set up your offer with a direct compliment.

- I really like your style.
- You've looked after me really well today.
- You've got a great way with people.

### These 3 parts set up the offer with this specific language:

"I'm a recruiter for my company, and we're looking for good people like you. Tell me, if I could show you a way of earning more money, part-time, without affecting your current job, would you be interested in finding out more?"

### 5. Level Five

The Chicken List. These are people you may have avoided calling, feeling they already have a powerful job, they are too busy or they are intimidating. How do you approach them? You don't! This is where you will want to reach out to your active upline to partner with you and speak on your behalf.

#### Here's a sample dialog you (Linda) with your upline (Carol) might have with someone on your Chicken List (Sarah):

**Carol:** "Hi Sarah, my name is Carol Smith. You don't know me, but I believe we have a mutual friend in Linda Jones. She used to work for you?"

**Sarah:** "Yes that's right. How is Linda? Is she okay?"

**Carol:** "Don't worry, she's absolutely fine. Sarah, the reason I'm calling is that Linda and I have recently gone into business together and your name came up in conversation as being a smart, ambitious, motivated person. Would that be correct?"

**Sarah:** "Well yes, I'd like to think so."

**Carol:** "Fantastic. Well, at the moment, we're simply letting people know about our new business and asking for their opinion of it. If I get some information over to you, would you be willing to review it, as a favor to Linda?"

**Sarah:** "Yes, of course I'd do that for Linda. It'd be a pleasure!"

**Carol:** "Great, thank you. What's your best email address (cell number as appropriate)?"

**Sarah:** "Sarah@..."

**Carol:** "Thank you. I've just sent over some information; it should take you around ten minutes to browse through it. How soon would you be able to look at it?"

**Sarah:** "I'll check it out this evening."

**Carol:** "So, if I call you back at the same time tomorrow morning, you will have looked at it and will be able to give me your opinion of it?"

**Sarah:** "That would be fine."

We highly recommend that you work on these skills in greater depth, and the best way is to read the book "The 5 Levels of Formality" by Danny Rich and Paul Robinson and review and practice the various levels with a partner so they become second nature. Your names list will take on a more comfortable and productive role in your business as you identify each person's level or relationship to you.

Remember that the key to effective recruiting is to be yourself and to use language appropriate to your relationship. Have fun, work your list and stay close to your upline support people.