

Use with the 2nd Quarter Leadership Audio - 2007
How to Set Up and Close
Featuring: Brad Emmert

The Set Up: An effective technique used prior to showing the plan.

The Set up is a way in which we can get our prospect in the right mind set to look at our great opportunity, to really look at it with an open mind, not resisting you every step of the way. It is important to find out why they would really want to look at the plan.

Be patient during this process... let the conversation begin, and let it flow... let them talk about themselves.

This section can take up to 15 minutes... do not rush it!

How to set this up and get the conversation flowing?

1. Let them know what you expect out of the appointment.
 - a. *Hello Dennis, thank you for meeting with me today. Dennis, what I would like to accomplish in our meeting today is first find out a little more about you and your situation, then I will share a little about myself and what I am looking for. Dennis, after that we can determine if it is worth each others time to get into the more details of what I do. Dennis does that sound fair?*
2. When Dennis responds positively we respond with *Great!*
Always remember, we always want the focus to be on Dennis. It's not about the plan, it's not about you... it's only about Dennis.
3. The next thing we say is this:
 - a. *OK Dennis, what I'd like to do is start with you and find out a little more about you and your situation. The areas I would like to talk about would first be your current work situation. What do you like about it, what do you dislike about it. Let's talk about the good, the bad, and the ugly.*
You sit back, shut up, and let them talk as long as they want. While they talk you are listening intently as they begin to tell you why they would need this business.
(Tip: As they lay out areas they are struggling with, it would be a good to relate to them like... I understand, I can relate, I felt the same way, I'm going through the same things, etc.)
4. When they finish, you must replay back to them what you have just heard. This will do 2 things... 1) it will let them know you were really listening to what they had to say, 2) it will confirm what they just told you so you can reference this throughout the rest of the presentation.
 - a. *Dennis, I want to make sure I heard you right and that we're on the same page... what I am hearing you say ... then confirm what you heard ... is that correct?*
Dennis will give you a positive response, upon which you then move on to area 2 which is "Financials".
5. What we say is this:
 - a. *Dennis, the next area I would like to talk about is your financial situation. Do you feel you are paid what you are worth, or could you use more income?*
Ask the question and again let them talk as long as they want. Often you will get a YES in this area... once you get that response, you respond by saying:
 - b. *Dennis that's great, that's the type of person I am looking to work with.*
6. Once this area has been completed, we move on to the next area which is "Time"
 - a. *Dennis, the next area I would like to talk about is your time schedule. How does it affect your life style, your family life and are you able to do the things you want to do when you want to do them?*
Ask the question and let them talk as long as they want. Once they are done you have to once again relate with them...
 - b. *Dennis, I can totally relate to what you are saying, most people I talk with are in the same situation including myself, that is why I am excited about what I found. I believe it will ultimately give you your time back.*

7. Now let's go into the final area which is "Impact".
- a. *Dennis, the last area I would like to talk about is impact. Doing what you currently do, do you have the ability to positively impact other people's lives, and is that something that is important to you?*

Ask the question and again let them talk as long as they want. Most of the time their responses are one of two
1) They do impact positively other people's lives, its something they like to do and does motivate them, 2)
They do not have the ability to positively impact people in their current situation but it is something they wish they had, and they were able to do. The response would be something like this:

- b. *Dennis, that is great, because one of the things that attracted me to this company is the fact that our success will be dependant on helping other people.*
8. Now we have to quickly review what we have learned up to this point:

- a. *Dennis, I would like to thank you for sharing that with me. Just to make sure we are on the same page I would like to quickly review what we have talked about so far. First, your employment situation where your future is a little uncertain. Second, you would be open to making some additional income. Third, was the time schedule that you would love to improve upon so you can spend more time with the people you care about. And lastly, that you like the idea of a business where you could help other people. Dennis, does that sum up what we have talk about so far?*

At this point he will give you a positive response and you have gathered enough information, and you have them thinking in the right direction so that when we show them the business they will be interested.

9. You have learned about Dennis, it is now your turn to reciprocate. Take some time and tell them how you feel about those areas of your life, Your Job, Your Finance, Your Time and Impact. Then you let them know you're excited that you found a way to address all those issues.

- a. *Dennis, I was struggling with a lot of the same issues you are, my position was where they kept adding responsibilities and hours without increasing my pay, plus due to cut backs, although I had an exclusive sole source contract with the Navy, I believe my position was not secure based on seeing other contracts being cut. Dennis, this is why I wanted to meet with you today because I found a way out of that situation. (This section is where you use your specific information)*

10. Now we need to transition to showing the plan. We want to review what they have shared with us so far... example: Dennis has no time to spend with their family then tie that to Market America, that this opportunity could ultimately help them get what they are lacking. Here is how we do this:

- a. *Dennis, at this point what I'd like to ask you is a question to see if it is worth our time to proceed any further. Dennis, if I could show you a way that we can address all the issues that we talked about earlier, Job Security, Financial, Time with Family, and the ability to impact others... if I could show you an opportunity that would address all those issues, and wouldn't take up a lot of your valuable time, would you be open to taking a serious look at it?*

Sit back and wait for his answer. **If he answers yes, it is then time to get into the plan; he is ready to look at the plan with an open mind. He won't be sitting with arms crossed; he will be excited to learn more. He will be in the right mindset to explore this great business. NOT EVERY PRESENTATION WILL GO PERFECTLY BECAUSE NOT EVERYONE IS RIGHT FOR OUR BUSINESS. If the person will not answer questions or fights you every bit of the way, here is what you will say...**

- b. *Dennis, I want to thank you for your time today, but I get the feeling that this really isn't a good fit for either of us. So instead of wasting anymore of your time going through the details of my business I'll let you get back to your busy schedule. Here is my card and if things change down the road and you want to learn more, give me a call.*

At this point, one of two things will happen: 1) you part ways and you feel great because you maintained a strong position. You know you have what they need and they just didn't get it... or 2) they will do an absolute 180, and basically beg you to see more. Either way, you feel good, you are in control, and are having fun building your business.

Now you can show the plan...

The Close: An effective technique we use to move our prospect forward.

Here is where you want to close up the appointment and move forward. Here is where you will learn how to walk away from an appointment knowing what the next step is, where your prospect is based upon what you just discussed with them. This will eliminate the frustration from playing phone tag or his avoiding you and your business. This will teach you how to get everything out on the table so both parties know where they stand. This is a process that is nonthreatening, leaving both you and your prospect feeling very, very good, no matter what direction you are going in.

This section should take only about 5 minutes.

The 1-to-10 Close

1. Once you complete showing the plan you will use some very simple, nonthreatening techniques with the prospect. Here is what to say...
 - a. *Dennis, I thank you for taking the time to meet today, before you go I would like to take a minute to find out where you stand on what you've seen so far? I want to emphasize that all I want is you to be honest with me so I know where to go from this point. How I would like to do this is to have you put yourself on a scale of 1-to-10. 1 being that you have no interest at this point and that is totally fine, this is an evaluation process and I am just looking to find out where you stand... or you may want to try out some of our products. Above that, we are probably talking in the range of 6-to-8 meaning, you have an interest but you still have some questions or concerns you need to get addressed. If that is the case what I recommend is we schedule a follow-up appointment, to get those questions or concerns answered. What I also recommend is that we get you to take another look at this business and meet some of my business partners. Last on that scale of 1-to-10 is a 10 – meaning, you see the power of this business and how it could help all the areas we've talked about today and you would like to know the steps to get started. So Dennis, where would you say you fall on that scale of 1-to-10?*

You now sit back, let them answer... don't interrupt and wait for him to answer.

2. If Dennis says he's a 1:
 - a. *Dennis! Thank you for being honest with me. Dennis, one last thing, is there any products that we talked about that you would like to try?*If yes sell him the product... if no thank him for his time and move on. Don't get stuck on Dennis. We are not looking to convince people into our business, we want people who have real interest and desire. Don't take it personal... look at it as a positive; you know where Dennis stands and you are one step closer to success.
3. If Dennis is between a 6 and an 8:
 - a. *Great! Dennis what I would recommend at this point is that you come to what we call a second look and take another look at this business. It will also give you a chance to meet some of my business partners. Talk with them and get a different perspective of the business. The next second look is this Wednesday evening at 7:30, can you make that?*

Book him into the second look as soon as you possibly can and let the meeting systems go to work for you.

4. If Dennis says he's a 10, book an appointment to get him signed up, and get his business started. It is recommended to get this done within the next 48 hours; everything is still fresh in his mind... keep him thinking and keep him moving forward with his business.

Winners cease the moment and do things now!

This process should make it easier and allot more fun for newer business owners.